Travel Technology: Driving Optimisation for the Tourism Ecosystem

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Who is ETTSA?

- The **European Technology and Travel Services Association** (ETTSA) was launched in 2009 to represent and promote the interests of global distribution systems (GDSs) and travel distributors, towards the industry, policy-makers, opinion formers, consumer groups and all other relevant European stakeholders.

- The association, based in Brussels, encourages and supports full transparency, fair competition and consumer choice in the travel distribution chain. ETTSA's members include Amadeus, Booking.com, Expedia, eDreams Odigeo, Travelport. Associate members include, SkyScanner, American Express GBT and TripAdvisor. Carlon Wagonlit Travel, Lastminute.com Group, etraveli, Hitrail, OAG, Travelgenio and Travix are Strategic Partners of ETTSA.

EU Tourism Policy

- **Four priorities for action** under the Policy:

  - To stimulate competitiveness in the European tourism sector

  - To promote the development of sustainable, responsible, and high-quality tourism

  - To consolidate Europe's image as a collection of sustainable, high-quality destinations

  - To maximise the potential of EU financial policies for developing tourism.

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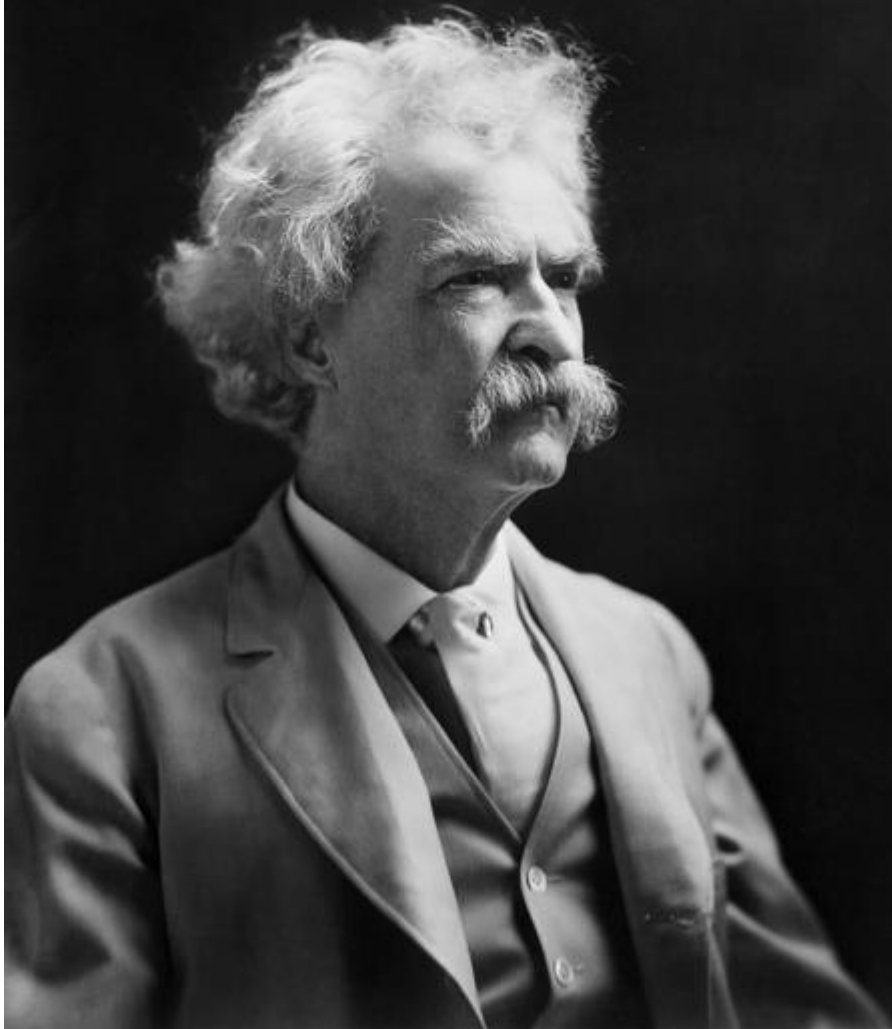
"Travel is fatal to prejudice, bigotry, and narrow-mindedness, and many of our people need it sorely on these accounts. Broad, wholesome, charitable views of men and things cannot be acquired by vegetating in one little corner of the earth all one's lifetime."

- Mark Twain, *The Innocents Abroad*, 1869

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Travelport by the numbers – 2018

480+
Participating airlines including approximately 125 low-cost carriers

117m+
Airline tickets booked

650,000+
Hotel properties

67m+
Hotel rooms booked annually

37,000+
Car rental locations
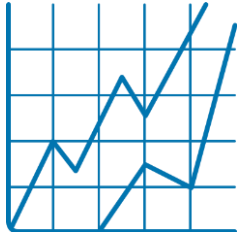
107m+
Car rental days booked annually

68,000+
Online and offline travel agency subscribers

235,000+
Individual travel agents

Up to 11 billion
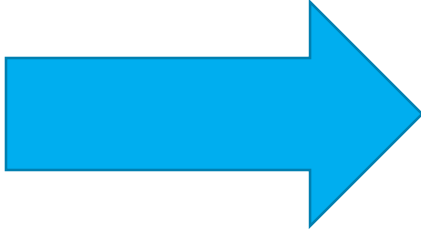Travel related system messages per day

US$ 89 billion
Travel spend processed

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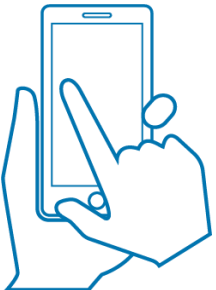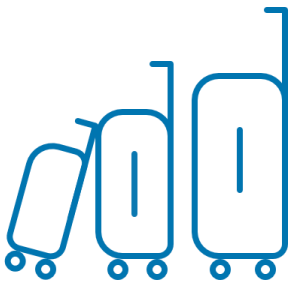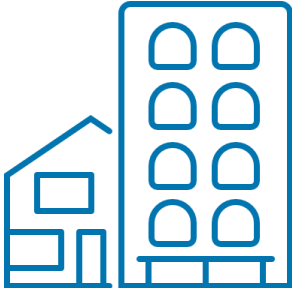
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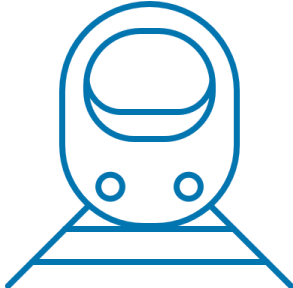# E-Commerce pioneers since 1971

ETTSA

Rivers of raw data, historically consumed by airlines

Route analysis
Revenue analysis
Flights only

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Data - today

ETTSA

Turning data into actionable insights

We have a unique perspective on data and insight

Our data drives value for Travelport and stickiness with our customers

What's searched

What's booked

Demand flows

Available supply

Travelport Data Proposition

Enhanced with Data Intelligence

Customers rely on Travelport data to optimise performance

Where are my demand spikes?

What's changing in my market?

What should I expect over the next month?

How are my peers performing?

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IBM Travel Manager

Provides end-to-end visibility of spend across travel categories, business units, and geographies

Collect, integrate and reconcile travel agency, credit card, expense and supplier data

Conduct what-if scenarios to identify travel patterns for opportunity analysis

User generated and pre-defined trend detection alerts on internal and external data sources

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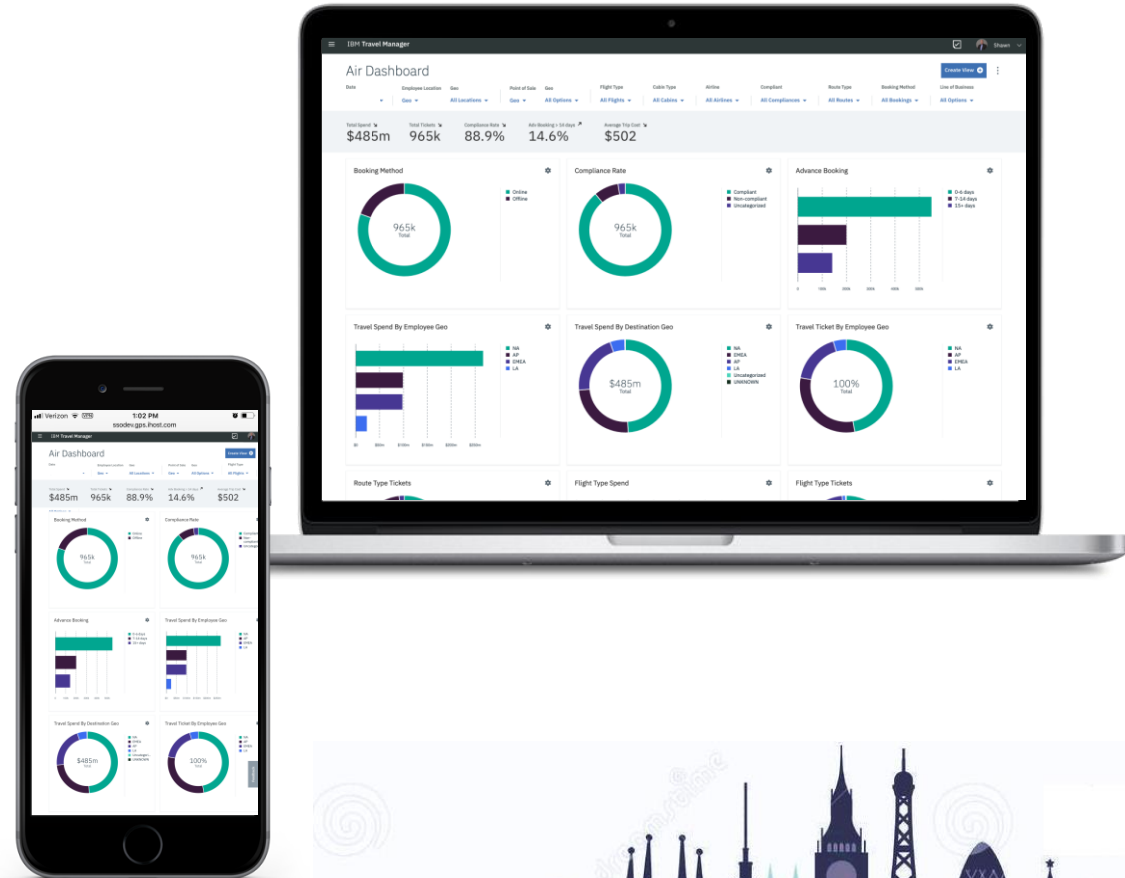
Destination Insights

NORTHERN ENGLAND IS **GREAT** BRITAIN — CASE STUDY

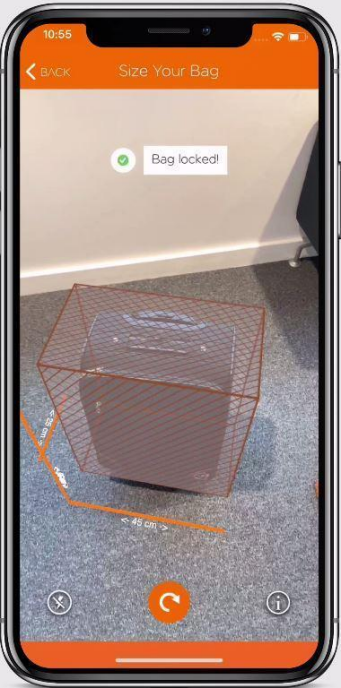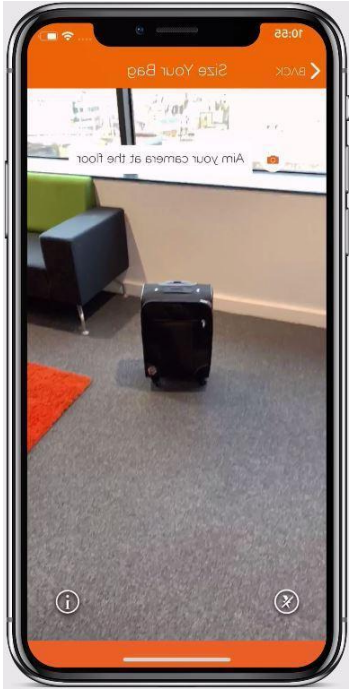Travelport

World Heritage JOURNEYS EUROPE — CASE STUDY

Other cool stuff!

THANK YOU!

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