



Genesys
the travel technology consultancy
www.genesys.net

Latest Tech Trends

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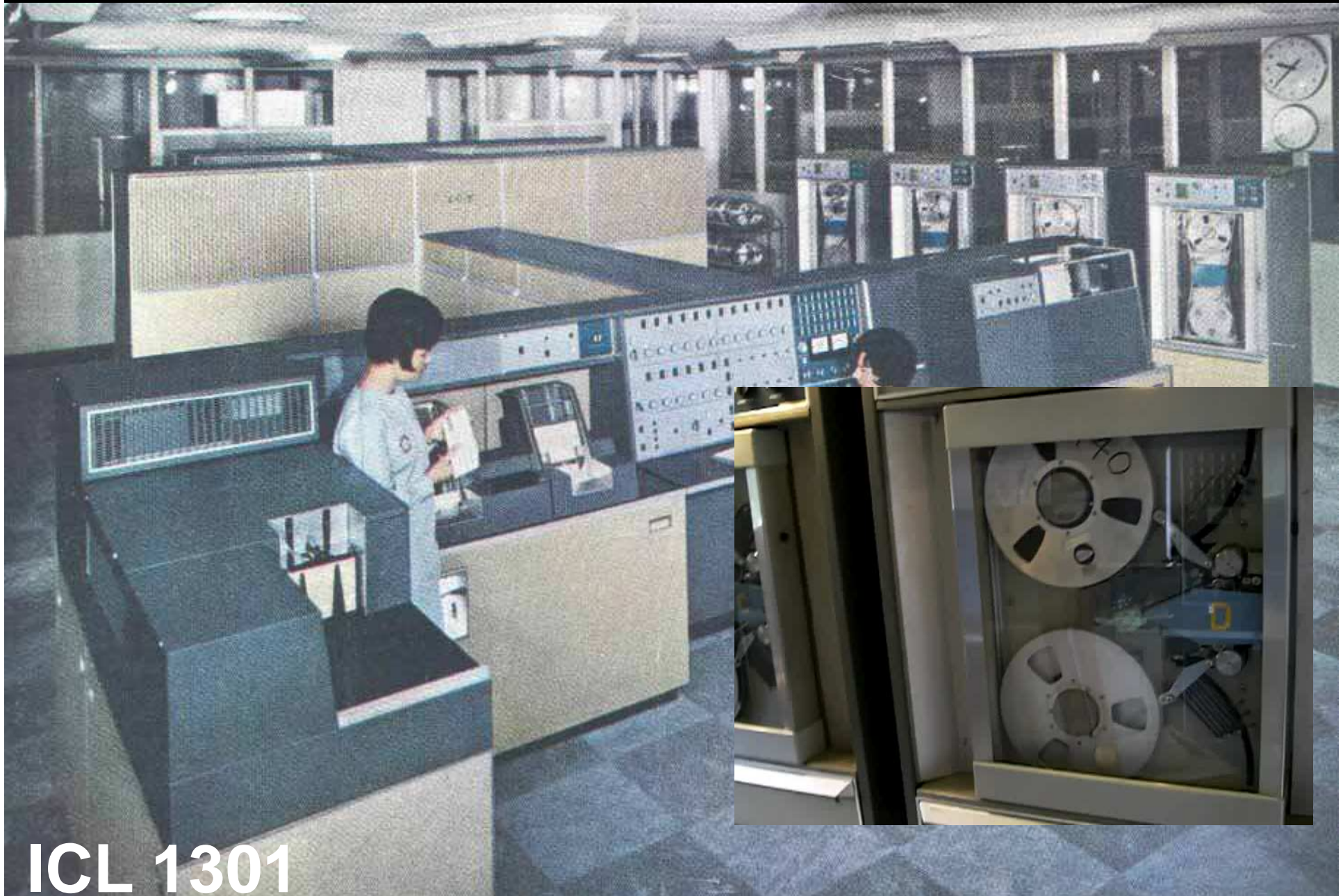
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We've come a long way in 50 years



ICL 1301

Agenda

- The still must-do's
- The new must-do's
- Latest technology

The Still Must-do's

- Have a good product proposition
- Online sales
- Differentiate your business

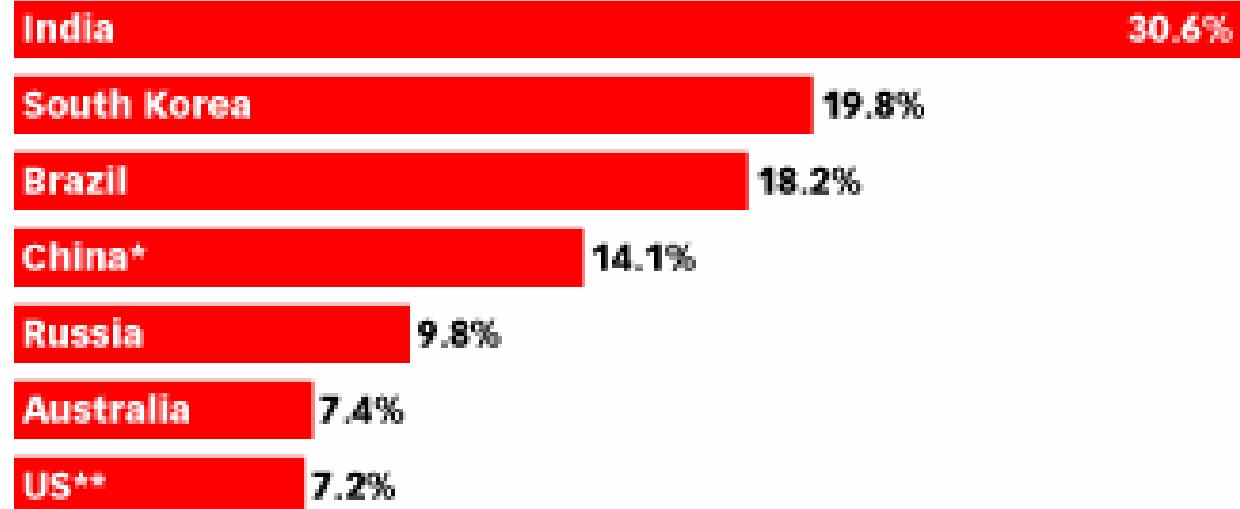
Have a good product proposition

- Is your product as good as it can be?
- Is there scope for improvements?
 - Effectiveness
 - Can you make your product better?
 - Efficiency
 - Can you make your product cheaper?
- Worst plane flight ever!

Online Travel

- Still growing fast in some markets

Online Travel Sales CAGR in Select Countries, 2011-2016



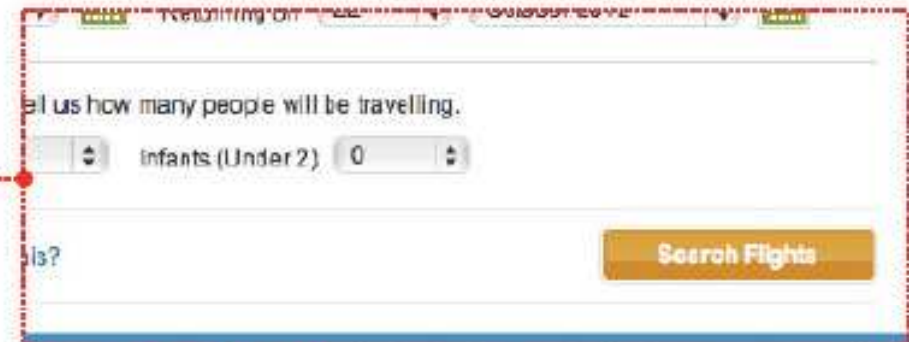
Source: eMarketer

Five Point Plan

1. At the start – match the expectation
2. Provide all the information needed to make the sale
3. Clearly signpost the information journey
4. Give the customer confidence to do the deal
5. Make sure the booking process is as simple and clear as possible

There is always room for improvement

- Improving your online presence is a never-ending task
- Constant a/b testing yields benefits



Quick Quote CTA

Source: presentation by Gillian Corley, Head of Marketing, Disney Destinations International

Buttons to A/B test



Orange (Small, 32px)



Orange (Large, 36px)



Blue (Small, 32px)



Blue (Large, 36px)



Red (Small, 32px)



Red (Large, 36px)

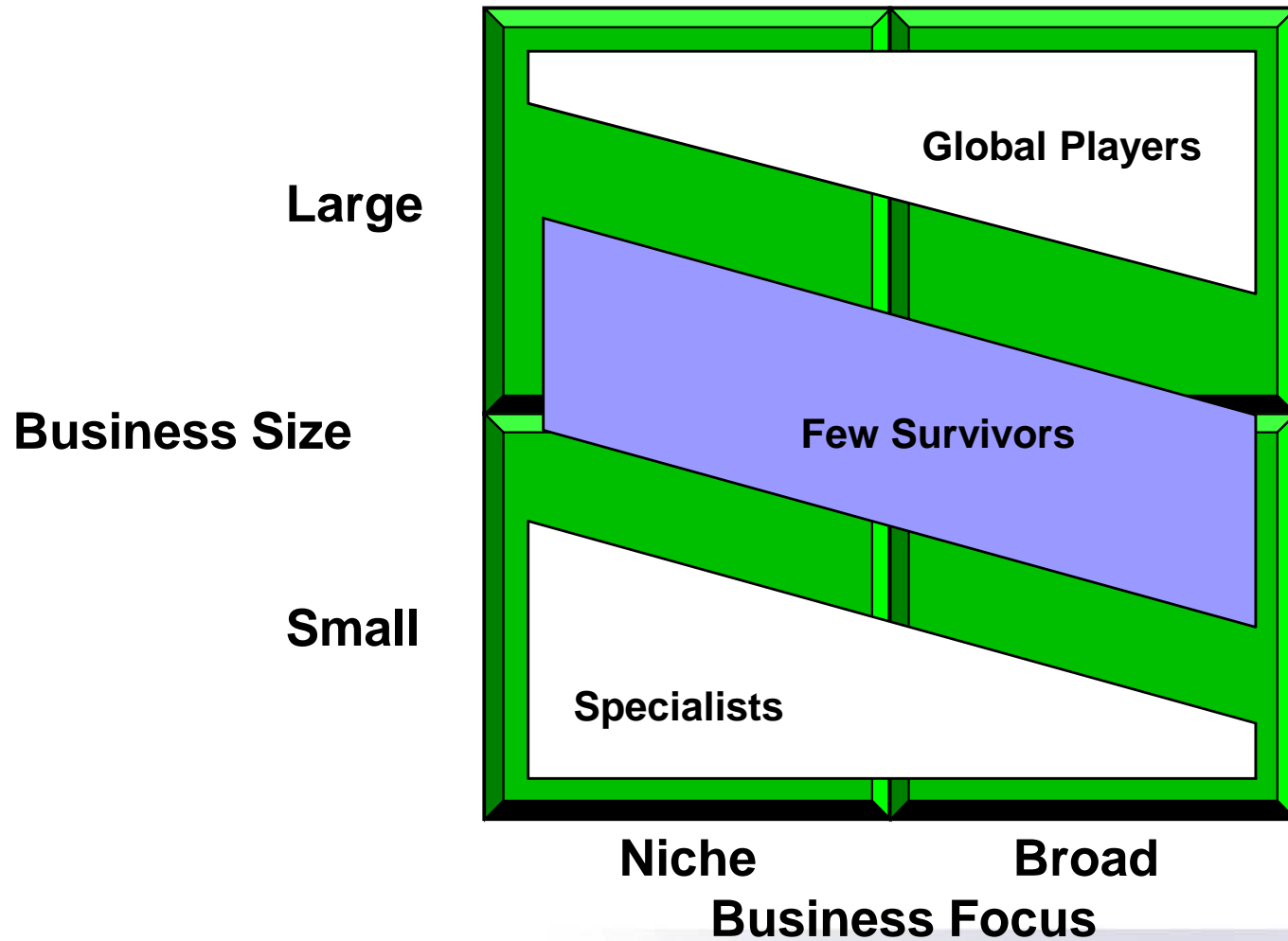
Small orange wins, +8% clickthroughs

Source: presentation by Gillian Corley, Head of Marketing, Disney Destinations International

Differentiate your business

- The online marketplace
 - Consumers search globally for products that meet their precise needs
 - Niche products sold internationally
 - Broad range product suppliers compete on brand power and lowest cost
 - Marketing spend counts.

The Online Marketplace



The New Must-Do's

- Social media
- Guard your reputation
- Mobile compatibility
- Tablet compatibility
- Online self-service
- Personalisation

Social Media



Facebook

Australia

3,707,219 likes · 310,855 talking about this

Royal Caribbean International

1,204,268 likes · 22,499 talking about this

British Airways

513,732 likes · 36,803 talking about this

Thomas Cook UK

145,541 likes · 10,167 talking about this

Hertz

83,763 likes · 482 talking about this

Hilton Hotels & Resorts

331,769 likes · 3,859 talking about this

Expedia

1,485,494 likes · 32,633 talking about this

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Twitter

The collage features several elements related to Twitter and social media:

- Twitter Profile:** A profile for **RIHANNA@rihanna** with 13,596,061 followers.
- Flutter App Interface:** A yellow-themed interface for the Flutter app. It includes a search bar with the text "making baked ziti 2nite!", a "3" notification badge, and a tweet from "Smowers12" that says "I had fun yesterday" posted "5 minutes ago from web".
- World Map:** A world map showing tweet volume by country. A sign indicates "175 million TWEETS A DAY". The data is as follows:

Country	Tweets
United States	107.7M
India	13M
Mexico	11M
Philippines	8M
Spain	8M
Canada	7M

Source: infographic labs

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Guard your Reputation

- United Breaks Guitars
 - 12,565,995 views to date

3 years later, and United still sucks! (;
MorriganMalaysia 2 days ago

teacher showed us this in class today !
acomotoya 1 week ago 5 👍

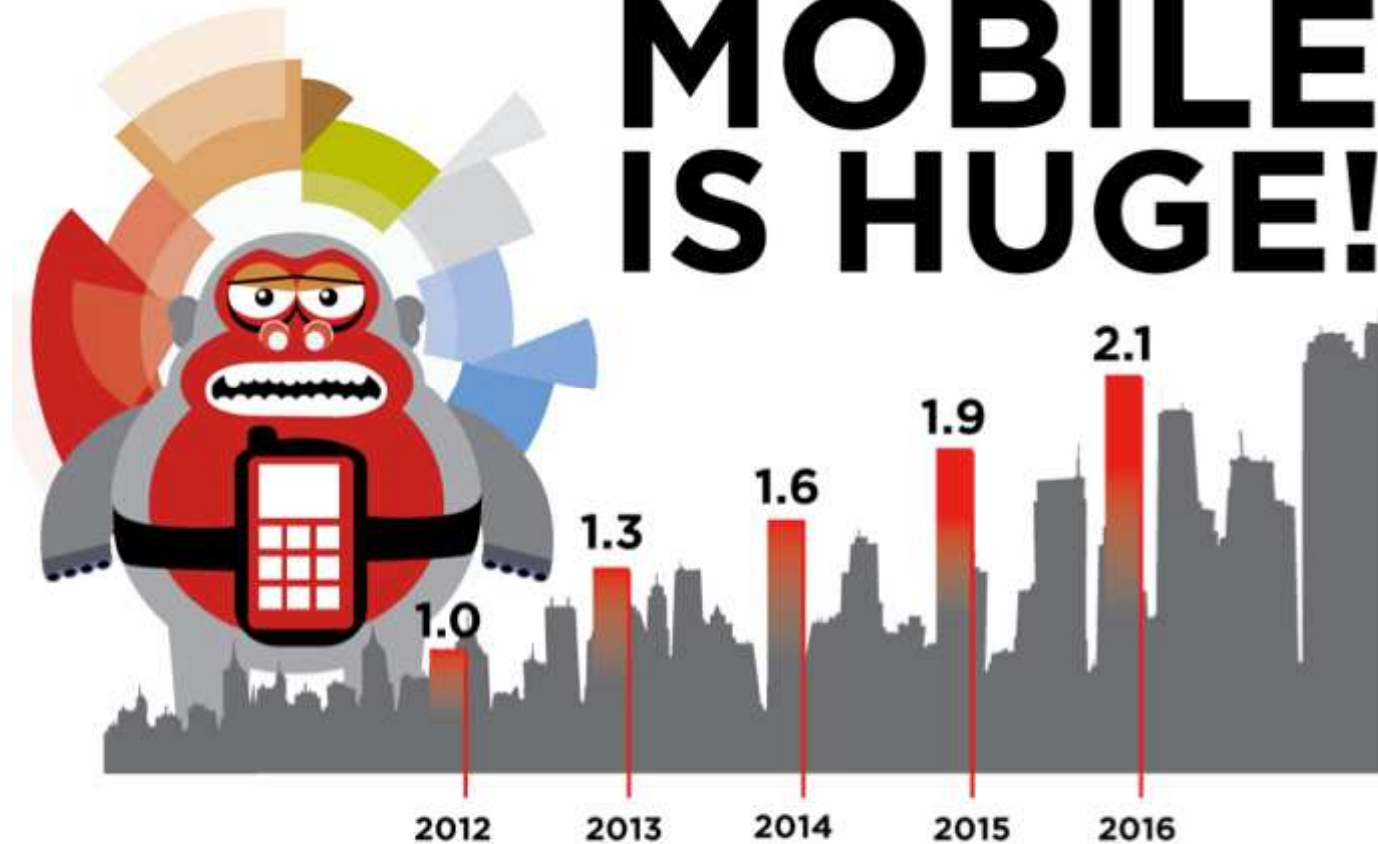


Im a music student, thank you, no way i'm traveling with them and risk my instruments.
zonks92 1 week ago

Get case studies and highlights from
Dave's speaking tour at
www.UnitedBreaksGuitars.com

Mobile

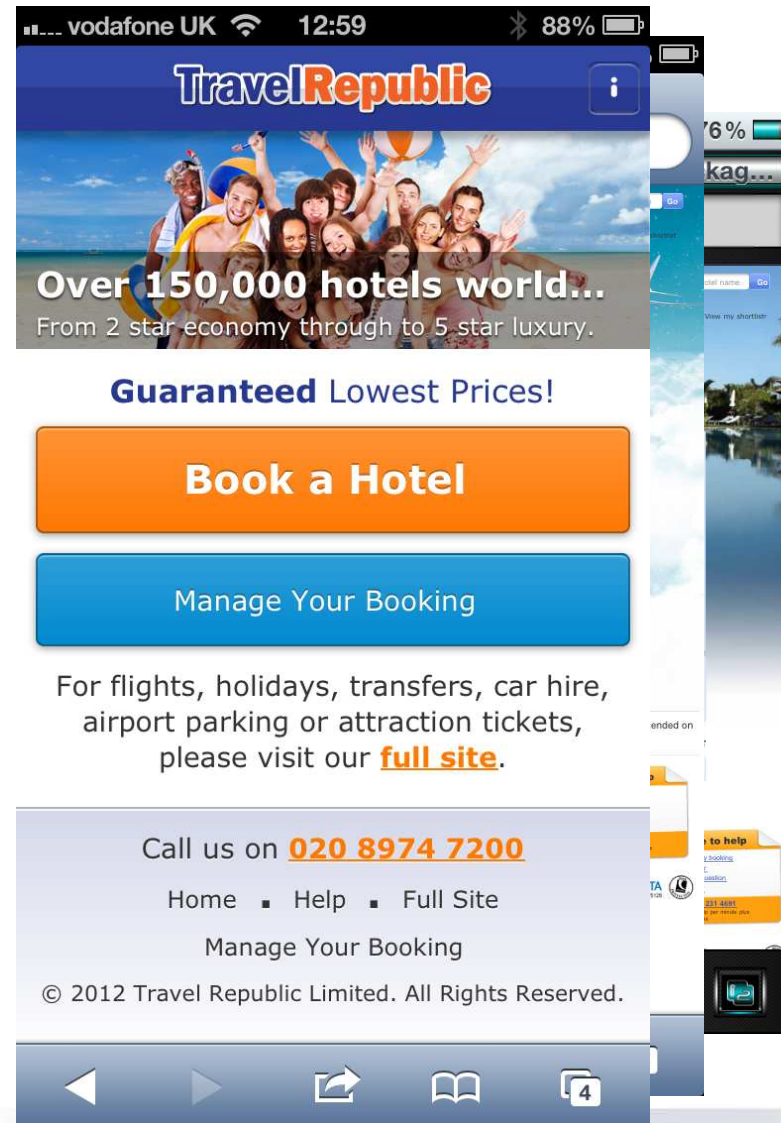
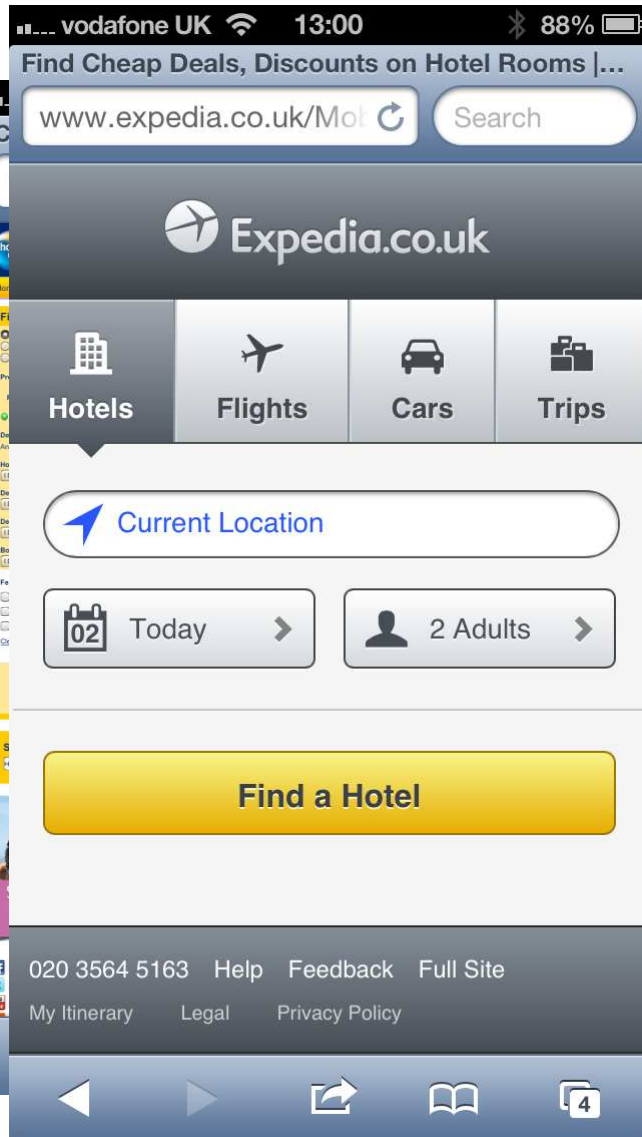
MOBILE IS HUGE!



Active Mobile App Users Worldwide, 2012-2016 (billions)

Source: Yankee Group, "Mobile Apps and Cloud Forecast," April 2012 as cited in company blog, May 9, 2012

Mobile Compatibility



Sofa Surfers

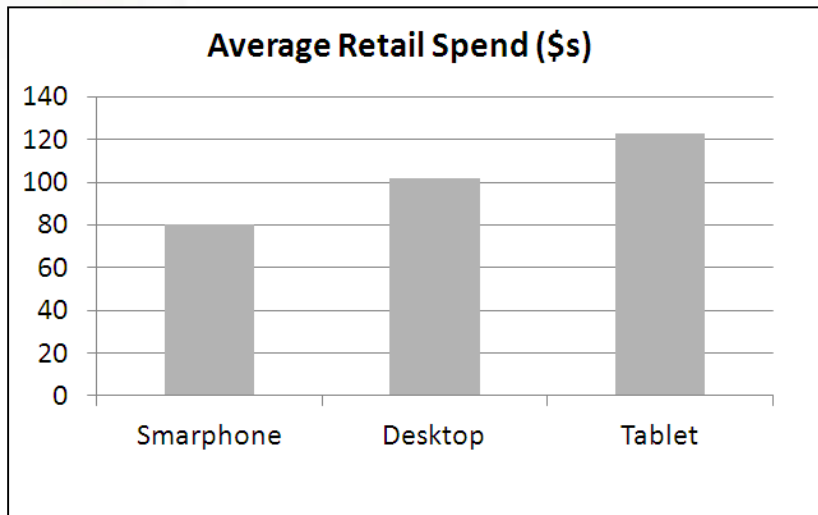


- Tablets use mobile operating systems
 - But they are NOT mobile devices



Tablet users spend more

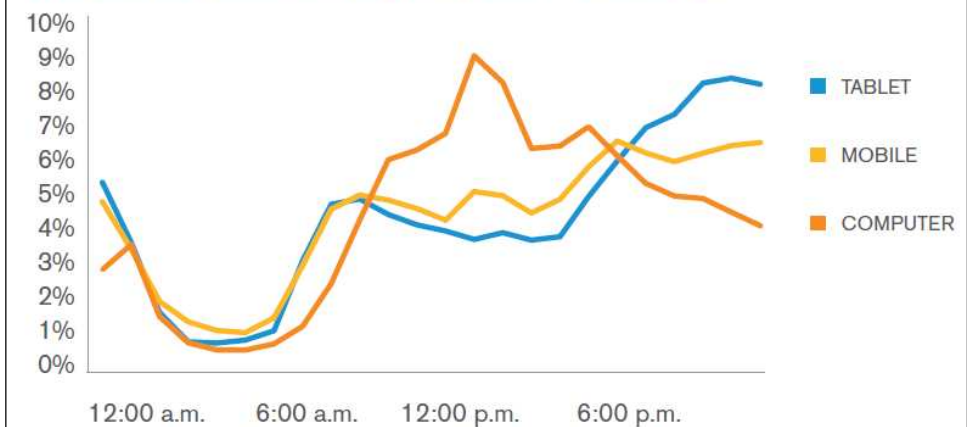
- Tablet users spend 54% longer on sites than mobile users, and purchase over 20% more than desktop visitors.
 - Study by Adobe Research over the 2011 US holiday period



TABLET USAGE SPIKES AT NIGHT

Share of Device Page Traffic Over a Day

Source: comScore Custom Analytix, EU5, Wednesday 7 December 2011



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HTML5 – traveloregon.com



SEE
-AND-
DO

TRIP
-AND-
IDEAS

CITIES
-AND-
REGIONS

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SEE & DO

TRIP IDEAS

CITIES & REGIONS

ASK OREGON

SEASONAL FEATURES

PLACES TO STAY

TRAVEL DEALS

GETTING AROUND



WELCOME TO OREGON.



Oregon wine country's traditional The opportunity to plunge into a vino adventure by Rachell Coe) [learn more](#)

Oregon isn't a place you see as much as you do. You can sight-see our beautiful coast, volcanic mountains, crystal-clear lakes and deserts that stretch as far as the eye can see. If you're looking for world-class pinots, some

by Rachell Coe) [learn more](#)



LET'S GET SOCIAL



STAY IN TOUCH - SUBSCRIBE

GET IN CONTACT

FREE TRAVEL GUIDES



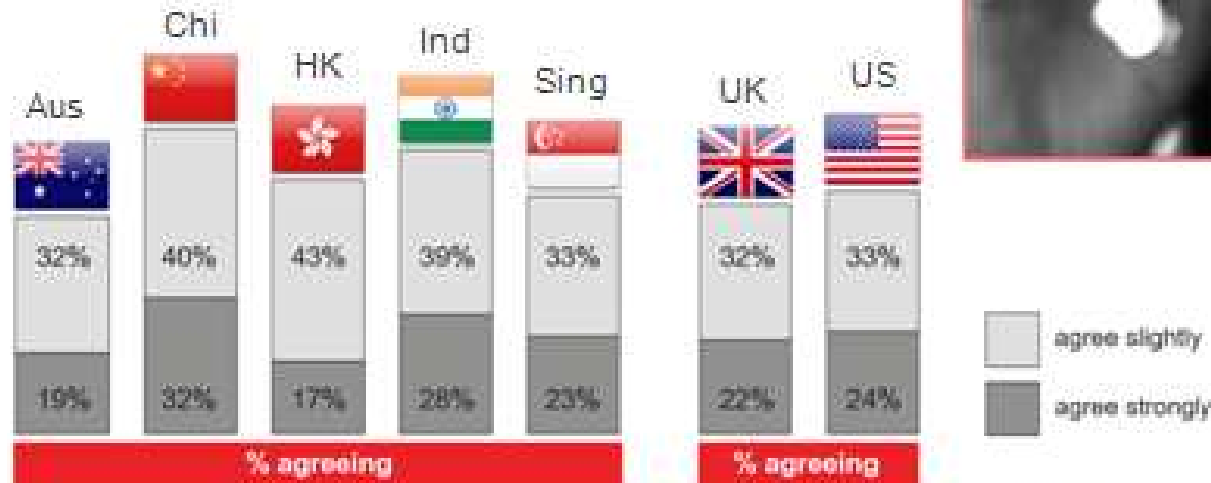
TRAVEL OREGON NETWORK

INTERNATIONAL VISITORS

Online Self-Service

Self Service is Changing Contact.

The calls I make to organisations are more complex as I'm doing simple things via their website.



- 62% of online consumers agree that their calls are more complex as simple transactions are automated.
- 89% say that they wouldn't mind being transferred to an expert.
- 49% want to email the same agent they speak to.

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Online Self-Service



Package holidays | Flights | Hotels | Cruises | Villas | Deals | Extras | Destinations



Manage My Booking

> Home

Mana



2 min movie about us

FREE Expert Support

[Travel Agents Login](#) | [Manage my booking](#) | [Print page](#) | [Help](#)

Airport parking

Airport hotels

Airport lounges

Port parking & hotels

Holiday insurance

Holiday car hire

Travel shop

Special offers

Home > Manage My Booking

Search Holiday Extras



Manage my booking

Use your 5 letter reference to view, amend or cancel

View, amend or cancel your booking

Booking Type

Parking, Hotel, or Lounge



Booking Reference

E-mail Address

Search

(If you are an Agent, please [log in](#) first)

Frequently Asked Questions

- Will I have to hand in my car keys? - [Answer?](#)
- How do I amend my booking? - [Answer?](#)
- What do I do if my flight is delayed and I go over my pre-booked parking period? - [Answer?](#)
- Can you send me a map? - [Answer?](#)
- Are the prices per room or per person? - [Answer?](#)
- Will I have to park the car myself? - [Answer?](#)
- What do I do if I exceed my 8/15 days parking package? - [Answer?](#)
- Can I park before my stay? - [Answer?](#)

Personalisation

- “The process of using a customer’s information to deliver a targeted solution”
 - Source: Peppers & Rogers
- “75% of UK consumers prefer to receive promotional offers that reflect their tastes and preferences”
 - Source: Direct Marketing Association (2011)

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Personalisation



Personalised "Featured Destination"
Generated a 41% increase in conversion rates and
a 4% improvement in bookings



23% uplift in bookings of their experiences products

Lastminute.com

Achieved a 28% increase in look-to-book conversion rates

Personalisation

Amazon.co.uk: Low Prices in Electronics, Bo... +

- Computers & Office
- Home, Garden & Pets
- Toys, Children & Baby
- Clothes, Shoes & Watches
- Sports & Outdoors
- Grocery, Health & Beauty
- DIY, Tools & Car
- > Full Shop Directory

Amazon Apps Clothing Trends **The Christmas Store** Amazon Prime Amazon Wish List Toys & Games

The Christmas Store

Get everything you need for **Christmas**

> Shop now

More Items to Consider

You viewed

Customers who viewed this also viewed



Asus TF300T 10.1-inch Multitouch...
★★★★☆ (44)
£387.92



Samsung Galaxy Tab2 10.1 inch Tablet...
★★★★☆ (103)
£299.99 £277.92



Asus EeePad Transformer Prime TF201...
★★★★☆ (139)
£499.00 £389.99



Poetic ASUS Transformer TF300 Leather...
★★★★☆ (21)
£19.95



iGadgitz Black EVA Travel Hard Case...
★★★★☆ (23)
£12.99



Asus EeePad Transformer TF101 10.1...
★★★★☆ (165)
£429.99 £325.99

> [View or edit your browsing history](#)

New for You



Doctor Who - Series 7 Part 1 Weeping...
Matt Smith, Karen Gillan, Arthur...
Blu-ray
★★★★☆ (25)



Seeking A Friend For The End Of The...
Steve Carell, Keira Knightley, ...
Blu-ray
★★★★☆ (25)



Naruto 59
> Masashi Kishimoto
Paperback
£6.99 £4.89



The Dark Knight Trilogy
Christian Bale, Michael Caine, ...
Blu-ray
★★★★☆ (9)



Rock of Ages
Tom Cruise, Julianne Hough, Diego...
Blu-ray
★★★★☆ (37)



Livescribe Unlined Journals - Red, 14...
£21.99 £20.86
Fix this recommendation



OtterBox Defender Case for iPhone 5...
★★★★☆ (6)
£21.29

Latest Technology

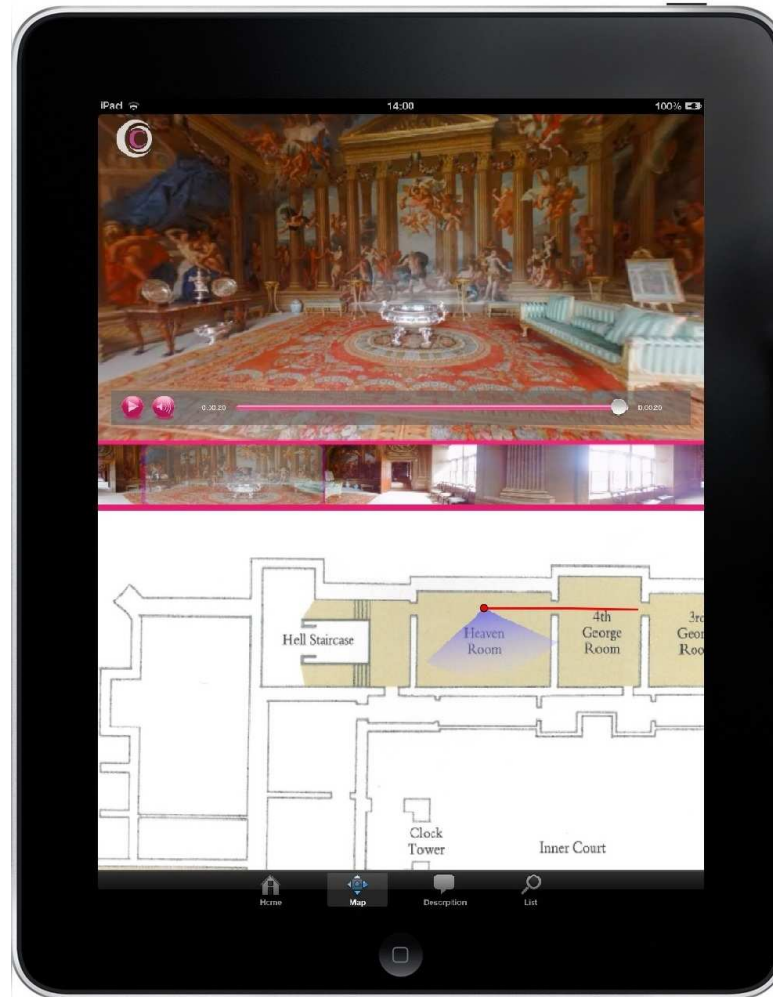
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Mobile Data-Roaming Affordable



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Spherevision 3D Video Mapping



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Augmented Reality



KLM Meet & Seat

KLM Meet & Seat

Want to find out who will be on your KLM flight? With Meet & Seat you can view other passengers' Facebook or LinkedIn profile details and see where they'll be sitting – long before your flight leaves the ground.

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- ✓ How does it work
- ✓ Profile and privacy
- ✓ Your seat

Discover Meet & Seat



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New Entrants

Blink Home Where We Are For Hotels F.A.Q. WE'RE HIRING!

Blink, it's booked.

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Hallst.com JOIN THE HOTEL USERS R-EVOLUTION!

Join us, it's free Login with Facebook Join us, it's free Create an account

Sell Buy Bid

979x561

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LET VICTOR SELL YOUR SPARE SEATS

WHY VICTOR - IN 80 SECONDS

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Where do you want to go? Check in Check out 1 Guest Search

Introducing WISH LISTS

Discover, save, and share your favourite places on Airbnb.

Watch the video

Popular Friends Airbnb Picks My Wish Lists



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50 years from now

2060-2069 timeline contents

2060-2100 - Global political and economic systems are in a period of immense transition

2060 - Flood barriers are erected in New York | Tropical cyclones are wreaking havoc in the Mediterranean
| Global extinction rates are peaking | An aging population | Mining operations on the Moon

2061 - Halley's Comet returns | The UK population reaches 80 million

2062 - Nanofabricators are a mainstream consumer product

2064 - IT's share of the US economy reaches 20%

2065 - Longevity treatments that can halt aging | Self-assembling buildings made entirely from nanotech
| Invisibility suits are in military use | Insurance crisis

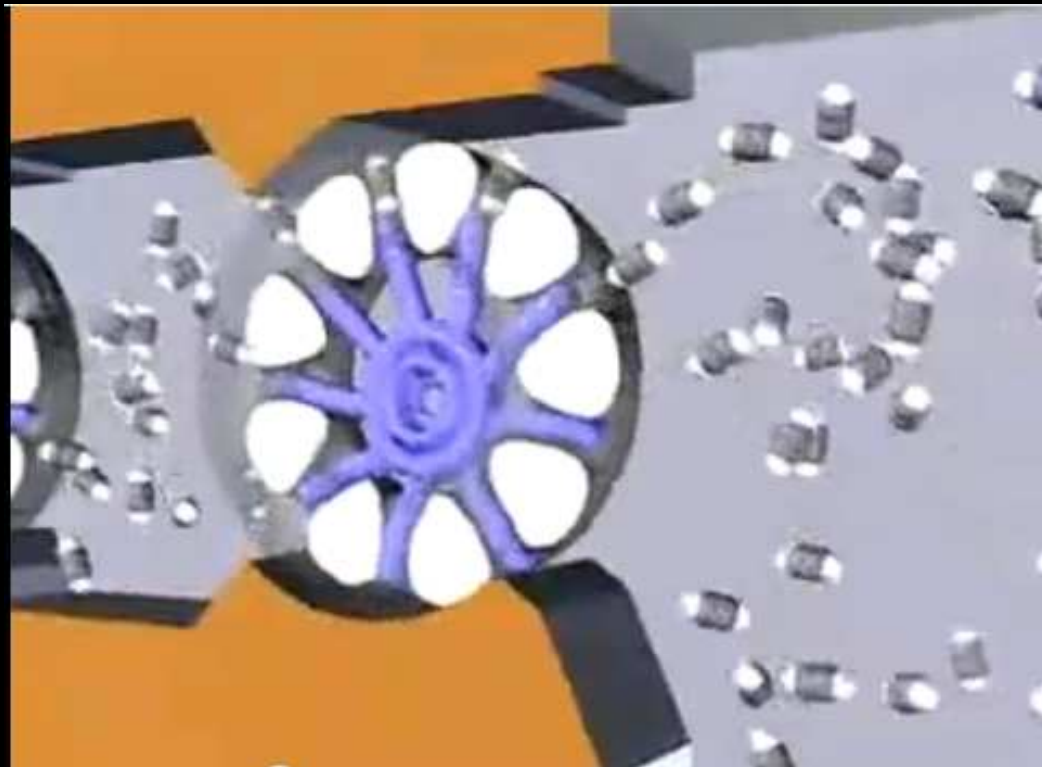
2067 - The first generation of antimatter-powered spacecraft is emerging | Male and female salaries are
reaching parity

2068 - A major landmark in the world of athletics

2069 - 100th anniversary of Apollo 11 | The U.S. population reaches half a billion

Source: futuretimeline.net







Thank you for listening

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