The GDSs and the Mobile Distribution of Travel Services

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Jürgen Witte
Travelport Regional Managing Director, Germany & Switzerland
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• Joined Travelport in 2010

• Leads Travelport operations in both Switzerland and Germany

• Previously worked for:
  – ebookers
  – TUI Germany
  – Thomas Cook
  – American Express
  – Deutsches Reisebüro
Topics

• The Role of the Global Distribution Systems (GDSs) in the Global Travel Industry

• Mobile Services & Travel Booking

• Consequences for the GDSs

• Travelport and Mobile Technology
The Role of the GDSs in the Global Travel Industry
Everyone in this room and attending this fair has already benefitted from the services of one or more GDSs.

GDSs provide and process massive amounts of travel data, acting as:
- distribution partners for airlines, hotels, car rental companies, tours, extra services etc.
- service providers for traditional travel agencies, online travel agencies and corporations.

Handling this amount of data is no small undertaking!
The Role of the GDSs in the Global Travel Industry

• For example Travelport:
  – processes up to 42,000 messages a second
  – 2 billion messages a day
  – and 730 billion messages a year
  – completes almost 900 air, hotel and car searches every second
  – creates 1.2 billion itineraries every day
  – operates a data centre that can store 8 million GB of data
Mobile Services & Travel Bookings

• Without any doubt, the usage of the mobile internet will grow tremendously in the near future – and so will travel bookings via that channel

• For example:
  – Every day, globally more Android phones are activated than babies are born
  – The Federal Statistical Office: last year 33% of all companies in Germany provided mobile internet to their employees – with a rising trend
  – A recent study by Initiative21: 37% of all German citizens own a smart phone, 13% a tablet pc and 53% of all internet users have mobile access to the web
  – Cisco expects that within five years the data traffic of each mobile user will be multiplied tenfold
Travelport recently released a whitepaper titled “Servicing the Digital Traveller” (Dec 2012)

Travellers and travel agencies from eight countries incl. Germany, France and the UK

The study focussed on “digital natives” (under 35) and “digital immigrants” (36-45)

www.travelport.com/Travel-Trends/Whitepapers
Mobile Services & Travel Bookings
“Servicing the Digital Traveller”

Some key findings:

• The market for global intermediary leisure travel is expected to be worth 672 billion USD by 2015.

• 87% of digital natives and 80% of digital immigrants own a smartphone

• 60% of digital natives consider a smart phone to be their “personal travel assistant or companion”

• Both groups prefer to access pre-travel information via mobile technology rather than through traditional devices
  → indicates the importance of travel itineraries that can be integrated with other apps and formats that are easily read on mobile devices
Mobile Services & Travel Bookings
“Servicing the Digital Traveller”

• Although digital natives and digital immigrants tend to look and research online and via social media; the excessive amount of information overwhelms them so they turn to their travel agencies

→ travel agents must be prepared for the new behaviours and wishes of their clients

• There is a growing interest from mobile users to receive more promotional offers, while travelling, from hotels, restaurants and airports
Consequences for the GDSs
Consequences for the GDSs

• Mobile technology is playing an increasingly important role in today’s travel experience not just for the traveller but for travel agents too

• Also, there is a clear requirement for solutions that support agents in this rapidly changing landscape, making them more productive and more efficient and reinforcing their travel expertise

All GDSs have their mobile strategies to meet the need of the market and even become the driving force behind it!
Travelport and Mobile Technology
Travelport and Mobile Technology

- Travelport offers agencies and corporations proven mobile solutions to support their business or service models in the following ways:
  - Empowering agencies and corporations to extend their brand identity into mobile itinerary management and planning solutions
  - Providing agencies and their corporate travellers with productivity and informational services throughout their entire journey. These include timely, location-based itinerary details, trip and flight alerts and rich content (i.e. airport and city guides, event information, driving directions)
  - Ensuring mobile solution models work well within the established agency workflow(s) of the servicing agent
  - Reduce barriers to adoption by providing solutions that span a wide array of application types (i.e. Android, BlackBerry, iPhone, mobile web)
Travelport and Mobile Technology: Travelport ViewTrip Mobile

• A mobile itinerary management tool that works with the Travelport ViewTrip website. To satisfy travellers on the go, ViewTrip pushes itineraries to travellers’ mobile devices, offering flexible itinerary management, service and support across all stages of their journeys.

• Mobile application for Android™ and iPhone® smartphones.

• Integration with the travel agents’ workflows.
Travelport and Mobile Technology: Travelport ViewTrip Mobile

• Gives users the ability to not only view their travel itinerary but add additional trips too

• Using GPS technology, travellers can receive up-to-the-minute flight alerts, city guides, maps, directions, weather forecasts and events

• Key features
  – Automatic itinerary delivery
  – Flight status and travel alerts
  – Detailed airport guides
  – City guides, maps and directions
  – Location-aware information
  – Currency converter
Travelport and Mobile Technology: Travelport Mobile Agent

- Launch was recently announced

- Developed and supported by TTS, a partner in our developer network program

- Travelport-connected agencies gain full access to the Galileo platform directly on their mobile device
Travelport and Mobile Technology: Travelport Mobile Agent

• Access to Galileo anytime, anywhere

• Access, create and modify bookings “on the go”

• Keys can be individually configured to perform complex commands again & again

• Accessible via iPhone®, iPad®, iPod Touch®, iPad Mini® as well as Android devices

• A native iOS mobile application developed exclusively for Travelport
Travel agency downloads Travelport Mobile Agent from Apple App store.

Customer fills in request form which goes to TTS to request access.

Automated mail from TTS to Customer to acknowledge request & inform of support and next steps.

Customer contacts local Travelport office/rep to request device addresses.

Travelport action & send TTS credentials.

TTS contact customer to activate.
Travelport and Mobile Technology

Do you have any questions?