

5 DATA & MOBILE TRENDS IN TRAVEL

(EMERGING OVER THE LAST 6 MONTHS)

1

MOBILE USED TO BE JUST IN THE HANDS OF THE GEEKS

(Job titles from our data and Mobile speakers at our 2014 mobile shows)

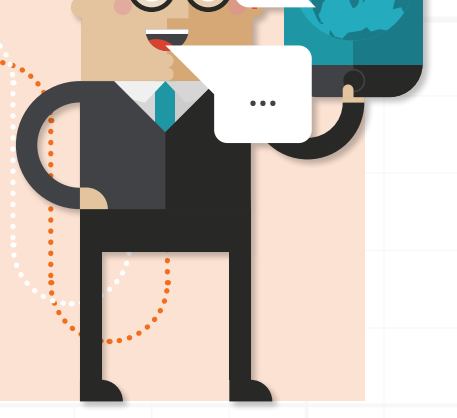
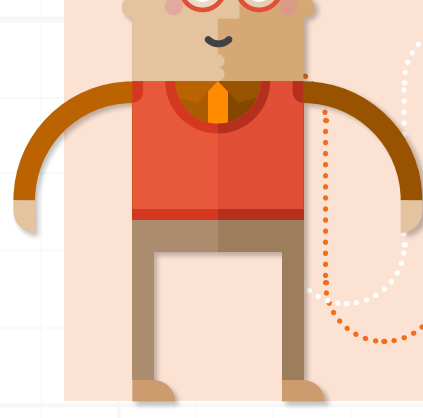
Heads of Innovation
Head of Mobile
Mobile Manager
Data Manager

Title?

NOW THEY ARE BOARD LEVEL "UBER" GEEKS

(Job titles from our mobile and data speakers in our 2015 shows)

CCO
CTO
CEO
SVP
CMO



2

IS MOBILE BEHIND A 30% TO 60% DROP IN DIRECT BRAND BOOKINGS AND SHOULD HOTEL BRANDS BE WORRIED?

Some hotel owners and managers say that direct bookings to brand websites are being replaced by mobile fuelled OTA bookings. Occupancy levels have not fallen and more and more owners are "discussing" dropping the brands

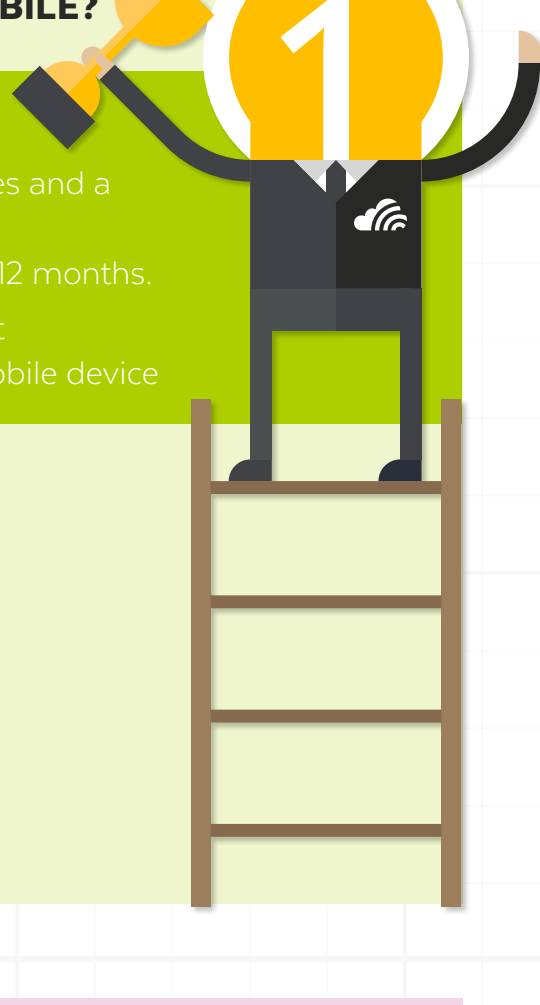
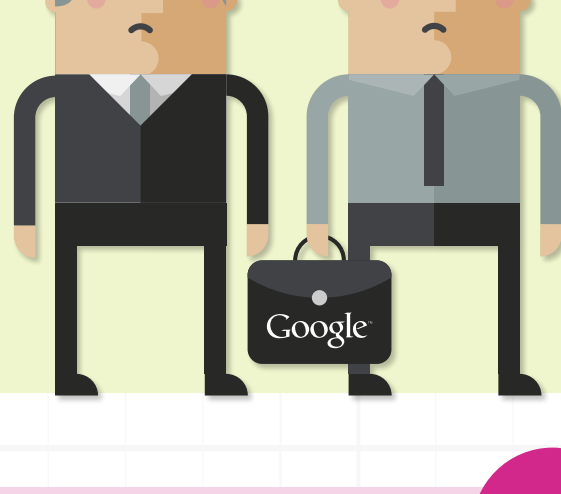


3

IS GOOGLE LOSING ITS DOMINANCE AS THE WORLD GOES MOBILE?

Mobile is fundamentally changing travel search

- Globally Skyscanner saw a 152% increase in searches and a 58% increase in bookings on hand held devices. This led to US\$7billion in flights booked in the last 12 months.
- OTA's are the mobile booking platform and are fast becoming the first place to look for a hotel on a mobile device

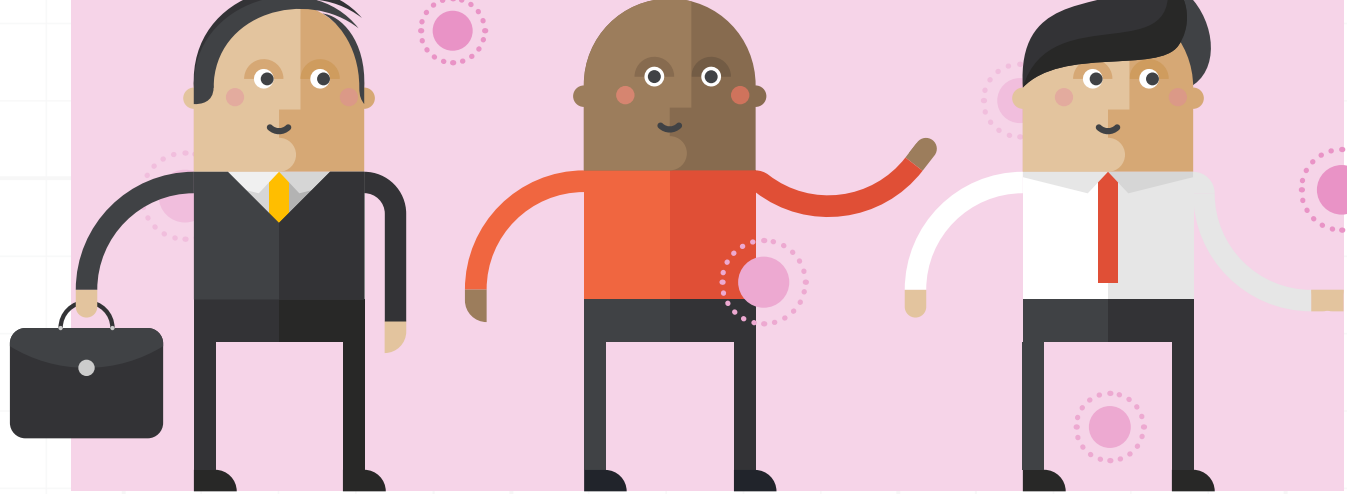


4

TRAVEL SUPPLIERS ARE REDUCING THEIR FOCUS ON THE FIRST TIME BOOKER... INSTEAD THEY ARE LOOKING TO BUILD LOYALTY TO CAPTURE THE REPEAT CUSTOMER

This has led to:

- Really useful service packed supplier Apps such as easyjet, Starwood etc
- Great partnerships... Suppliers are looking at who in the travel process their customers need and are partnering with them ... Marriott partnership with Uber
- Real attempts to gain the consumer's trust..... Once you have the trust of the consumer the commerce and the on-trip revenues will follow!



5

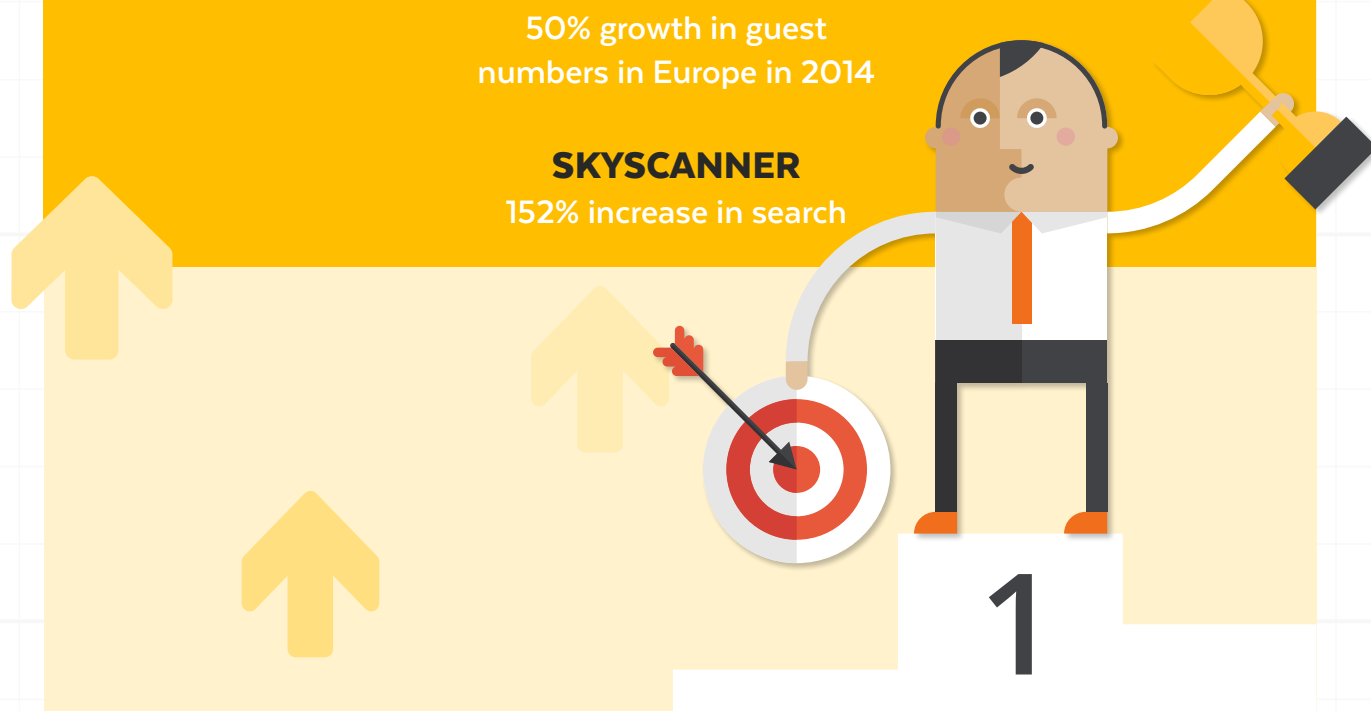
COMPANIES BORN IN THE DATA AGE ARE STILL THE LEADERS AND ARE STILL REPORTING EXCEPTIONAL GROWTH

AIR BNB

50% growth in guest numbers in Europe in 2014

SKYSCANNER

152% increase in search



WHATS NEXT?

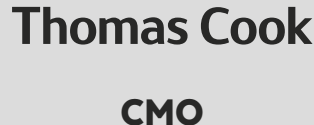
Board level execs from these companies will be discussing the above and whats going to happen next at The [Eyefortravel@ MobileWorld Congress](#) this March 2nd:



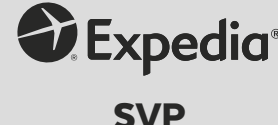
CTO



CTO



CMO



SVP



CMO



SVP



CCO



SVP



COO



CEO

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