



Travel Technology Today: React? Adapt? Prepare!

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Pace of Change

DISRUPTIVE TECHNOLOGY

A disruptive innovation is an innovation that disrupts an existing market. The term is used in business and technology literature to describe innovations that improve a product or service in ways that the market does not expect, typically by lowering price or designing for a different set of consumers.

EVOLUTIONARY v. REVOLUTIONARY

Function of Time?

Incremental / Radical

Social Media

Mobile

Web

Getting More From It ALL!!

New Technology

1. Online Booking
2. Expense Management
3. Meetings Management
4. Traveler Tracking
5. Data Management

NOT AGAIN!!

Rethinking Business...

Slave to Technology?

1. When your PDA device signals that you have a new email, what do you do?
 - a. Check it immediately.
 - b. Ignore it for now. You'll look at your email later when your favorite show is over.
 - c. Nothing. Your phone is turned off and buried in the bottom of your bag somewhere.
2. How do you watch your favorite TV shows?
 - a. On your iPod while you commute to work.
 - b. On your DVR.
 - c. In their allotted time slot.
3. When someone says the word Twitter what's the first thing that comes to mind?
 - a. That it's been 5 minutes since you last updated your status.
 - b. A social networking site that some of your friends are on.
 - c. The sound a little birdie makes.
4. How many hours a day do you spend on Facebook?
 - a. You'll never tell, but your Word Twist score doesn't lie.
 - b. It's on your screen all day long at work, but you only check it sporadically.
 - c. One or two a week. It's good for networking, but otherwise a time waste.
5. Your significant other takes you on a romantic weekend to a remote—as in no TV or Internet access—resort. How long before you hoof it into town in search of a cyber café?
 - a. Saturday afternoon. You're waiting for your boss to comment on your latest marketing report and she's notorious for dropping bombshells on weekends.
 - b. You can wait until you're back within cell phone range. You needed a weekend to unplug.
 - c. You're out of town until Monday morning. Whatever it is can wait until then.

Slave to Technology?

6. If someone needed to reach you, what's the best way to do so?
 - a. Email, text, Skype, cell. You're pretty accessible.
 - b. Text or email.
 - c. Um, by calling you?
7. How many cell phones have you had in the last five years?
 - 5. Wait, 6. You have a habit of losing them.
 - 2
 - 1
8. How do you get your daily news or gossip?
 - a. Mainly through RSS feeds.
 - b. Online.
 - c. By reading newspapers or magazines.

Answers:

Mostly As?

Mostly Bs?

Mostly Cs?

Slave to Technology?

- Mostly A's:
- **You're a Wireless Wonder**

Like air and water, you need your PDA to survive. But being super accessible can be a double-edged sword. On the one hand, people can always reach you, which can mean big opportunities. On the other, people know that you're always reachable—and when you don't respond right away they may think you're avoiding them. So turn the BlackBerry off every now and again. Some things really can wait.



Slave to Technology?

- Mostly B's:
- Balanced in Business

You like a good gadget as much as the next person, but you don't let them turn you into a stress case either. (And you know how to press the off button when necessary.)

Technology makes your life easier which is exactly the point.



Slave to Technology?

- Mostly C's:
- Tepid Techie

Have you heard of the word Luddite? You're the definition of it. While it's great that you're keeping alive the art of writing letters and actually picking up the phone when you want to communicate, technology is alive and well in the world and if you don't adapt, your career will suffer. So turn that PDA on—at least during the day. You may actually grow to like it.



What about You?

- Do you have...
 - Cellphone?
 - Cellphone with email?
 - Smartphone?
 - Mp3 Player or IPOD?
 - Facebook/Myspace Page?
 - Twitter?
 - Slingbox?
 - Personal Website?
 - iPad?
 - All?
 - (Are you Steve Jobs or Bill Gates??)
- What's your favorite technology?
Why?





TECHNOLOGY

The learning curve is just too steep for some

Travel 2.0 / 3.0 / ...

- Combines Internet and mobility (Born in 2008)
- The concept:
 - Consider the traveler (or client) at the heart
 - Tackles travelers niche needs and their specific point of views
 - Benefit from the Internet crowd to provide advices and counter power to OTA and GDS
 - To get the best offer from an enormously fragmented set of choices
 - Best prices with no fee
- Impact on business travel
 - Travel 2.0 /3.0 is also a new communication media for Airlines, OTA, OBT, etc.
 - Usage of blogs, RSS feeds, wikis and social network
 - Advertising and Analytics, Fuzzy search, meta search engine and niche booking areas.
 - Re-think the way people plan their travel and the way “traveler experienced” their trip and communicate on it.

Top Business Travel Technology Trends



- #1: Leisure leads Corporate
- #2: Social Media
- #3: Mobile Apps
- #4: Integrated Search
- #5: Data Clarity
- #6: From Transaction to Trip Management

Secondary Technology Trends

- Online booking tools that provide travelers with additional data at the point of sale.
- Moving these capabilities to mobile devices.
- Social networking capabilities for exchanging travel information.
- ROI (return on investment) calculators.
- Telepresence rooms for virtual meetings.
- Tools that can be integrated with one another.
- Tools to manage meetings spending.

THE HISTORY OF TECHNOLOGY



#1: Leisure leads Corporate

- tripit.com
 - Super PNR
- Dopplr.com
 - Share travel plans with friends
- travelmuse.com
 - Inspiration for travel planning
- twitter.com
 - Short updates/following/followers
- foursquare.com
 - Check in friends/places
- wave.google.com
 - Collaborative sharing
- aroundme.net
 - Neighborhoods as social network
- qype.co.uk
 - Find it, share it, user reviews
- google.com/friendconnect
 - where people meet and get to know each other
- localyte.com
 - Local tour guides
- yelp.com
 - find, review, discuss related to your area

#1: Leisure leads Corporate

Complete Top 50 Sites for March 2010			
Domain	Unique Visitors	Monthly Δ	Yearly Δ
google.com	146,954,711	3.98%	6.77%
facebook.com	132,040,907	3.28%	45.01%
yahoo.com	130,515,544	4.06%	0.22%
youtube.com	91,690,636	0.21%	24.63%
msn.com	89,080,543	-3.71%	0.75%
amazon.com	73,279,379	-3.74%	12.67%
live.com	72,651,014	-2.03%	-26.10%
ebay.com	71,449,891	1.76%	-10.32%
wikipedia.org	63,150,854	-1.23%	-4.78%
aol.com	53,930,998	-3.16%	-1.16%
bing.com	52,449,844	2.18%	25337988.89%
ask.com	52,003,418	7.59%	38.70%
microsoft.com	49,151,971	-4.38%	-14.96%
blogspot.com	48,410,706	-0.12%	1.37%
craigslist.org	48,278,465	0.66%	-4.46%
myspace.com	47,582,253	6.25%	-14.41%
go.com	42,281,748	9.00%	-0.95%
about.com	40,511,000	-1.36%	-6.21%
digg.com	38,571,019	3.26%	6.66%
mapquest.com	36,946,335	9.24%	-18.81%
blogger.com	34,756,306	5.03%	13.76%
monster.com	34,095,976	-10.40%	-10.80%
walmart.com	30,190,130	-0.45%	-1.52%
paypal.com	26,982,257	-2.64%	-7.08%
bankofamerica.com	26,205,509	-1.83%	-1.18%
wordpress.com	26,190,263	4.07%	3.62%
yelp.com	26,065,739	6.89%	3.09%

Google wave



[Google Wave Home](#)

[About Google Wave](#)

[Using Google Wave](#)

[Getting Started](#)

[Featured extensions](#)

[Watch Dr. Wave intro](#)

[I/O announcement](#)

[Developer APIs](#)

[Federation protocol](#)

[I want Google Wave](#)

When to use Google Wave

There are tons of ways to use Google Wave--here are just a few examples to get you thinking

[Organizing events](#)

[Group projects](#)

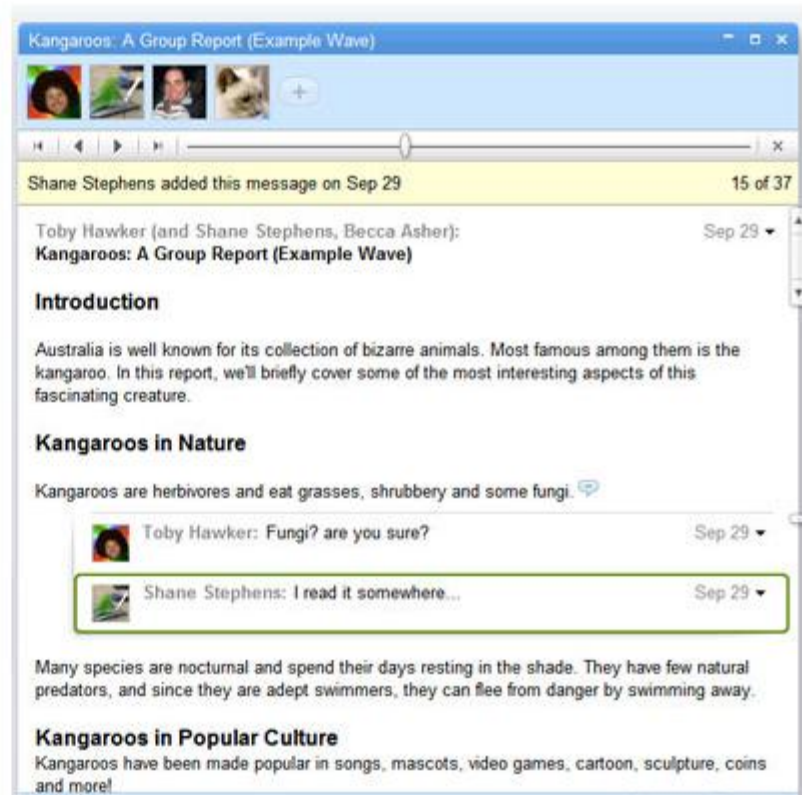
[Photo sharing](#)

[Meeting notes](#)

[Brainstorming](#)

[Interactive games](#)

Collaboratively work in real time to draft content, discuss and solicit feedback all in one place rather than sending email attachments and creating multiple copies that get out of sync.



#2: Social Media

3 minute Guide to Social Media



gliider™
Plan Funner Trips

About

The fun starts the moment you decide to go

Get going

[What is gliider](#)
[How to use gliider](#)
[Demo video](#)
[Download gliider](#)

With gliider you can...

1



Find and gather travel info from all the best sites

2

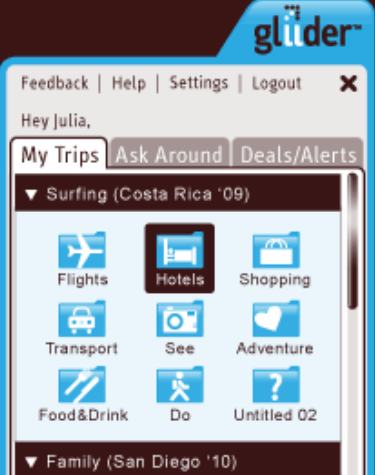


Get advice from people you trust

3



Book and save with deals specific to your trip



gliider™

Feedback | Help | Settings | Logout

Hey Julia,

My Trips | Ask Around | Deals/Alerts

▼ Surfing (Costa Rica '09)

Flights	Hotels	Shopping
Transport	See	Adventure
Food&Drink	Do	Untitled 02

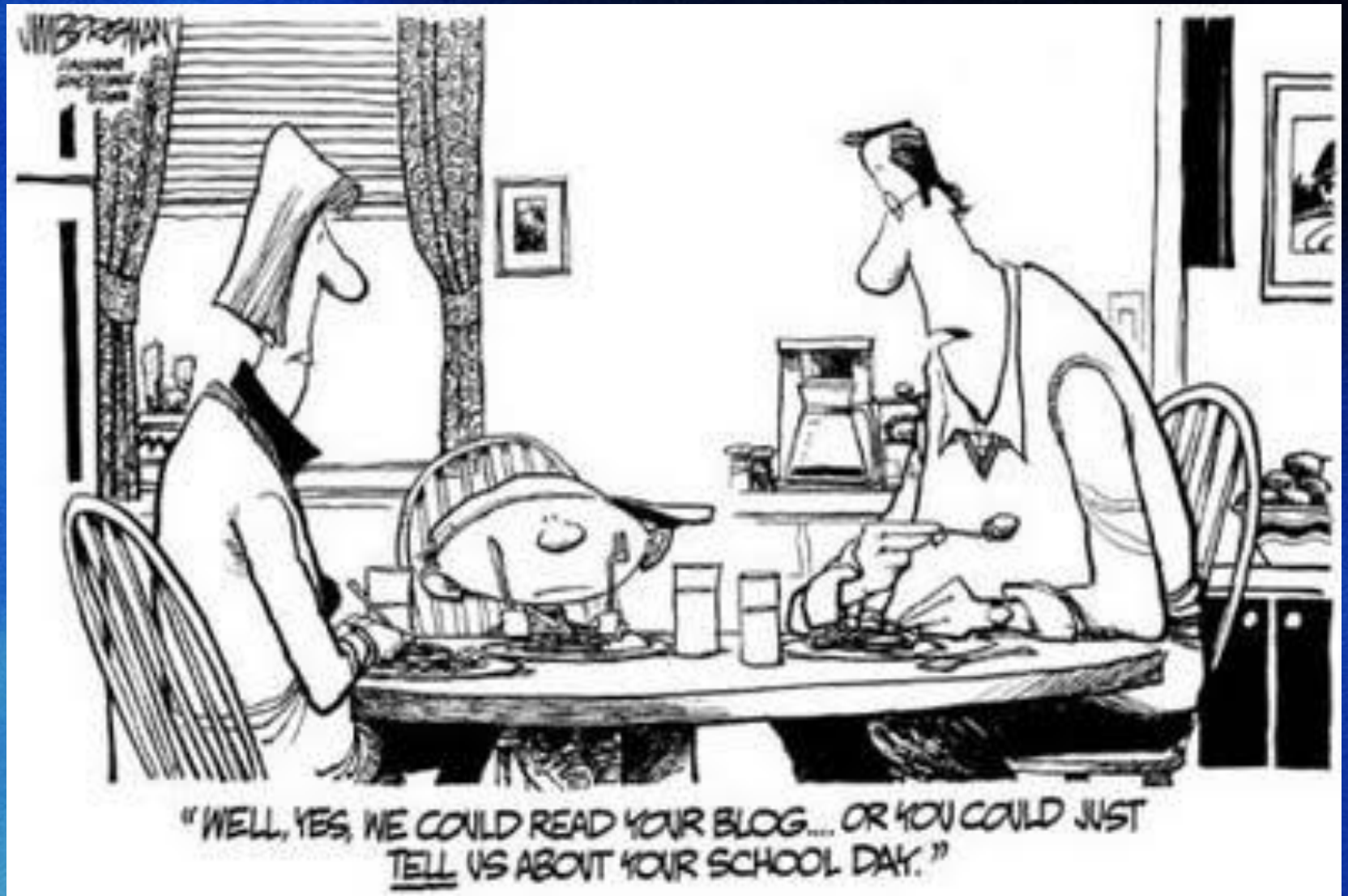
▼ Family (San Diego '10)

What is Social Software?

“...lets people rendezvous, connect or collaborate by use of a computer network” “software that supports group interaction” (wikipedia.org)

- Instant Messaging
- Internet Relay Chat
 - chat rooms
- Internet Forums
 - bulletin boards
- Social Network Services
 - MySpaces
- Social Guides
 - recommend real world places / services - TripAdvisor
- Social Bookmarking
 - publicly posted favorite lists
 - Del.icio.us, Google Notebook
- Social Reputation Network
 - eBay
- Weblogs
 - Blogs, Podcasts, Vlogs/Videocasts
- Folksonomy, or collaborative tagging
 - This categorization makes it easier for the document to be found by others looking for the same information at a later date
 - Del.icio.us or Flickr
- Peer-to-peer Social Networks
 - file sharing – photos, games
- Virtual Presence
 - meeting in online worlds
 - Second Life
- Virtual Worlds & Massively Multiplayer Online Games (MMOGs)
- VOIP – Internet Telephony
 - Skype, GizmoProject
- Wikis
 - Collaborative Writing/Editing
 - Writely, JotSpot, Wikipedia

#2: Social Media



#3: Mobile Apps

Best mobile travel site or app

- Triplt
- TripAdvisor
- Kayak
- Whereivebeen.com
- DealBase
- Dopplr
- MonNuage
- Boarding.fr
- NileGuide
- Viva Travel Guides

Continue to nom...



Home Hotels

City, hotel name, etc.

Rosemont

Rosemont Touris

Rosemont Hotel

Embassy Suite

O'Hare Rosem

Vacation Re

Flights to

Rosemo

More

Res

Th

Marriott Nas

Hotel class

2555 West End Avenue,

Do you represent this prop...

Check Rates and Availab...

Check-in

Check-out

Adults



TripIt Groups

See when & where people at your company are traveling. More

Home

Trips

Network

Point Tracker

Triplt Pro

Nashville/Chicago
Sep 14 - Sep 16, 2010 - Nashville, TN
Chicago, IL

PRIVATE TRIP



Itinerary: Expand | Collapse

Tue, Sep 14

7:10 AM CDT

Dallas/Ft.Worth (DFW) to Nashville (BNA)

American Airlines 334 - Conf # OKWTSS
Aircraft McDonnell Douglas MD83
nonstop 1h, 45m 630 mi Economy seat 21D - Get seating advice

Depart: Dallas/Ft.Worth (DFW), 7:10am CDT
Arrive: Nashville (BNA), 8:55am CDT

Passenger

William Thoma Tate FF#LH01862 PLT
Ticket #0012361261601

Booking Information

Booked on American Airlines 8/25/2010
<http://www.aa.com/>
1-800-433-7300

Check Flight Status

Track for Refunds

9:05 AM CDT

Map of Nashville, TN

View map of Nashville, TN

4:05 PM CDT

Nashville (BNA) to Chicago (ORD)

Check Rates and Availab...

Check-in

Check-out

Adults

Sign in with Facebook

Sign in

Register Now!

Embassy Suites Chicago O'Hare Rosemont Hotel

Write a Review

million trusted traveler reviews & opinions

wtmaj | Apps | Add a trip | Support

Share trips with

Share

Print

Edit

Export to calendar

Add plans

Get a link

More

People and sharing

People

Travelers: wtmaj

Non-travelers: None.

This trip is private. Change

Update

Advertisement

Save with Special Offers

Learn More >>



Hertz

DEALS

Complete your trip

NEW

Mapping Leads the Way

- GPS-enabled mobile phones will quadruple by 2011 & represent approximately 30% of all mobile phones shipped
- Such services can assist in:
 - Locating travelers
 - Providing turn-by-turn navigation
 - Conducting location-based searches
 - Enabling “point and identify” services
 - Data privacy concerns will need to be addressed

- Long range, e.g. GPS navigation
- Medium range, e.g. proximity marketing
- Short range, e.g. authentication



#4: Integrated Search

SideStep
The traveler's search engine™

Hotels

Flights

Cars

Deals

Vacations

Cr

Flight Search

☒ Round-trip ☐ One-way ☐ Multi-city ☐ Weekend

bookingbuddy
TRAVEL SEARCH MADE SIMPLE™

[Help Haiti Earthquake Victims by donating](#)

From (custom)
GEG
☐ include nearby

FLIGHTS

HOTELS

VACATION PACKAGES

CARS

CRUISES

VACATION RENTALS

DEALS

TR

Depart (flexible)
03/22/2010
Monday, Mar 22 2010

1 traveler

Compare site
☒ Airfare.com

Save time and money! Enter your information just once to search over 140 travel sites.

step 1: Enter your trip details

Round Trip: ☒ One Way: ☐ Travelers:

From: City or [airport code](#)

To: City or [airport code](#)

Depart:

Return:

Class: Prefer non-stop: ☐

(Not all providers support these options)

step 2: Click the logos below to find the best price

bing

Search

Expedia

NO FLIGHT BOOKING FEES

Search

OneTravel

Search

priceline.com

NO FLIGHT BOOKING FEES

Search

travelocity

No Flight Booking Fees

Search

Cheapest Flights

tripadvisor

Search

ORBITZ

NO FLIGHT BOOKING FEES

Search

cheapOair

.com

Search

search other sites

now click on search buttons for results

Save this search

SEARCH AND COMPARE

el Guide

Sign in | ☐ Real-time email alerts

FARE COMPARE SMART TIP DID YOU KNOW?
Get real-time email alerts
 SIGN UP

Shop smart and save
Refine your search, save more

FARE COMPARE SMART SHOPPER
Price Range
\$465 - \$788

Lowest Price Shown is for
» Spokane, WA to New York, NY
» Connecting flight via [CHI](#)
» 14 Day Advance Purchase
» Coach Cabin

Be first to know price drops

[Modify or start search over](#)[Get a fare alert](#)[Share results - LIVE](#)

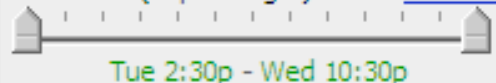
Stops

- Best Fare
- ☒ nonstop [\\$1389](#)
- ☐ 1 stop [\\$1171](#)
- ☐ 2+ stops [\\$1807](#)

Flight Times

- ☒ Take-off ☐ Landing

Take-off (Depart Flight) [show all](#)



Airlines

- [select all](#) | [clear](#)
- Best Fare
- ☐ Air Canada [only](#) [\\$1728](#)
- ☐ Air New Zealand [only](#) [\\$1364](#)
- ☐ American Airlines [only](#) [\\$1758](#)
- ☐ Asiana Airlines [only](#) [\\$1171](#)
- ☐ Cathay Pacific [only](#) [\\$2312](#)
- ☐ China Southern [only](#) [\\$1433](#)
- ☐ Delta [only](#) [\\$1389](#)
- ☐ Emirates [only](#) [\\$2181](#)
- ☐ Hawaiian Airlines [only](#) [\\$1218](#)

Sydney, NS, Australia to Los Angeles, CA Wed Sep 22 2010

[\\$49* to Los Angeles](#)

ads

Promo for Los Angeles Flights. Today Only! Tickets from \$49.

[FareSpotter.net/Los+Angeles+Flights](#)

1 of 295 one-ways shown [show all](#) | [show matrix](#)

Filters Applied:

[Stops](#) ☐

[Airlines](#) ☐

[Price*](#) ▲

[Airline](#)

[Takeoff](#)

[Landing](#)

[Stops \(Duration\)](#)

\$4839

Select



Oceanic Airlines

SYD

2:55p



LAX

8:03a

0 (10h 08m)

2 sites

[details](#)

[save](#)



[print](#)

share: [facebook](#)

[close](#) ☐

Site	Airfare	Taxes/Fees	Total
Oceanic Airlines	\$4815.16	\$23.42	\$4838.58
Expedia.com			click to see rates

Go

[See airline fees](#)

Flight Information – Tue Sep 21 2010



Oceanic Airlines
Flight 815

Departs: 2:55p
Kingsford Smith (SYD)

Arrives: 8:03a
Los Angeles (LAX)

Coach | Boeing 777-200 (Wide-body Jet) | 10h 08m | 2 seats remain

#5: Data Clarity



- The EMD (electronic miscellaneous document)
- Baggage/Food/WiFi/Seat Choice/Upgrades/etc..
- Total Cost of Trip
 - Budgeting/Planning
 - Negotiating
- Via Mobile/TMC/Airline direct only
- Billions of opportunities

#6: From Transaction to Trip Management

- Less Emphasis on:
 - TMC Function
 - Administrative Cost of Travel
- Greater Emphasis on:
 - Traveler Experience
 - Satisfaction
 - Productivity
 - Total Trip Cost
 - Purchased wherever for best price
 - Data Clarity is key!



The End of the Internet

Congratulations! This is the last page.

Thank you for visiting the End of the Internet. There are no more links.

You must now turn off your computer and go do something productive.

Go read a book, for pete's sake.

Top Technology Wants - Corporate

- Integrated Data
 - Budgeted, Booked, Consumed, Expensed
- POS Dynamic Pricing from every channel
 - Best price available
 - Applicable to Deal
- Super PNR
- Traveler Recognition (Preferred treatment)
- What's Yours?

Top Technology Wants - Traveler

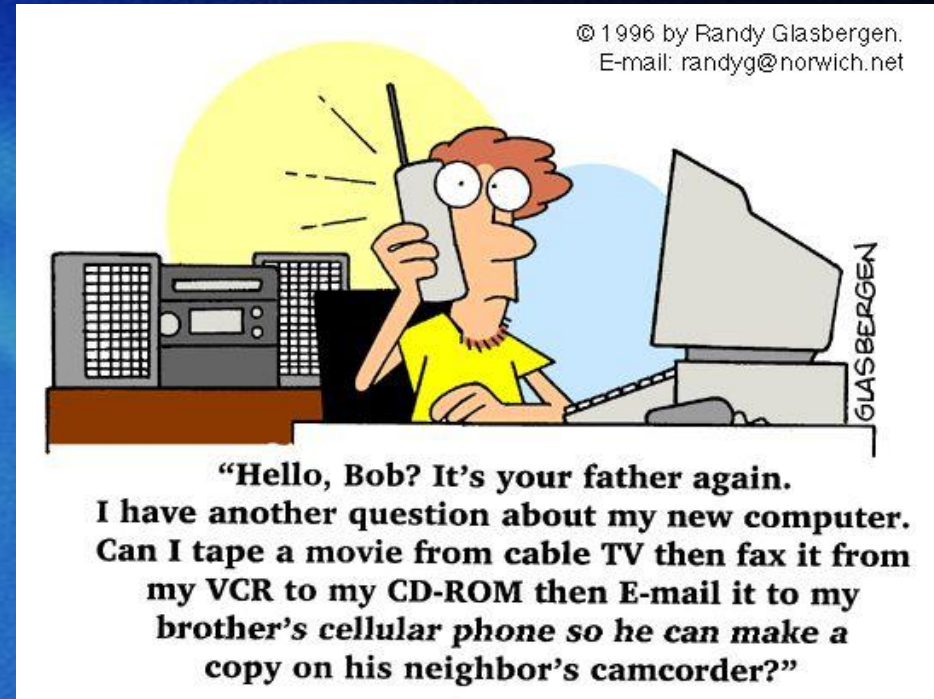
- Trip Personalization
 - Booked in compliance
 - Traveler preferences applied
 - Personal preferences applied
- Immediate Problem Resolution
 - Integrated booking/arrival for automated resolution before traveler is aware
 - If persists, details in front of all necessary parties
- What's Yours?

Top Technology Wants - Suppliers

- Advance Fulfillment Reports
 - Avoid ANY missed production
 - Adjust program as needed
- New Revenue Opportunities
 - Budgeting relays to supplier sales
- What's Yours?

Convergence

- TV vs Internet?
- Phone vs Computer?
- Music vs Both?



Technology Headlines

- iPhone goes Enterprise
- The Wisdom of Crowds
- The End of the Corporate Deal
- Maps Drive Adoption
- *The End of Managed Travel?*

Technology Strategies (4 E Strategy)

- Engage Social Media
- Enable Mobility
- Enact with Suppliers
 - TMCs
 - Integrated Itineraries
 - Common desktop/booking tool
 - Complete Data
 - Airlines/Hotels/Ground
 - Personalize Service to your travelers
 - Advance sales offered to your company
- Emerge with Marketing (Sell! Sell! Sell!)



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