

The Mobile Customer



The Conference

Smartphones are now part of everyday life. Our customers are mobile, using sophisticated apps that make their lives easier. Is the travel industry grasping this mobile opportunity or is it being left behind?

There is no other industry that needs to be embracing mobile more than travel. It is just information when it is being researched and purchased, so lending itself to electronic delivery. When our products are being consumed, our customers are actually mobile themselves, increasingly reliant on their handheld devices to deliver the information they need to enhance their travel experiences. Moreover, travel is charismatic, encouraging our customers to share their experiences on social media using their mobiles. This viral marketing aspect of social media is a powerful way in which to bring in new customers.

As we move further into the new Millennium, mobile usage is becoming endemic. According to Ofcom, 88% of UK 16-24 year olds own a smartphone. They cram over 14 hours of media and communications activity into 9 hours 8 minutes each day by multi-tasking, using different media and devices at the same time. Meanwhile, children aged 12-15 are turning away from talking on the telephone. Just 3% of their communications time is spent making voice calls, while the vast majority (94%) is text based.

Whilst our current customers have certainly taken to mobile, our future customers have only known mobile communication. They have no knowledge or interest in how we conducted business pre-mobile and pre-Internet. Whatever strategies you have in place today to embrace mobile may become outdated and insufficient in just a couple of years time as the Millennial Generation complete their education and move into employment with their spending power coming on-stream.

It is, therefore, vital to understand how mobile is developing and how the travel industry's thought leaders see the market changing. With this in mind, TTI has assembled a team of experts to give their views. They will talk about how mobile is developing and how they are enhancing the mobile customer experience in their own organisations. Attend TTI's Spring Conference and hear for yourself how to make The Mobile Customer your customer.

Venue:

Strand Palace Hotel, 372 Strand, London, WC2R 0JJ

nearest undergrounds: Charing Cross & Covent Garden

The Speakers

Marco Ryan, Chief Digital Officer
Thomas Cook Group

Sam Smith, Industry Manager Travel
Google

Ben Scott-Robinson, Head of Interactive Experience
The Ordnance Survey

Deepak Jha, Head of Mobility Hub
TUI Travel

Fabrizio di Martino, Manager Mobile & Social Europe
InterContinental Hotels Group

Daniel Wishnia, Director - Digital Promotion & ECommerce
Manager, GCH Hotel Group

Jeroen van Velzen, Chief Executive Officer
The Sound of Data

Professor Dimitrios Buhalis, Director eTourismLab
Bournemouth University

TTI Shareholders:



The Mobile Customer



The Conference

09:30 Registration and Coffee

10:00 Welcome & TTI Update, Peter Dennis, Chairman, TTI

Going Mobile

The industry's leading travel companies are at the forefront of the push to deliver a comprehensive mobile customer experience. The challenge is for mobile to be relevant and add value across all customers touch-points from first researching a holiday through making the booking, using mobile in-trip and post-trip. Hear from Thomas Cook and TUI senior executives about how they are addressing the mobile challenge and their thoughts for the future.

10:10 Thomas Cook and The Mobile Traveller
Marco Ryan, Chief Digital Officer, Thomas Cook Group

10:30 Mobile Innovation at TUI
Deepak Jha, Head of Mobility Hub, TUI Travel

10:50 Going Mobile Panel Session

11:10 Coffee Break

The Mobile Hotel Guest

Possibly more than any other travel sector, for hoteliers there are great opportunities to use mobile to enhance the guest experience. This might be to automate functions such as booking, check-in or check-out, to provide information on and booking of in-hotel ancillary services, to provide area information for when guests are out and about or for social purposes. In this session, you will hear from two hotel mobile and social experts on how they are enhancing the mobile experience for their guests.

11:40 Meeting the Needs of the Mobile Hotel Guest
Fabrizio di Martino, Manager Mobile & Social Europe
Intercontinental Hotels Group

12:00 MeetMeln - A New Approach to Socialising the Hotel Experience
Daniel Wishnia, Director - Digital Promotion & ECommerce Manager, GCH Hotel Group

12:20 The Mobile Hotel Guest Panel Session

12:40 Lunch

Mapping and More

How can mobile be used to assist tourists and travellers when they are in-destination? This question is being addressed by two of the best known organisations, famed for their mapping and more. Google has always been an online player and is successfully transitioning to mobile. The Ordnance Survey has an illustrious history dating back to 1745 when it first mapped Scotland in the wake of the Jacobite rebellion. It is maintaining its modern world relevancy with its latest mobile apps. Learn how these two organisations are responding to the needs of the mobile customer.

14:00 Enhancing the Mobile Traveller Experience
Sam Smith, Industry Manager Travel, Google

14:20 Beyond Google Maps
Ben Scott-Robinson, Head of Interactive Experience
The Ordnance Survey

14:40 Mapping and More Panel Session

15:00 Coffee Break

The Power of Smart Phones

The processing power of smart phones continues to increase and screen resolution and quality has never been higher. This provides every opportunity for travel and tourism organisations to provide their loyal customers with great apps, so enhancing their travel and tourism experiences. In this session, you will hear from two experts in their fields. You will learn about what makes a great app and hear an authoritative view on how mobile will shape the tourism experience into the future.

15:30 What Makes a Great App?
Jeroen van Velzen, Chief Executive Officer
The Sound of Data

15:50 Mobile Tourism - 2015 and Beyond
Professor Dimitrios Buhalis, Director eTourismLab
Bournemouth University

16:10 Apps and Tourism Panel Session

16:30 Chairman's Summary, Peter Dennis, Chairman, TTI

16:40 Close

Moderator: Paul Richer,
 Genesys - The Travel Technology Consultancy

Registration

TTI members - 2 free delegates (Additional TTI member delegates and Unicorn licence holders £50 + VAT)

AAC / ABTA / ABTOF / AITO / BETA / ETOA / GTMC / HSMIAI / IFITT / OpenTravel / RMAPI / members £195 + VAT

Others £295 + VAT

Register online at www.tti.org/conference To contact TTI, email admin@tti.org or call 0871 244 0747