

# The Digilution of Travel



## The Conference

### Our industry has been undergoing nothing less than a digital revolution - The Digilution of Travel.

The first travel website was launched nearly 20 years ago. This was Expedia, launched by Microsoft in 1996. It was quickly followed by Sabre's Travelocity. Hotels and airlines then got in on the act. With the launch of internet airlines such as easyJet, the mainstream leisure travel companies came to the realisation that being online did not mean just putting your brochure on the web. What was needed was the ability for customers to book online.

Since those early days, the digilution of travel has not slowed down. Innovations and developments in the digital world have continued to arrive thick and fast.

Many of these innovations have been beyond anyone's predictions. In the 1990s, no one expected mobile to become a major travel sales channel. No one predicted the advent of the tablet that is fast replacing the home computer as the defacto domestic online access device. Even though pioneers such as Where Are You Now?

(WAYN) launched their social community site as early as 2002, pre-dating Facebook, Twitter, few realised that this was heralding the volcanic rise of social media.

In the early days of search engines, AltaVista and Yahoo! were amongst the dominant brands. No one predicted that a new entrant, Google, would arrive to dominate the search engine scene.

The world of digital travel is ever-evolving and almost beyond prediction. However, TTI has assembled a team of expert speakers who understand, more than most, how to capitalise on the digital travel revolution, now and into the future. Attend this conference and hear for yourself about The Digilution of Travel.

#### Venue:

**Strand Palace Hotel, 372 Strand, London, WC2R 0JJ**

nearest undergrounds: Charing Cross & Covent Garden

## The Speakers

**John Straw**, Chairman - Digital Advisory Board  
Thomas Cook

**Caroline Bremner**, Head of Travel & Tourism  
Euromonitor International

**Rob Stross**, Director  
Directflights.com

**Peter Matthews**, Chief Executive Officer  
Nucleus

**Peter Ward**, Co-founder & CEO  
Where Are You Now?

**Paola Lopez**  
Industry Manager Search Best Practice - Travel and Finance  
Google

**Eddie Robb**, CEO & Founder  
Make It Social

**Tony Samios**, Chief Operating Officer  
Caliber

**Dr Nicola Millard**, Customer Experience Futurologist  
BT

TTI wishes to extend its warm thanks to Caliber Interactive and Nucleus Ltd for sponsoring this event:



TTI shareholders:



# The Digilution of Travel



## The Conference

**09:30 Registration and Coffee**

**10:00 Welcome & TTI Update, Peter Dennis, Chairman, TTI**

### Setting the Scene

The travel industry has seen remarkable times in the last few decades, since the advent of the internet. New entrants have established themselves whilst major travel companies have evolved and adapted to address the new opportunities of the digital marketplace. In this opening session, you will hear from the executive spearheading the digital challenge at one of our best known travel brands. You will also learn about the latest research insights into online travel.

**10:10 Keynote: Rising to the Digital Challenge**  
**John Straw, Chairman - Digital Advisory Board,**  
**Thomas Cook**

**10:30 Trends Shaping Online Travel**  
**Caroline Bremner, Head of Travel & Tourism,**  
**Euromonitor International**

**10:50 Setting the Scene Panel Session**

**11:10 Coffee Break**

### Meta-Search and Mobile

Meta-search and mobile simply did not exist prior to the internet, yet they are now vital facets of digital travel. Meta-search is booming across all online sectors, addressing the consumer's preference for comparison shopping. Mobile handsets and tablets are fast overtaking home computers as the online access devices of preference. Two experts in their fields will each give their views and opinions on how best to capitalise on these two aspects of the digilution of travel.

**11:40 Meta-Search - A Business Model of the Internet Era**  
**Rob Stross, Director, Directflights.com**

**12:00 Travel in a Mobile World**  
**Peter Matthews, CEO, Nucleus**

**12:20 Meta-Search and Mobile Panel Session**

**12:40 Lunch**

### Monetising Sociability

Everyone knows the rising importance of social media. It clearly has a role to play in travel - people love to tell tales of their holidays. However, commercialising social is not so easy. In this session, you will hear from one of the founders of a pioneering travel community that has succeeded in monetising sociability. You will also learn how your travel company can make social bookable.

**14:00 Commercialising Social Communities**  
**Peter Ward, Co-founder & CEO,**  
**Where Are You Now? (WAYN)**

**14:20 Social and Bookable**  
**Eddie Robb, CEO & Founder, Make It Social**

**14:40 Monetising Sociability Panel Session**

**15:00 Coffee Break**

### A Brave New World

The challenges presented by the digilution of travel are being tackled by new tools and new commercial methods. The sale is becoming the story as social media influences the way in which consumers shop. Online marketing tactics are being driven by analytics that provide an unprecedented level of detail. And what of the future? Are we able to extrapolate what the future might hold based on today's behaviour patterns and new technology or do we need to brace ourselves for an unpredictable seismic shift? In this session, you will find out about why the story is so important, using analytics and what the future might hold.

**15:30 Telling the Story**  
**Tony Samios, Chief Operating Officer, Caliber**

**15:50 Universal Marketing Attribution**  
**Paola Lopez, Industry Manager Search Best Practice -**  
**Travel and Finance, Google**

**16:10 The Future Customer**  
**Dr Nicola Millard, Customer Experience Futurologist, BT**

**16:30 A Brave New World Panel Session**

**16:50 Chairman's Summary, Peter Dennis, Chairman, TTI**

**17:00 Close**

Moderator: Paul Richer,  
 Genesys - The Travel Technology Consultancy

## Registration

TTI members - 2 free delegates (Additional TTI member delegates and Unicorn licence holders £50 + VAT)

AAC / ABTA / ABTOF / AITO / BETA / ETOA / GTMC / HSMIAI / IFITT / OpenTravel / RMAPI / members £195 + VAT

Others £295 + VAT

Register online at [www.tti.org/conference](http://www.tti.org/conference) To contact TTI, email [admin@tti.org](mailto:admin@tti.org) or call 0871 244 0747