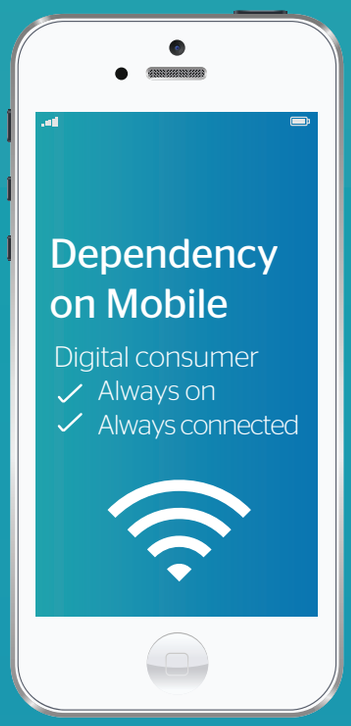
Travelport Digital
Redefining travel commerce

The Engagement Economy in Travel

How travel brands will succeed in the new mobile world

What is the Engagement Economy?



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Traveler Expectation

Seeking travel brands that:

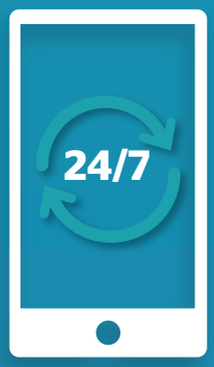
- ✓ remove friction
- ✓ add value
- ✓ deliver an automated, seamless service

This has created a phenomenon we call the

‘Engagement Economy’

Mobile is that omnipresent channel

Mobile is fundamentally changing the travel industry; travelers are more connected and empowered, increasingly seeking digital engagement



87%

People always have their smartphone at their side night and day

150

On average we check our phones more than 150 times per day

#1

The mobile phone is the #1 most indispensable item travelers carry with them

Mobile Culture

Mobile has become essential to our every day life, consumers are increasingly unwilling to surrender their mobile devices, even at the expense of some traditional needs

More than **3/10** would stop seeing their friends in person

Almost a **1/3** of Americans would rather give up sex for a year

45% said they would put off going on vacation

Mobile has become a primal need

46% would be willing to give up a day off work per week

More than **55%** would rather forgo dining out for 12 months

Consumer Expectations

In travel, a good customer experience is all about personalized, one-to-one and continuous engagement throughout the customer journey, gaining and keeping attention

Travelers now expect an experience that is...

Connected [Seamless]

Reliable [Trusted]

Engaging [Delights]

Personal [Me]

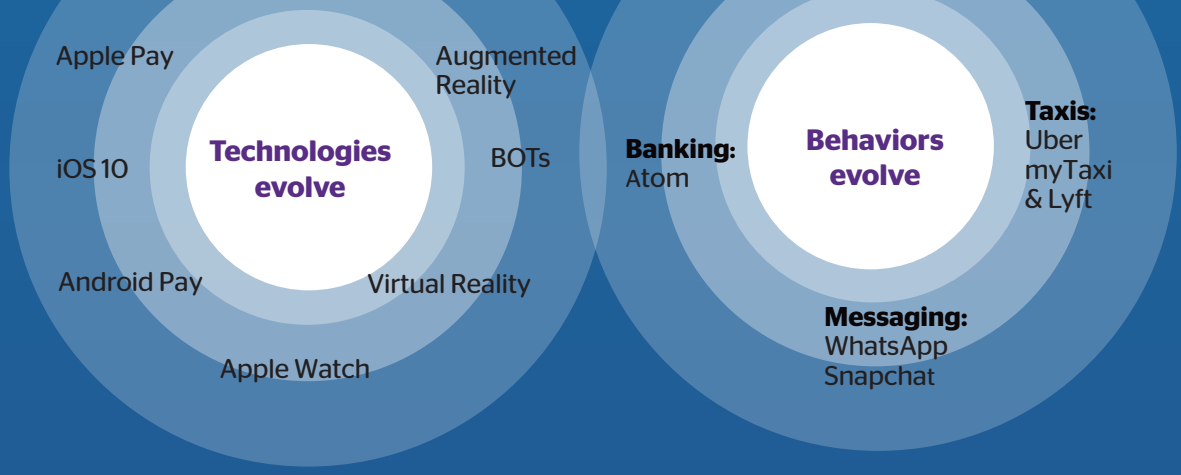
Immediate [Now]

The 'Mobile Culture' of today did not exist 5 Years Ago

Evolving technologies and behaviors have changed how we socialize, communicate and do business

Samsung Gear

Dating:
Tinder



Micro-Moments matter

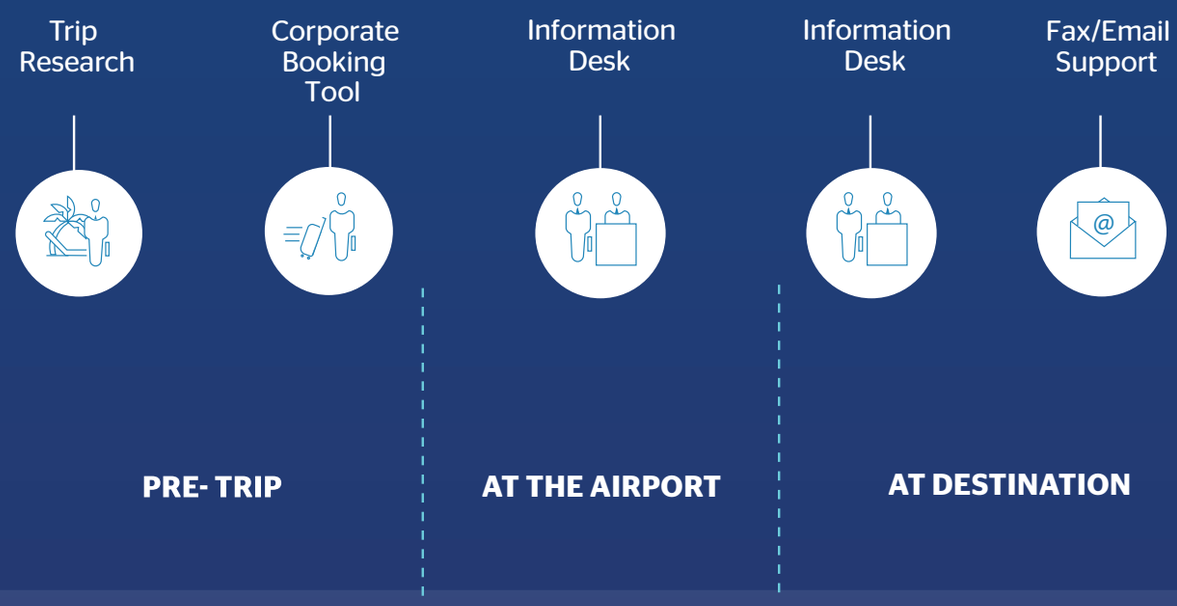
Consumers expect immediate answers in their moment of "want-to" need, and decisions, whether positive or negative on your travel brand are made in milliseconds

Mobile creates new touchpoints

for Engagement

Travel brands can create more touchpoints with the traveler at every stage of the trip to engage them and build more meaningful relationships

Bringing you from limited engagement...



...to multiple touchpoints for engagement

Better mobile strategies means better engagement

Consumers are demanding immediate access to personalized information from mobile devices. This personalization drivers higher engagement

3x ↑

Event conversion for personalized content

4x ↑

Open rates for personalized content

Lose Engagement, Lose out

Travelers are more connected and empowered, increasingly seeking digital engagement ... which is helping to create new industry winners and losers

Winners

Winners in the Engagement Economy include those who have used digital to drive their competitive advantage and propelled mobile to the front of their customer offer

easyJet

6 Mobile first developments in Europe

SINGAPORE AIRLINES

1st To integrate with Panasonic IFE

Losers

Blockbuster and BlackBerry crashed out of the Engagement Economy race when they ignored consumer demand for change. They have become much talked about examples of what not to do in the digital age

BLOCKBUSTER®

BCD travel

1st Launched mobile first before responsive web

BlackBerry

Great mobile experiences deliver commerical value

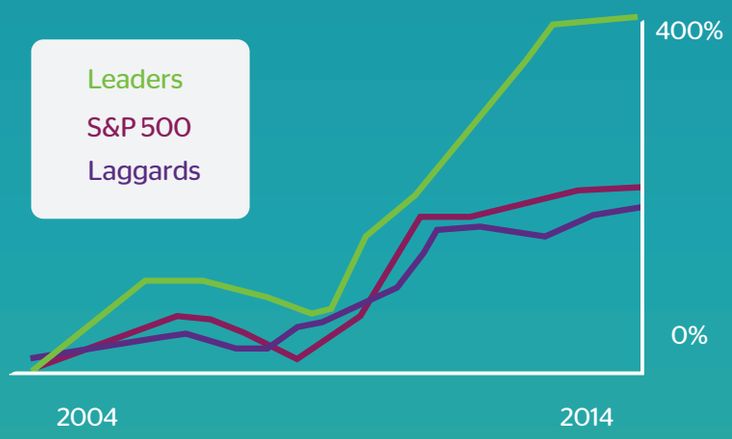
Engagement delivers real business value in the form of higher net margins, accelerated revenue growth and improved shareholder value

Engagement delivers real business value

Revenue Growth increaded by **6.1%**

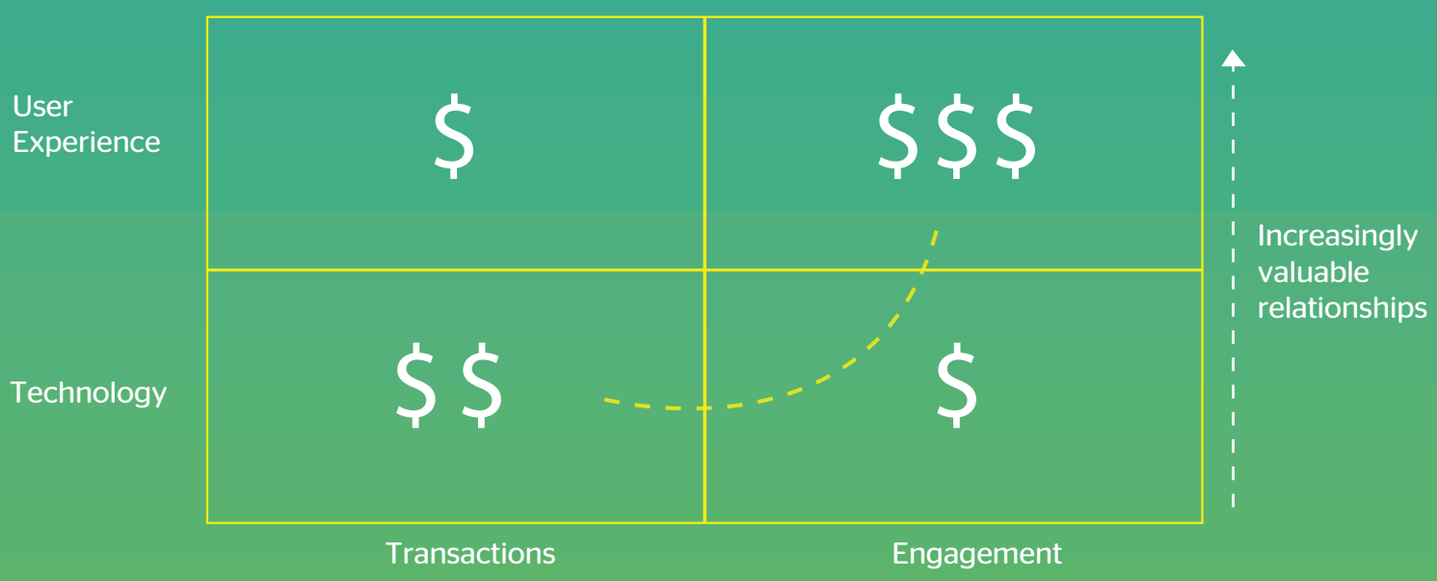
Net Margin increased by **5.1%**

High engagement delivers 4x shareholder value



New future model

By focusing on improving engagement and a better user experience travel brands can succeed. Get these right and success will be yours in the Engagement Economy



Travelport Digital are experts at delivering mobile travel solutions for airlines and travel companies that drive end-traveller engagement for more mobile travel insights visit DIGITAL.TRAVELPORT.COM

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Sources

(1) Mitek and Zogby Analytics, 2014 **(2)** Kleiner Perkins Caufield & Byers, 2013, 'Internet Trends Report' **(3)** Boston Consulting Group, 2017 **(4)** Localytics, 2016 **(5)** Leanplum, 2016 **(6)** European Business Review, 2015, 'Mobile Customer App Engagement Pays Off' **(7)** McKinsey 2017, 'Putting customer experience at the heart of next-generation operating models'