

The role of AI in travel

Winning Friends, not just Users

//
PERSONALISATION
// RETAIL
// AI

Who are we?

100+ MY of experience
in travel
personalisation

45+ people

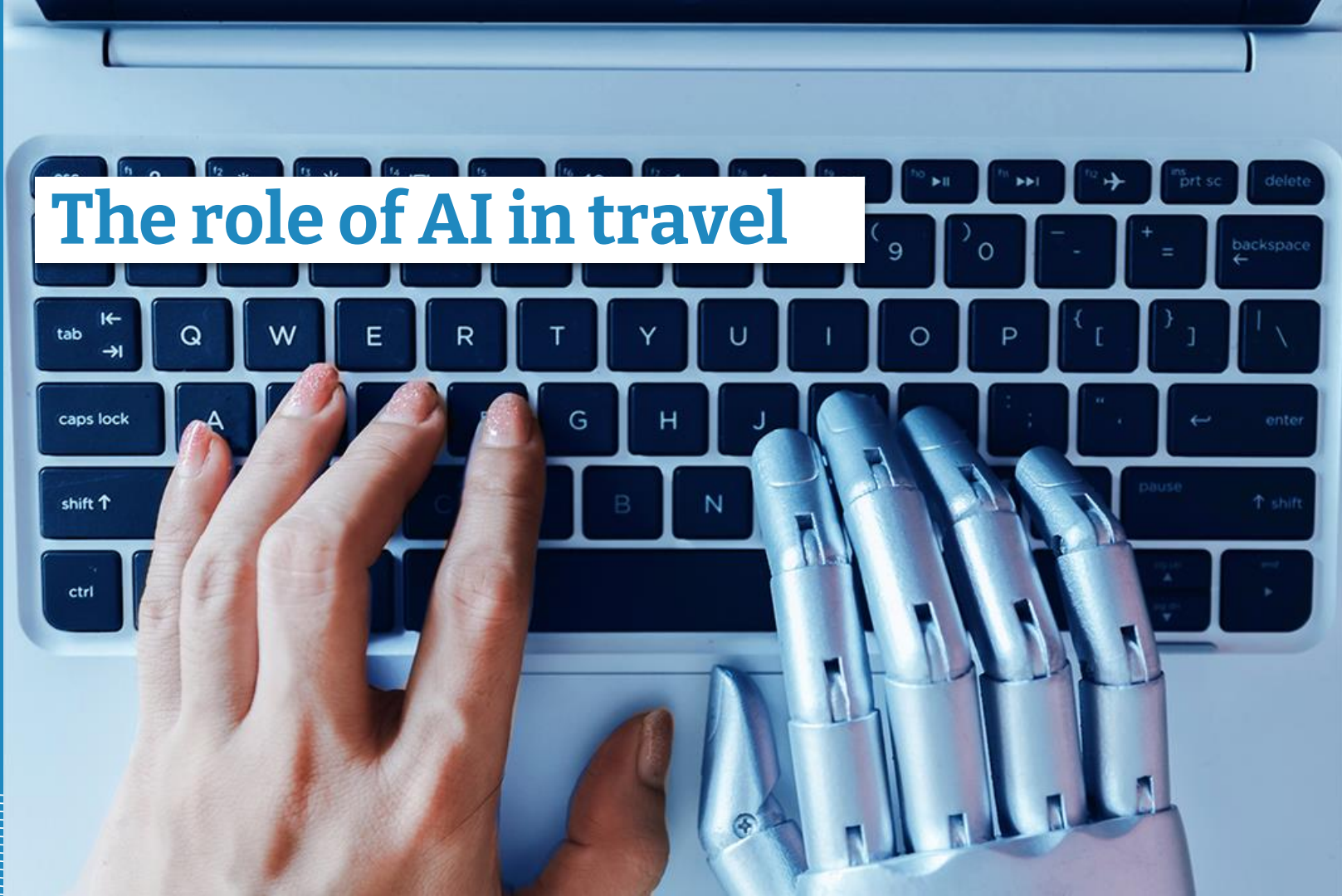
Serving OTAs, Airlines,
Car rental, Tour
Operators & Retailers

Award winning



bd4travel

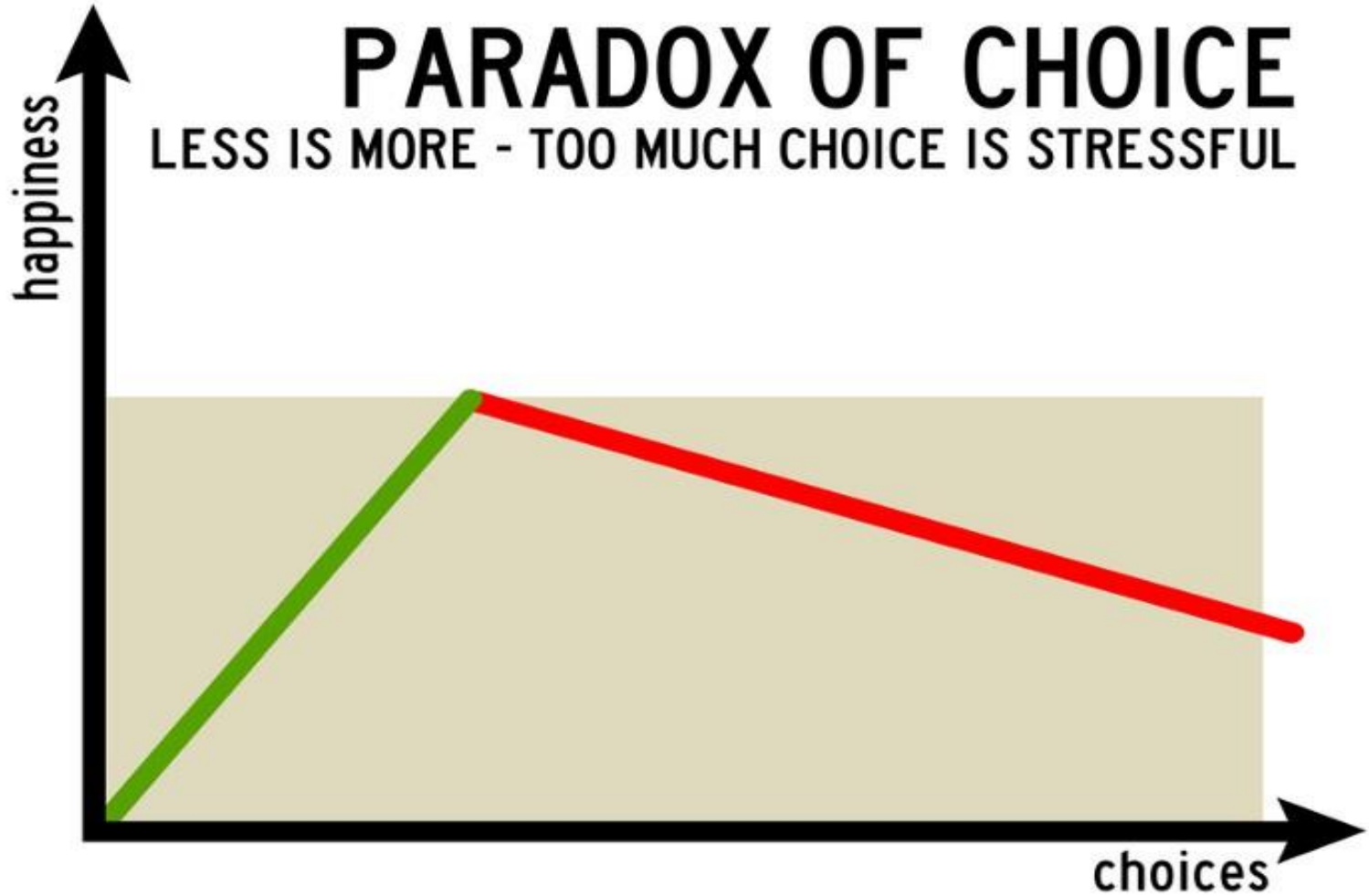
The role of AI in travel





PARADOX OF CHOICE

LESS IS MORE - TOO MUCH CHOICE IS STRESSFUL



Search > [Select](#) > Review > Checkout

Package to Bali | Travel Dates Wed 15 Dec 2021 - Wed 29 Dec 2021, 14 nights | Rooms & Travellers 1 room - 2 adults

Edit Search

1523 packages available in Bali, Departing Sydney



Filter Results

Showing 1523 of 1523 Packages

Hotel Name

Enter Hotel Name [Go](#)

Package Price (Per Person)

\$1,663 - \$29,608

Quality Rating

Any 2+ 3+ 4+ 5

Traveller Rating

Any 2+ 3+ 4+ 5

Property Type

- ☐ Hotel
- ☐ Resort
- ☐ Holiday rentals
- ☐ Apartment
- ☐ Motel
- ☐ Bed & Breakfast
- ☐ Other

Amenities

- ☐ Pool
- ☐ Internet/Wifi
- ☐ Breakfast

Selected flights

DEPARTING Wed, 15 Dec 2021
 9:05 AM - 7:05 PM 13h 0m 1 stop
 SYD -> SIN -> DPS [Flight details](#)
 Economy - Fare Rules 30Kg checked

RETURNING Wed, 29 Dec 2021
 8:15 PM - 8:40 PM 21h 25m 1 stop
 DPS -> SIN -> SYD [Flight details](#)
 Economy - Fare Rules 30Kg checked

Sort By: Popular Price Quality Rating Distance



The Ritz-Carlton
 67.3 km to city centre
 4.5/5 (3529 reviews)
 Reservation options available:
 ✓ Free Hotel Cancellation
 ✓ Book early and save (on select nights), Free high-speed L...
 Room type: Junior Suite, 1 Bedroom, Non Smoking, Balcony (Sawangan)
[View all room types](#)



W Bali - Seminyak
 50.2 km to city centre - Map
 4.5/5 (4578 reviews)
 Reservation options available:
 ✓ Free Hotel Cancellation
 ✓ Book now and save, Free valet parking, Free self par...
 Room type: Room, 1 King Bed, Non Smoking, Balcony (Wonderful Garden Escape)
[View all room types](#)



Sofitel Bali Nusa Dua Beach Resort
 62.8 km to city centre - Map
 4.5/5 (4578 reviews)
 Reservation options available:
 ✓ Free Hotel Cancellation
 ✓ Book now and save (on select nights), Free valet par...
 Room type: Luxury Room, 1 King Bed, Lagoon View
[View all room types](#)

Package to Bali

Travel Dates Wed 15 Dec 2021 - Wed 29 Dec 2021, 14 nights

Rooms & Travellers 1 room - 2 adults

1523 packages available in Bali, Departing Sydney

per person

[View Details](#)

Flight + Hotel

\$4,533

per person

incl. taxes & fees

You save \$208 per person

[View Details](#)

Flight + Hotel

\$3,317

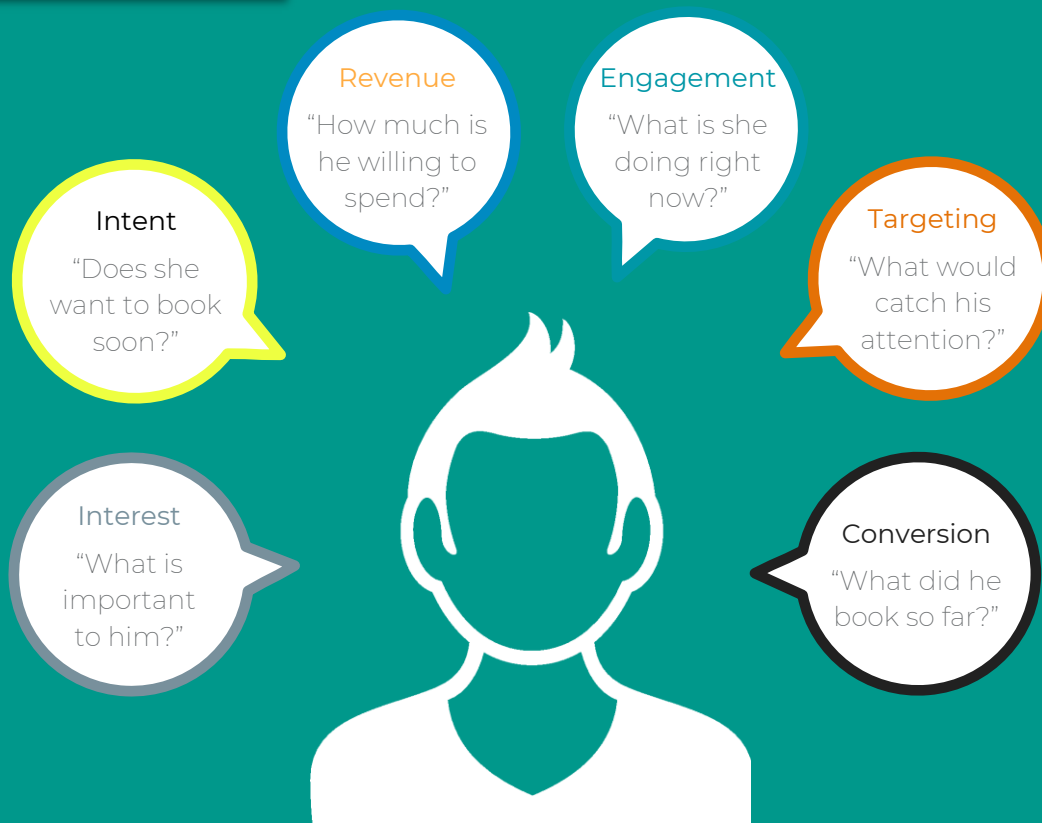
per person

incl. taxes & fees

You save \$105 per person

[View Details](#)

// Who is this?



// Who is this?

Intent

"Does she
want to book
soon?"



// Intent

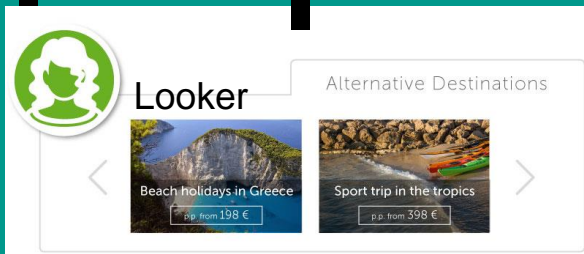


Intent.

Price Sensitivity.

Churn Risk.

Propensity.

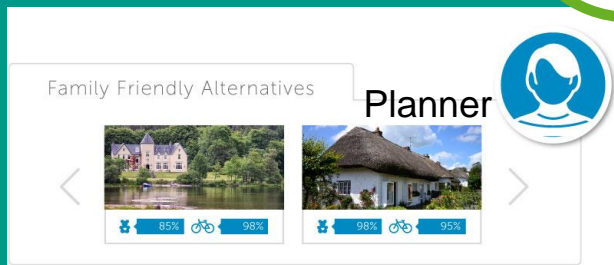


Intent
"Does she want to book soon?"

Revenue
"How much is he willing to spend?"

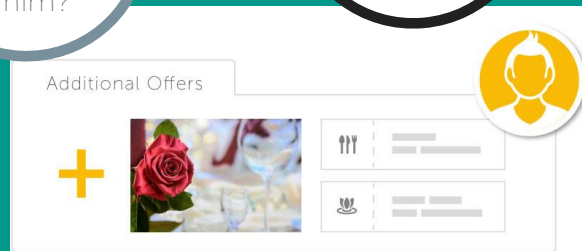
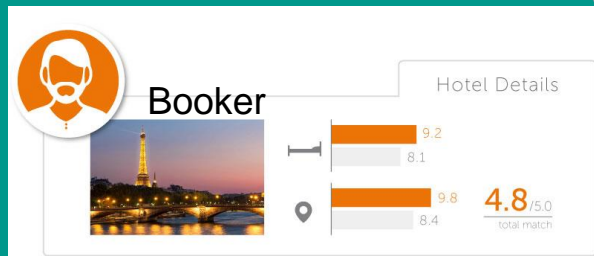
Engagement
"What is he doing right now?"

Targeting
"What would catch his attention?"

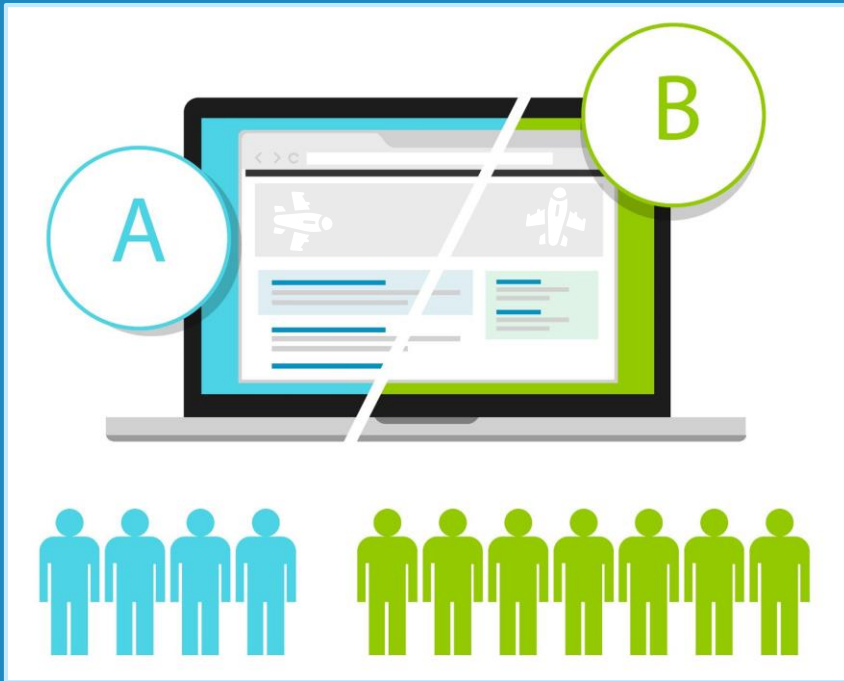


Interest
"What is important to him?"

Conversion
"What did he book so far?"



//Travel sites are optimised for the average user



✈️ A/B testing (best practice) creates a false dialogue

✈️ Option B converts better than option A

✈️ The whole experience for all clients is optimised for the average

The role of AI in travel

Real-time personalisation
sector specific

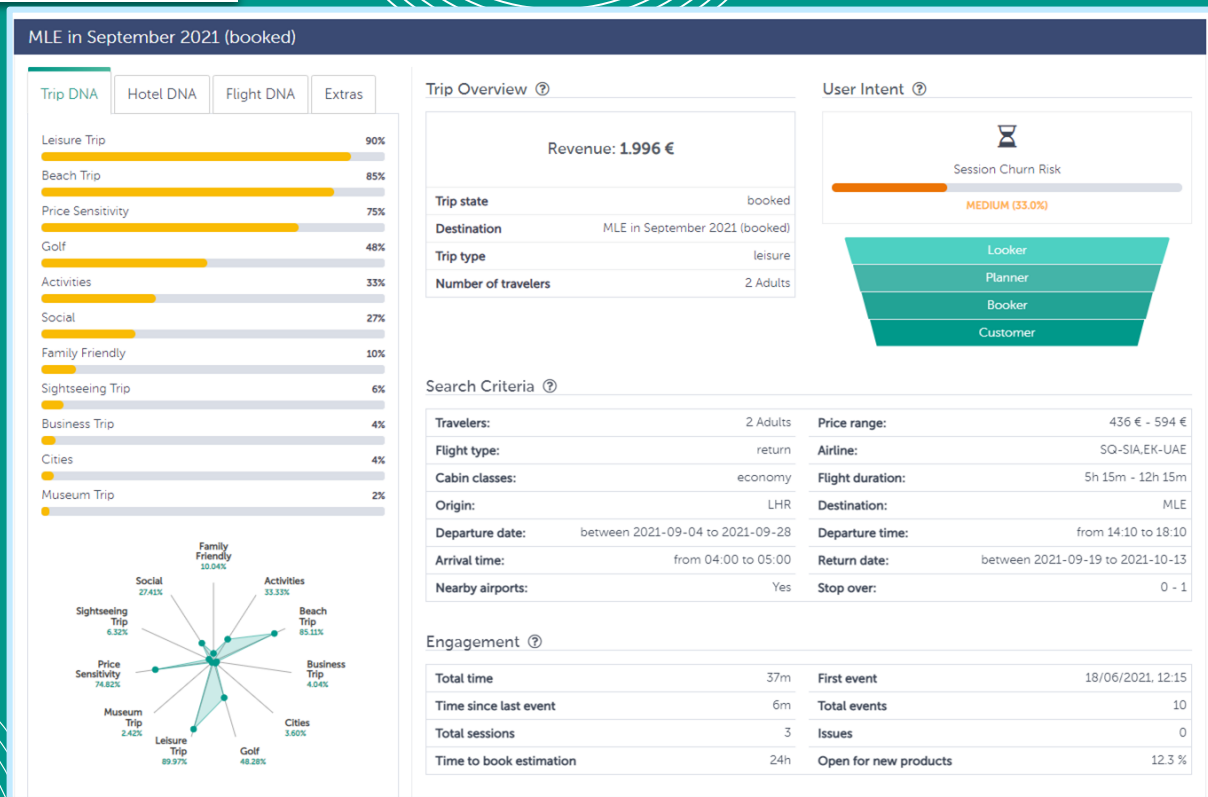
Runs and learns by itself
**Gets equipped with your
input/ideas/rules**



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// Deep User Profiling

Product Affinity, Intent and Shopping Context



// Deep Product Profiling

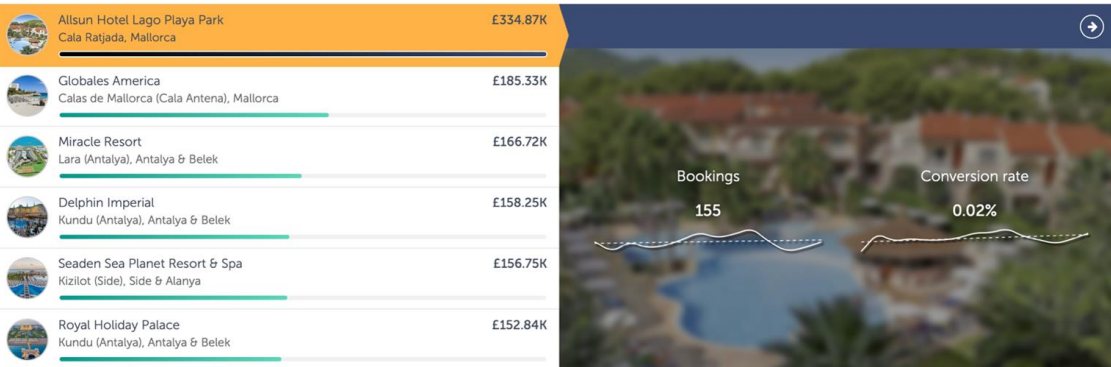
PRODUCT PERFORMANCE

Products ▼

Best Seller ▼

Last 14 Days ▼

What is driving your sales and what isn't? The product leaderboard shows you the top performing products and destinations. Switch the sort order to also find products that are frequently displayed but hardly sold.



IBEROSTAR CRETA PANORAMA

Griechische Inseln

★★★★★



DNA



// Personalised Offers & Experiences

Check out our Protection Promise
You can book now and make changes later, and you're protected if you cancel, with our industry leading T&Cs.

Sentido Apollo Palace
Massonghi, Corfu, Greece
★★★★★ 105 reviews

Double Room Half Board

London Gatwick Airport (LGW) Corfu, Ioannis Kapodi Airport (CFU)

Sat 9 Oct 2021
7 nights

Book today for £600 deposit
Refund guarantee
If you cancel up to 28 days before travel

Includes £200 off

View holiday

Lindos Royal Resort
Lindos, Rhodes, Greece
★★★★★ 191 reviews

Deluxe Double Room All Inclusive

Book today for £600 deposit
Refund guarantee
If you cancel up to 28 days before travel

Get 10% off

✓ Complete your booking to enjoy this exclusive discount

- Discount is valid only for this session and the current flight search.
- Discount displayed only after all flights selected.
- Discount is valid on the airfare only.
- Carrier-imposed charges and taxes are not discounted.
- Discount is not valid on "Special" fares.
- This offer is valid on Emirates operated flights only and not applicable on codeshare and interline flights.
- Amendment and cancellation fees may apply and will vary depending on destination and class of travel.
- Check "fare conditions" from an online quote to view these and other applicable fare conditions.
- Special Terms and Conditions and our general Terms and Conditions apply.

Get offer

Make sure you read the [fare conditions](#) at the bottom before selecting your flights.

Wish you were there?

Sign up for our newsletter and discover travel experiences you'll really want to try.

e-mail

Register now

// Intelligent Matching

Recommendations ?

Ancillaries

Transport

Corona-related offers



Targeting channel	e-mail
Channel score	88%
Channel timing	3h: 30m before check-in



Targeting channel	e-mail
Channel score	80%
Channel timing	4h before departure



Targeting channel	SMS
Channel score	75%
Channel timing	2h before check-in

// Targeted Interventions

JUMP IN AND GET 20%
OFF YOUR HOLIDAY

ON BEACH HOLIDAYS 2022

Enter this specific code when you check out to
redeem the discount.

SUNIOSUMMERHOLS

Copy code

We think you might like a late checkout



Get a late checkout

Hang on to a room for a little longer and freshen up before you fly.

More details

Select

Get double Skywards Miles

✓ Complete your booking to enjoy this exclusive offer

- Members must be logged-in to their individual Skywards account before completing the booking to avail this offer.
- The offer is only valid for this session and the current flight search.
- The offer is only valid for the member making the booking. Other passengers are not eligible.
- If the ticket is subsequently reissued, the offer is null and void.
- The offer is only valid on flights operated by Emirates.
- Bonus Miles accrued as per originally ticketed fare brand.
- The offer is not combinable with any other promotion or discount.
- All other Emirates Skywards Programme Rules apply.

Continue booking

WHAT CAN
YOU DO?



Redefine **customers** to be everyone who comes to your channels



Start to “listen” to every engagement of your **customer**

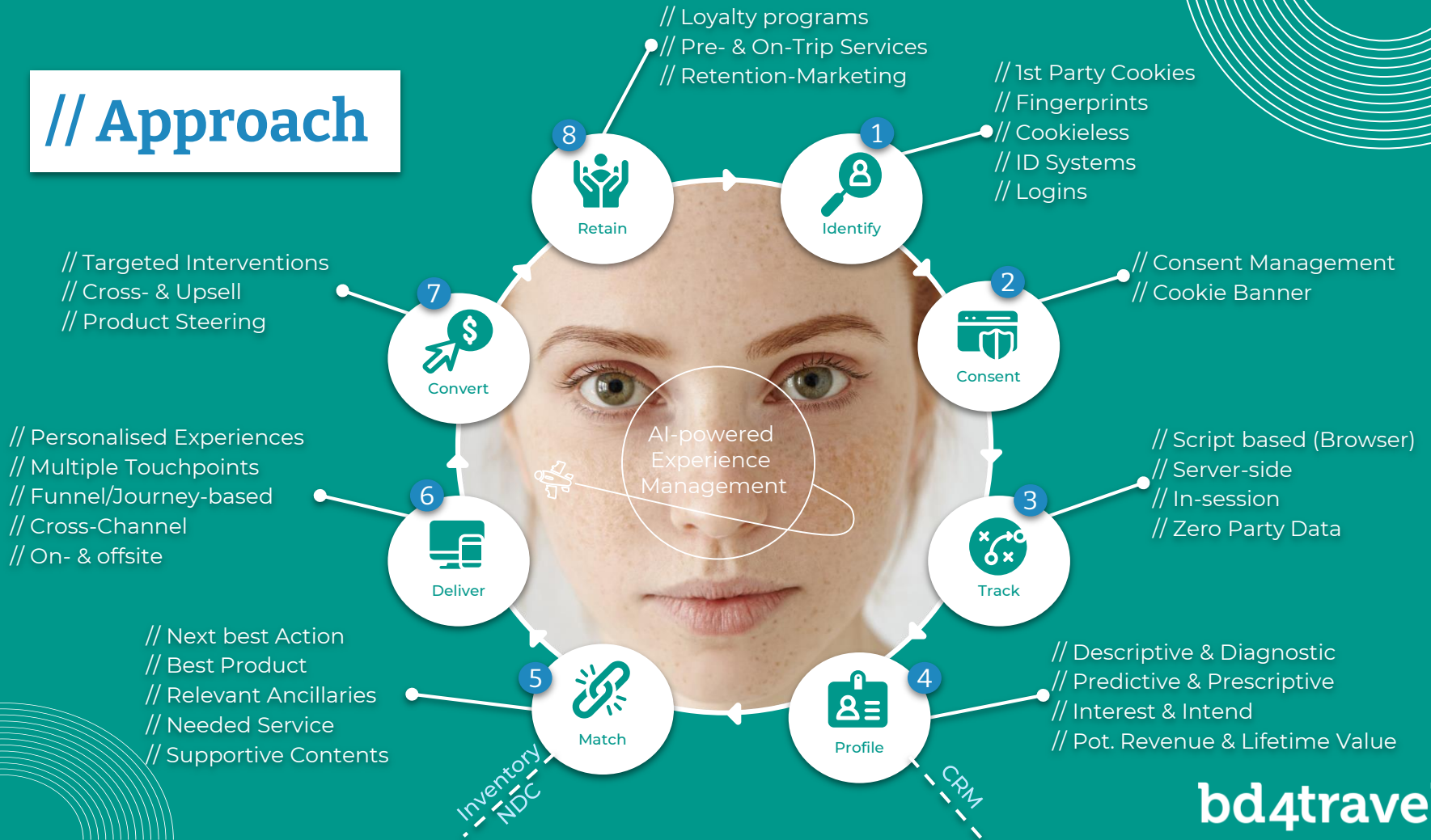


Increase your ambition level **enormously**



Start with individuals and build out audiences - not the other way round

// Approach



What we believe

**We need to be
human centric**

**Be
inspiration
lead**

AI Powered

Selling is design

**Real people
need real time**

**Engagement is a result
not a target**

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// Thank you!

// Find out more on www.bd4travel.com

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