Travelport Digital
Redefining travel commerce

WWDC 2017
A Travelport Digital Review

Presentation: WWDC 2017
Date: June 2017

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WWDC17
San Jose, CA, June 5–9

Overview

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What is WWDC?

- Apple's annual developer conference (34th year)
- Showcases new software & hardware, plus some surprises…
- New iOS version is launched (developer beta) as well as updates to watchOS, tvOS & macOS. Opening keynote by Tim Cook (Apple CEO) on day one followed by 5 days of developer sessions

Key #WWDC17 Takeaways

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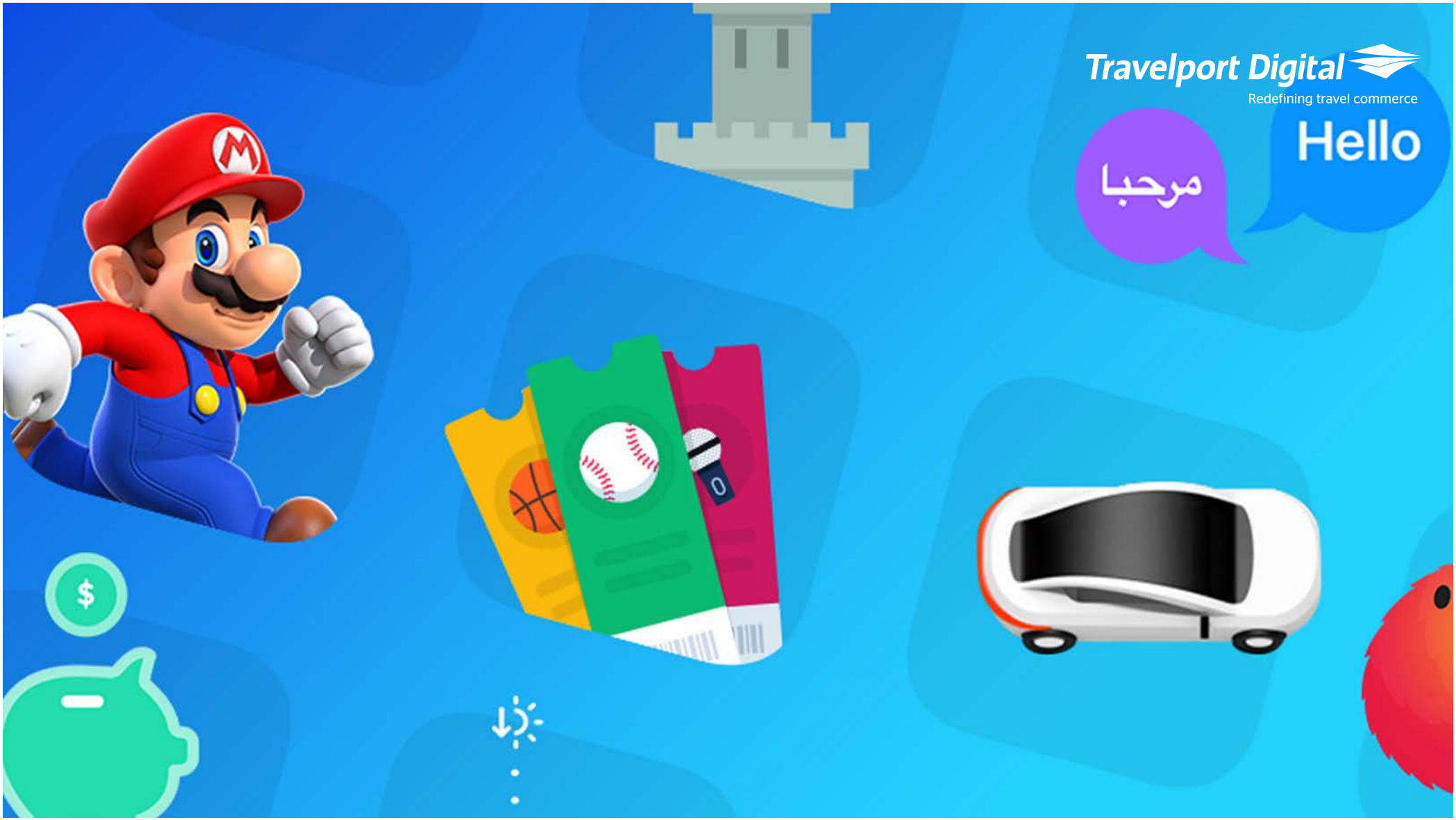
1. App Store completely redesigned
2. HomePod
3. Airport Mapping
4. watchOS4
5. Business Chat

This report summarizes the key announcements and what they mean for Travelport Digital & the travel industry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Hello
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Apple

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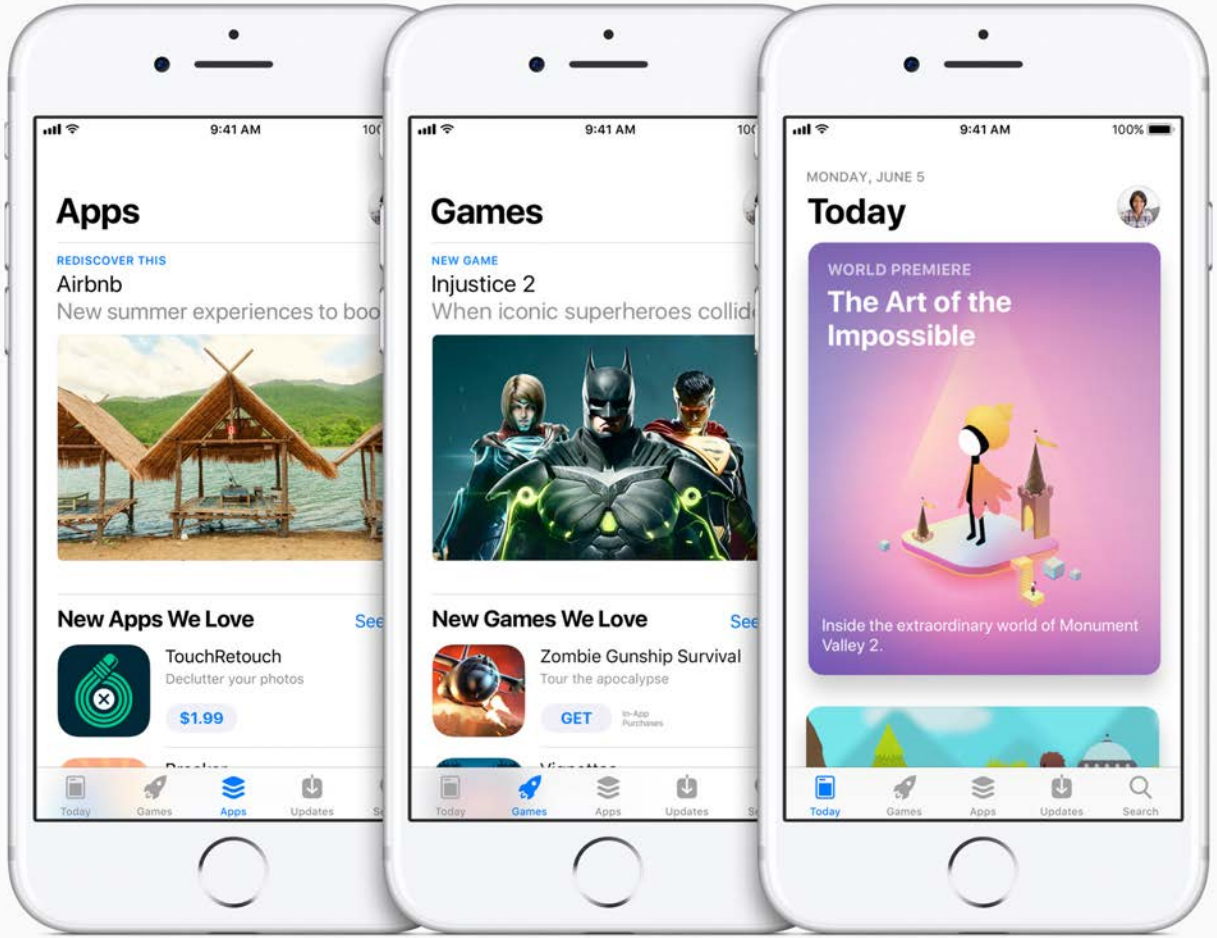
- 500 million weekly visits to the App Store. 180 Billion apps downloaded to date
- In the past 12 months downloads have grown 70%

Travel Industry Impact:

Much has been written recently about the demise of apps but after looking at these figures from Apple it seems Apps have never been in better health



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App Store

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- First redesign since it's launch 9 years ago. Apps and Games now split into their own tabs

- Radical overhaul of App product pages as well as new functionality (3 App Previews - including localisation - now allowed as well as the standard five screenshots). Search enhanced to filter for editorial content too

- New Today tab includes a daily list of promoted apps plus an 'App of the Day'

Travel Industry Impact:

Huge opportunity for travel brands to revisit their ASO strategy, especially around localisation. Possible paid marketing campaigns (TBC) around the daily list and app of the day.

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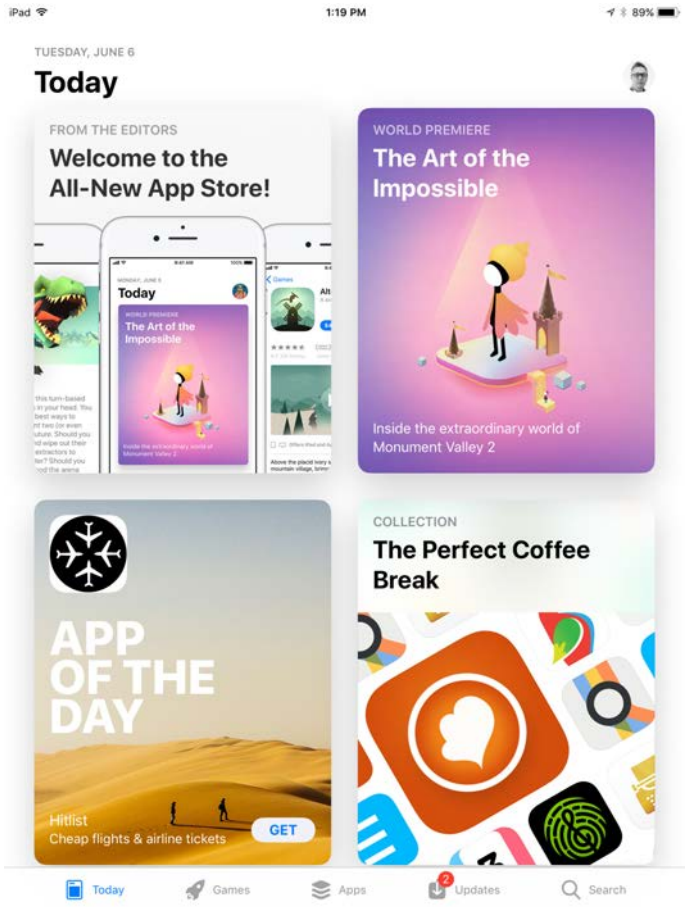

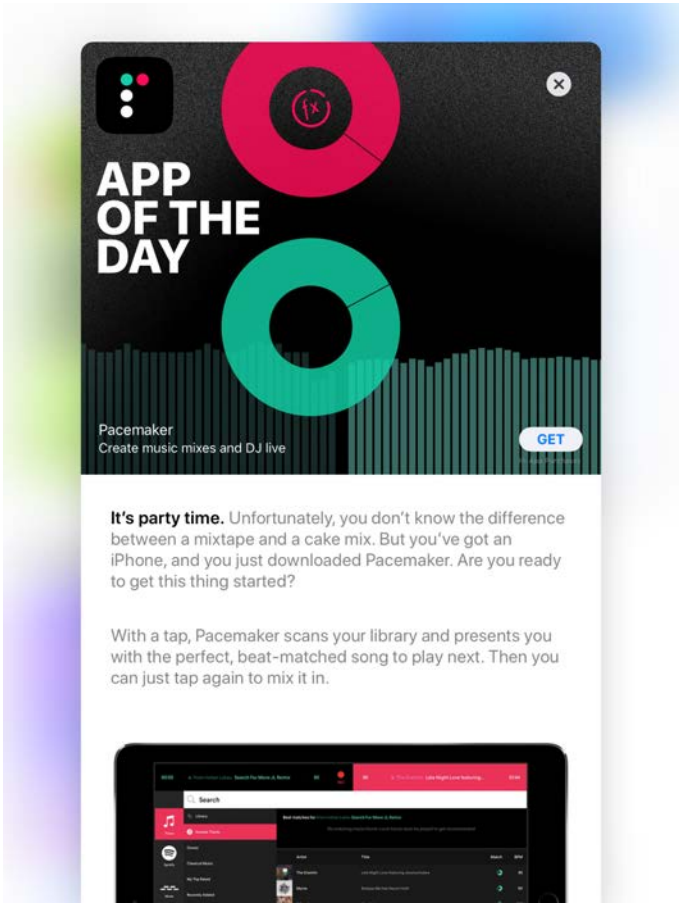

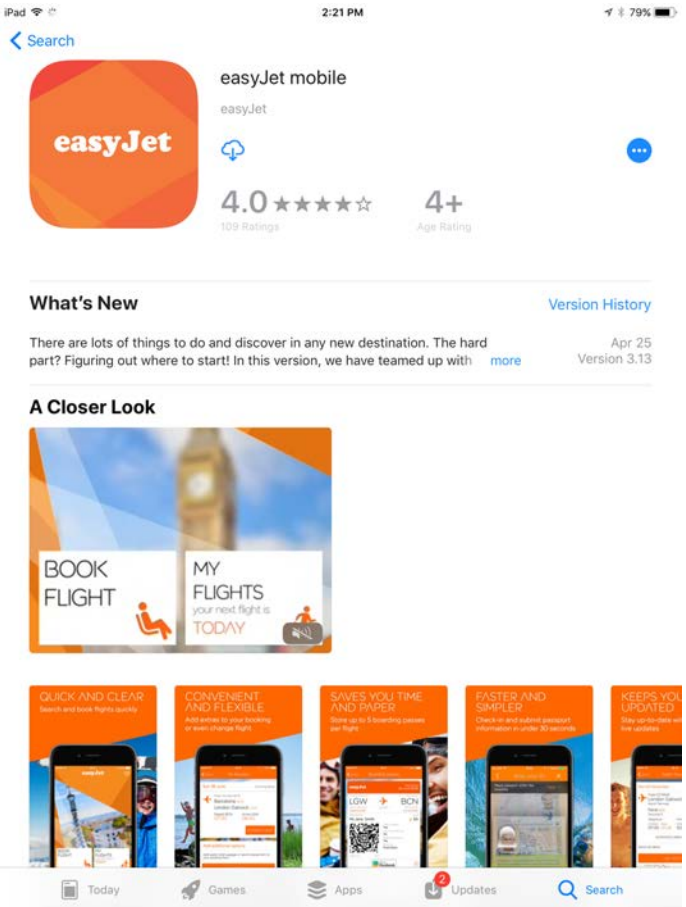

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HomePod

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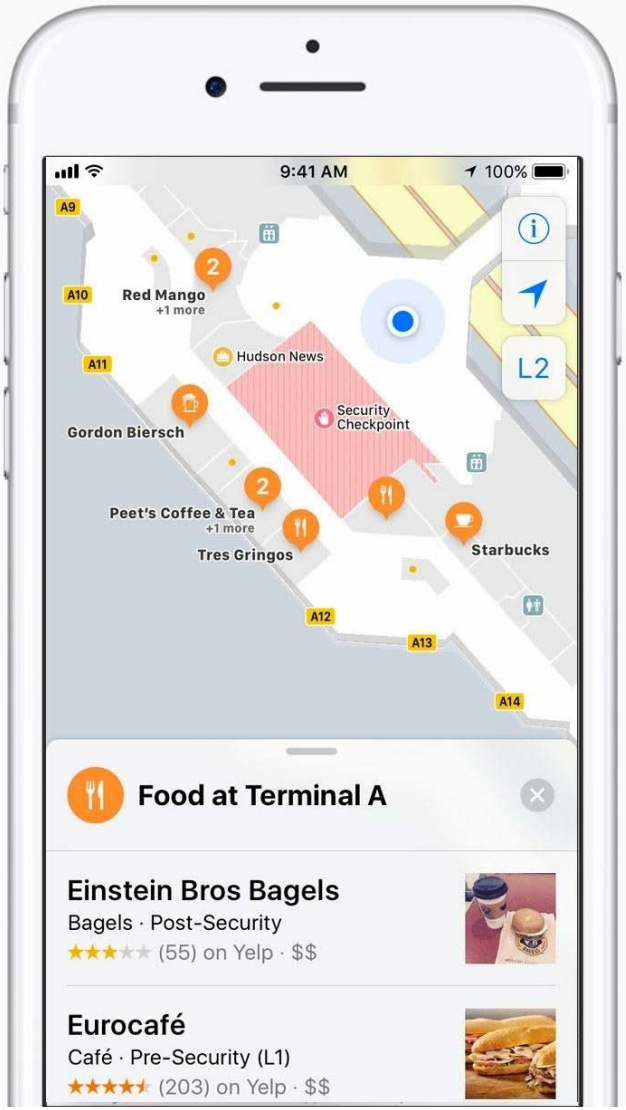
- Marketed as a music hub but don't ignore the Siri capabilities built into this new VPT (Voice Powered Technology) product

- As well as music HomePod supports reminders, traffic, weather, translation, messages and much more

Travel Industry Impact:

As SiriKit is opened up to more categories expect to see this device opened to the same capabilities. NOTE: Alexa and Google Home support travel use cases like flight status, airport queue times etc. Expect Apple to open HomePod to notifications too



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Airport Mapping

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- Released as part of the iOS11 update

- Will launch with 30 airports mapped worldwide - Baltimore, Chicago, Denver, Detroit, Houston, Indianapolis, Jacksonville, Las Vegas, Los Angeles, Miami, Minneapolis, Nashville, New York, Newark, Oakland, Philadelphia, Pittsburgh, Portland, San Diego, San Jose, Seattle, Amsterdam, Berlin, Doha, Dubai, Geneva, Hong Kong, London, Toronto, and Vancouver

Travel Industry Impact:

Now going head to head with Google on airport mapping. However once Apple add indoor positioning functionality (like they recently did for HIA airport) this will be the wayfinding map service to put your money behind

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watchOS4

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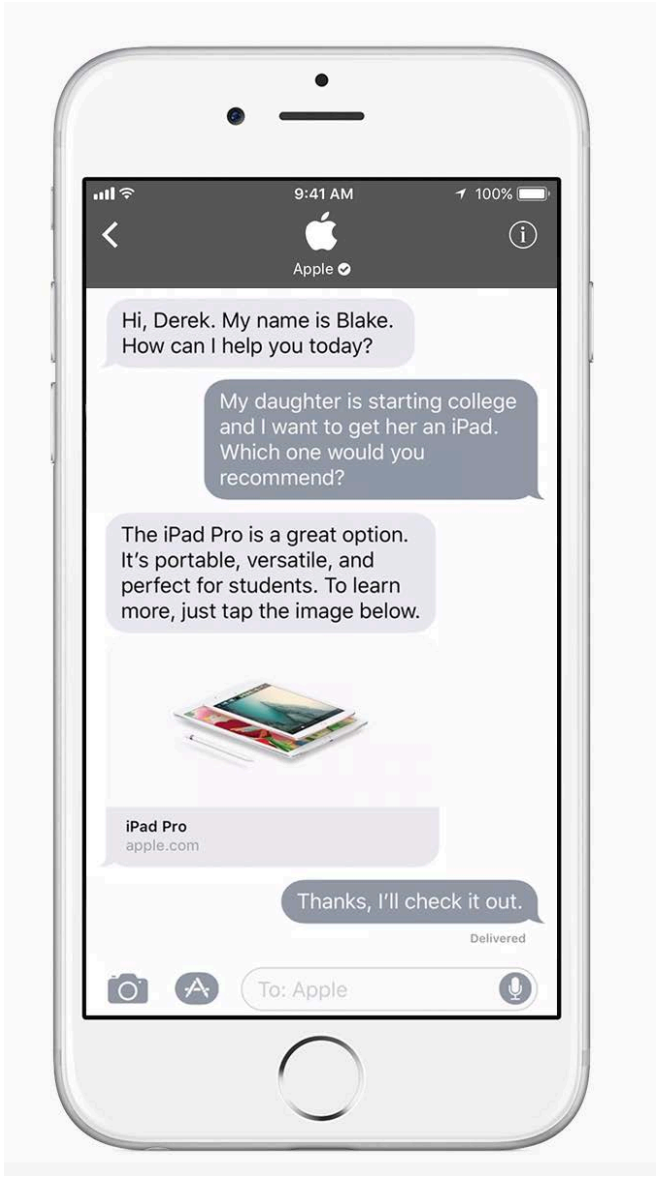
- New proactive Siri watchface that will display contextual information throughout the day

- Will be powered by events in the calendar, notifications in apps (Health, Wallet, Reminders etc) as well as Siri 'machine learning' about your day

Travel Industry Impact:

The beginnings of a more proactive Siri – possibly on the iPhone too? It is now time for airlines to revisit their push notification & add to calendar strategies as these flight alerts will appear on this watchface alongside Wallet boarding passes



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Business Chat

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- One of the many iOS11 features not highlighted during the keynote
- Still TBC at the moment. However Business Chat is a new way for brands to connect with customers directly from within Messages.
- Apple has said it will include integrations with other iOS services like Apple Pay

Travel Industry Impact:

Will allow a direct channel for airlines and travel companies to communicate with customers instead of using third party platforms like Twitter and Facebook. Could be a huge operational cost saver reducing call volumes.

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Other Updates

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- iOS11: 100s of new updates to the main operating system – Files app, Drag & Drop, Siri Suggestions, Core ML, Contextual Dock, Instant Mark Up…
- High Sierra: New macOS and the first one to be able to support VR
- Do Not Disturb While Driving: Notifications blocked when the iPhone detects you're driving
- iMessage: App drawer has also been redesigned with an improved 'App' interface
- Apple Pay: Peer to peer payments now supported (US only launch)
- Siri Translation & Facelift: New icon, new voices and translations for 5 languages
- Control Center: New design, all on one page & new functionality (screen recording)
- ARKit: "Worlds largest AR platform will be launched overnight"

Thank You!

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Travelport Digital Predictions Blog: https://goo.gl/Ux1Md0
Twitter Moment @tvptdigital: https://goo.gl/RkanWh
Post Event Blog: http://blog-digital.travelport.com/wwdc-2017-the-biggest-and-best-ever
Flipboard Magazine: http://flip.it/nJbl-n