

Moving with the times

An end of days for distribution?? Maybe not..

Sharon Doyle
VP Product Management



we live and love travel

passion | commitment | creativity | trust



- leading provider of travel products and services in destinations
- make the world easier to travel using technology and destination expertise
- seamlessly connect the traveller, our customer and supplier



hotels



theme parks



apartments



rail



tourist attractions



tour guide service



transfers



restaurants

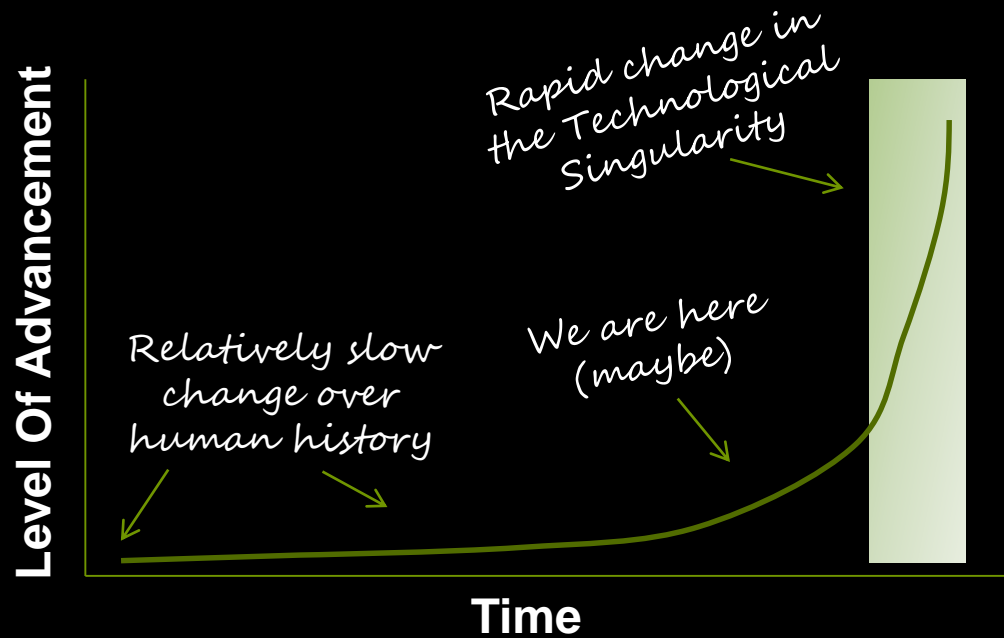


sightseeing tours



theatre & musicals

Why the urgency?



Travel Distribution: technology advancing exponentially



Complexity

Context

Disruption

**Data
Protection
/Sharing**



Search Accuracy

- ✓ Cache
- ✓ Rendered Shopping / FPLOS (HEDNA)
- ✓ Push/Pull

Global

- ✓ Performance: Cloud / Data Centres / Content Delivery Networks (CDNs)
- ✓ China: Licencing
- ✓ Payments



- 'The Cult of Context' (PhoCusWright '13)
- Traditional Travel Agents have an edge here
 - ✓ Move the conversation online
- Semantic Search & Natural Language
- Understand intent / meaning
- Be Relevant
 - ✓ Location based / NFC
 - ✓ Big Data
 - ✓ Smart Intelligent APIs



- Meta-search
- Start-ups (Airbnb)
- Which channels? What price?
- ✓ Be there for the traveller wherever they shop
- ✓ Brings opportunities



- Level of mistrust in the industry to sharing traveller data = bad traveller experience
- Digital Natives will share data
 - ✓ Think 'traveller'
 - ✓ Think partner vs. competitor
 - ✓ Big Mother vs. Big Brother
 - ✓ Circle of trust



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