

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:



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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 To contact TTI, email admin@tti.org or call 0871 244 0747