



sound of data

Traveler Happiness

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Nobody cares for the traveler

No one owns the entire door-to-door trip experience



It's a **sil**o treatment

Every supplier (Air, Hotel or Car) owns a piece of the puzzle



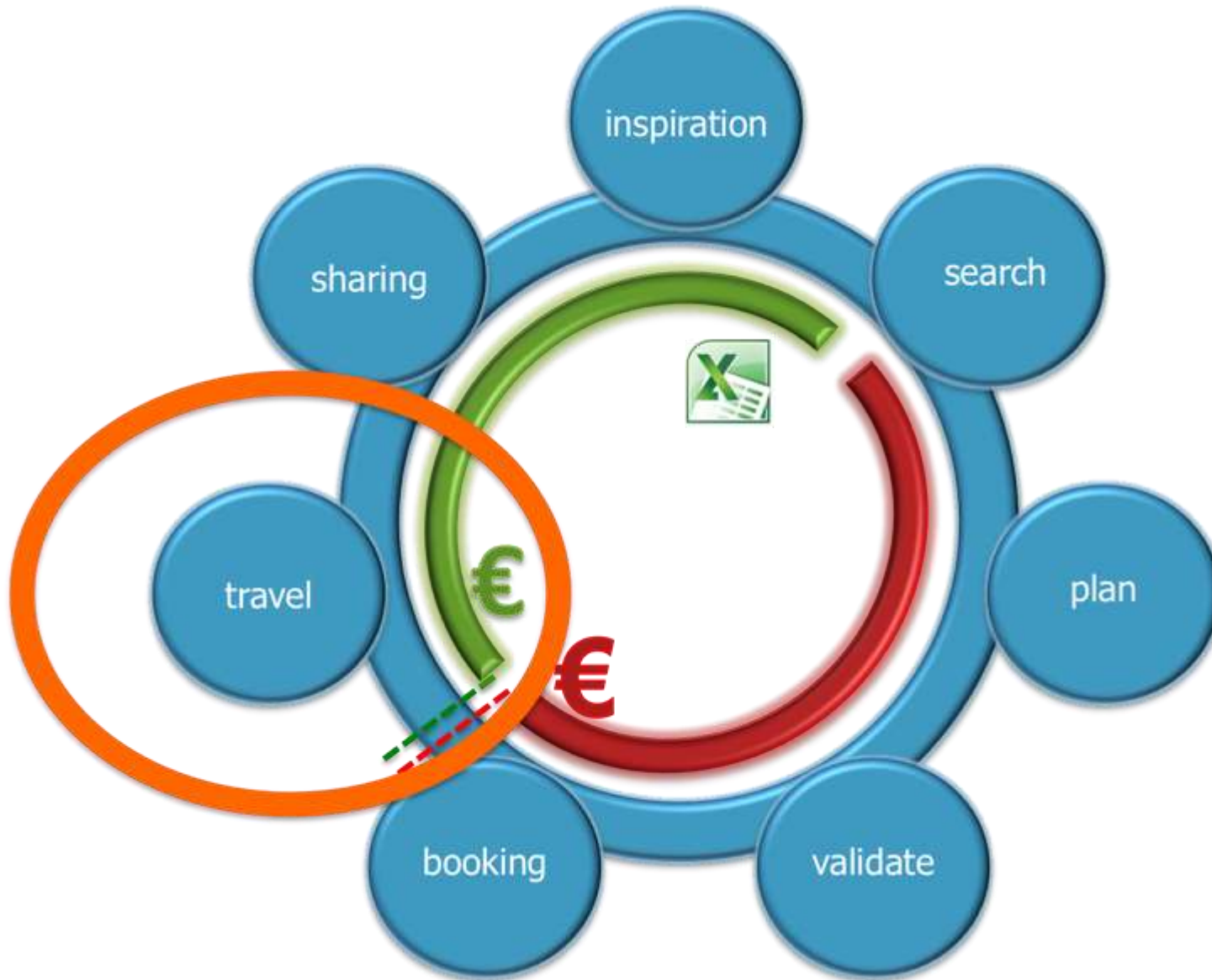
Distribution Diffusion

Information is ubiquitous | Move from Transaction to Relation



Moving from saving to spending mode

Fish where the fishes are



The **only** way to **interact** with your **customer** while he's enjoying your product (i.e. traveling) is using a **mobile device**.

Business model thinking for mobile travel

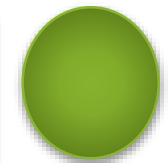
White label travel
Agency/Corporate solution

Data gathering
& Integration

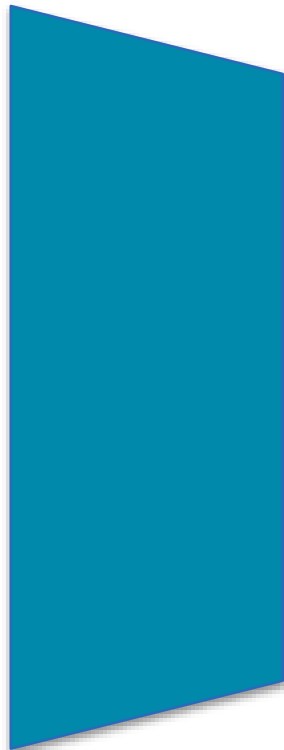
Mobilization
Of customers

Trip Engagement Factor

Transact
or
Advertise



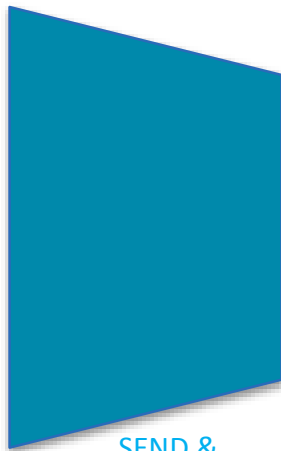
CONVERSION
GOAL



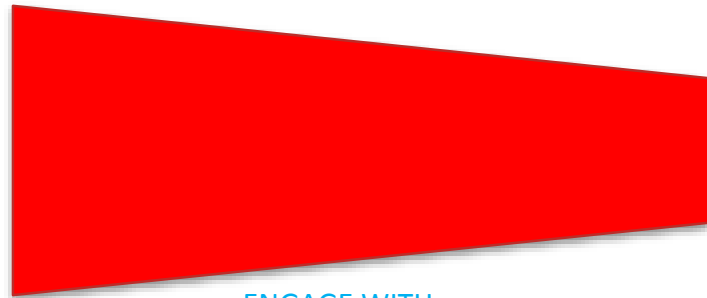
CONFIGURE
& BRANDING



BOOKING
PROCESSING &
ANALYSIS



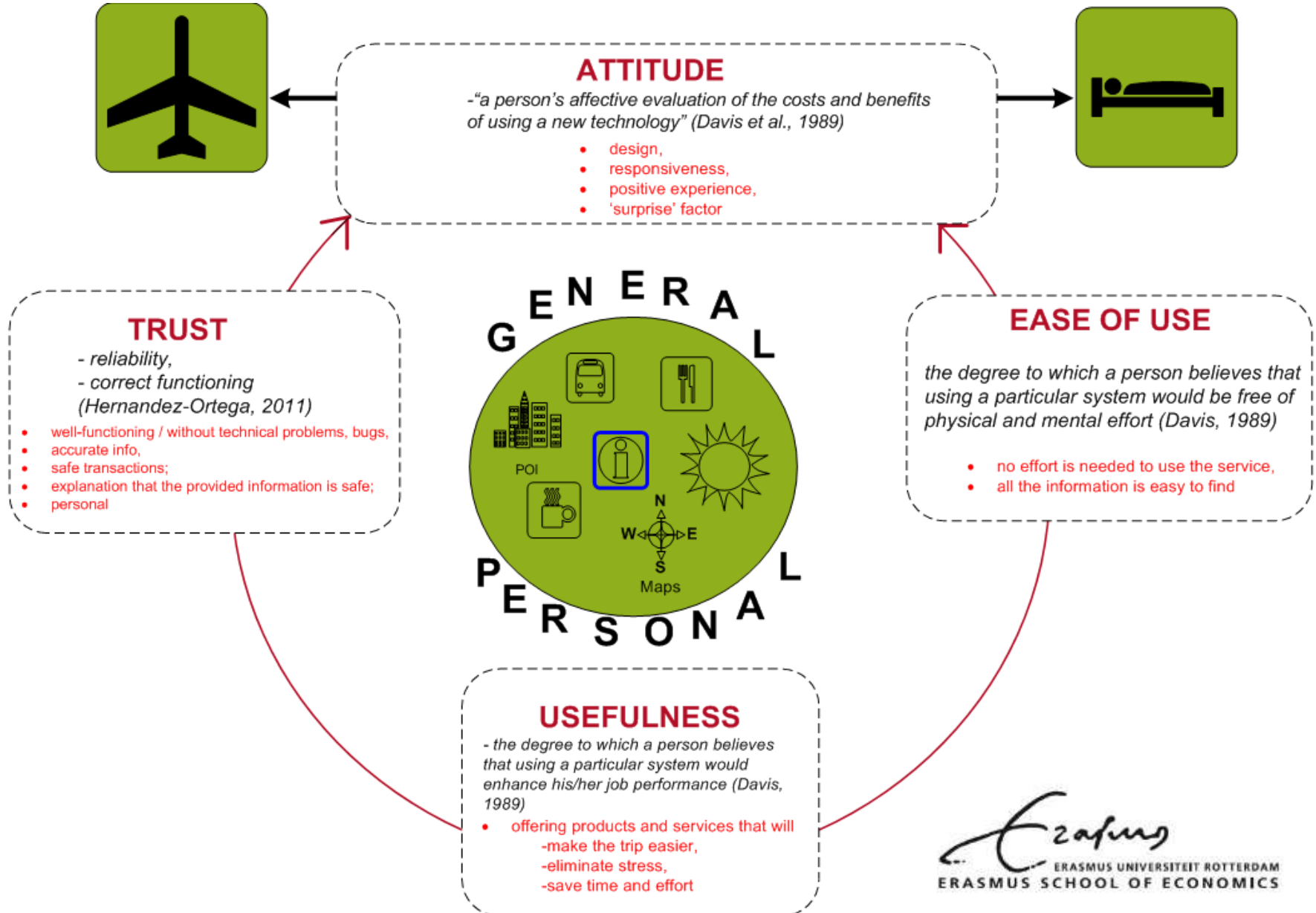
SEND &
CONVERT TO
MOBILE



ENGAGE WITH
TRAVELER
IN TRIP

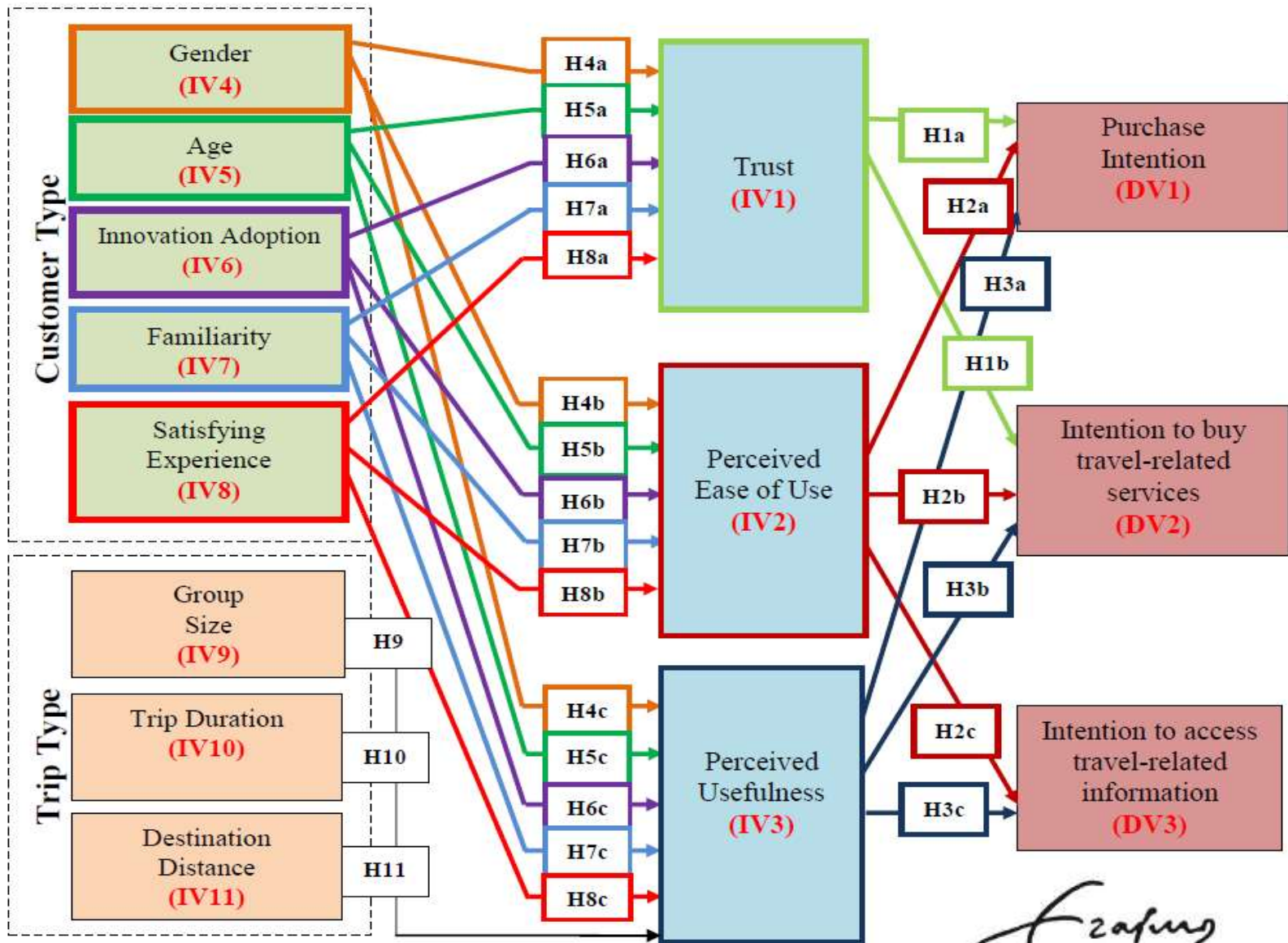
The red black box: **Engagement** Factor

Measure why and how customers engage



We can only find **intent** through **engagement**

Relevance Intelligence | Building a recommendation engine



Guess who knows how to monetize engagement?

62% of Facebook's advertising comes from mobile

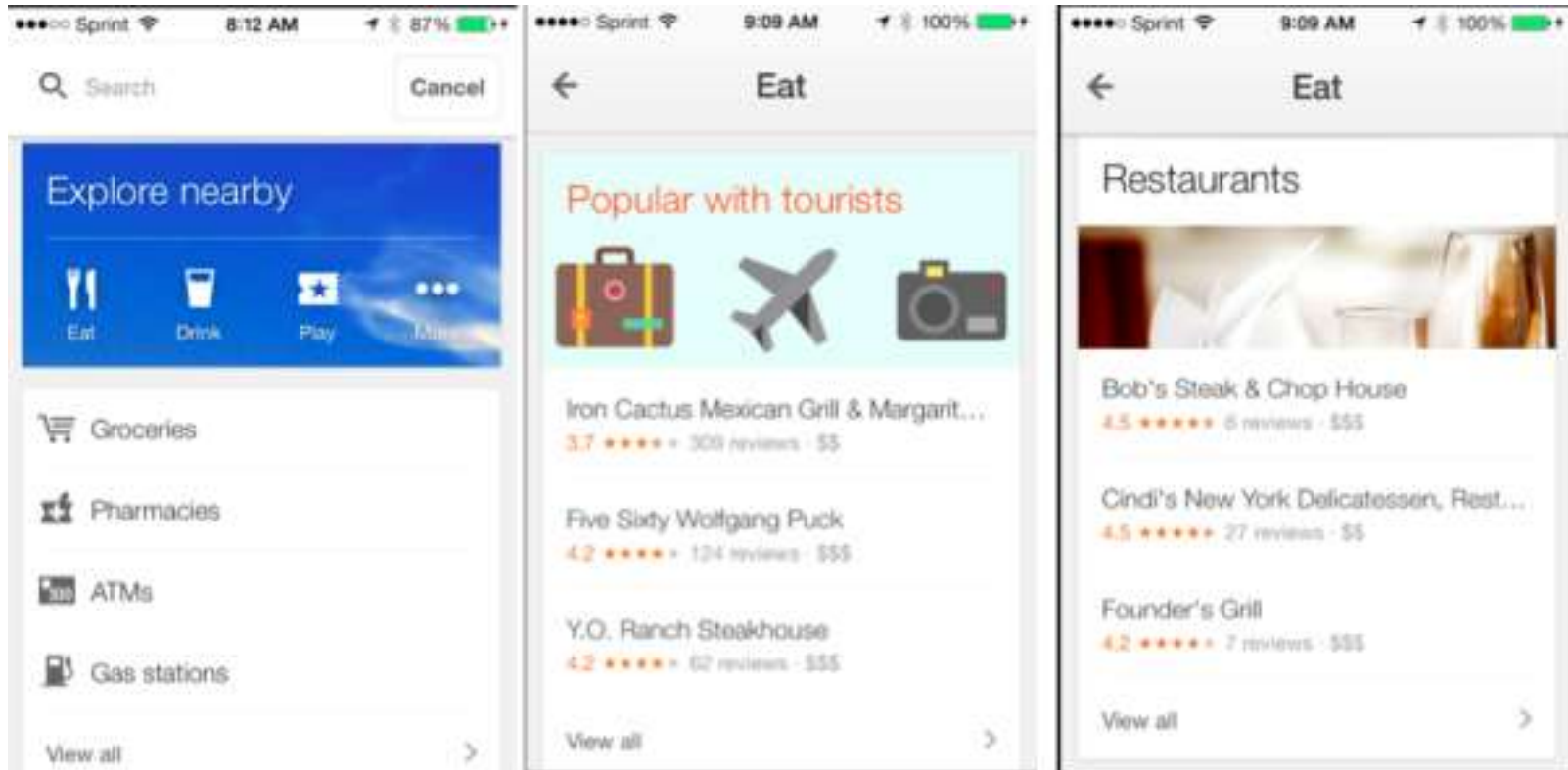
Facebook revenue by segment (\$bn)



Source: Facebook

And Intent will be the new mobile advertising currency

Google Now & Contextual intelligence



Own the travel cycle – Increase service & post booking spending intent

Lengthen the Customer Lifecycle



Future Upsell
Non GDS
Parking & Airport

Upsell:
Using Hotel & Car
Hotel, Car

Upsell:
Supplier details
In trip Ancillaries



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Questions?

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