



Is the future now ?

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The Travel business is evolving

- Investment levels increasing
- Consolidation drives economy of scale
- Need to differentiate
- From Travel Agents to Tour Operators
- Leisure ahead of Business ??

Emerging trends

- Directional selling
- Direct Connects
- PMS to CRS integration
- Rich data is more accessible
- Customers want comparative choice

What is this translating into?

- Sellers want to be more in control of what they sell
 - Sophisticated rules engines for OL and POS
- Customers want a better selling and travel experience
 - Travel 2.0

Travel 2.0

- Clients expect a new experience
 - Mapping applications
 - Peers Reviews
 - Destination information
 - Integrated/Aggregated searched
 - Before and “while” Travelling
- Users will decide what is going to stick
- Ouch ! It is still very expensive