

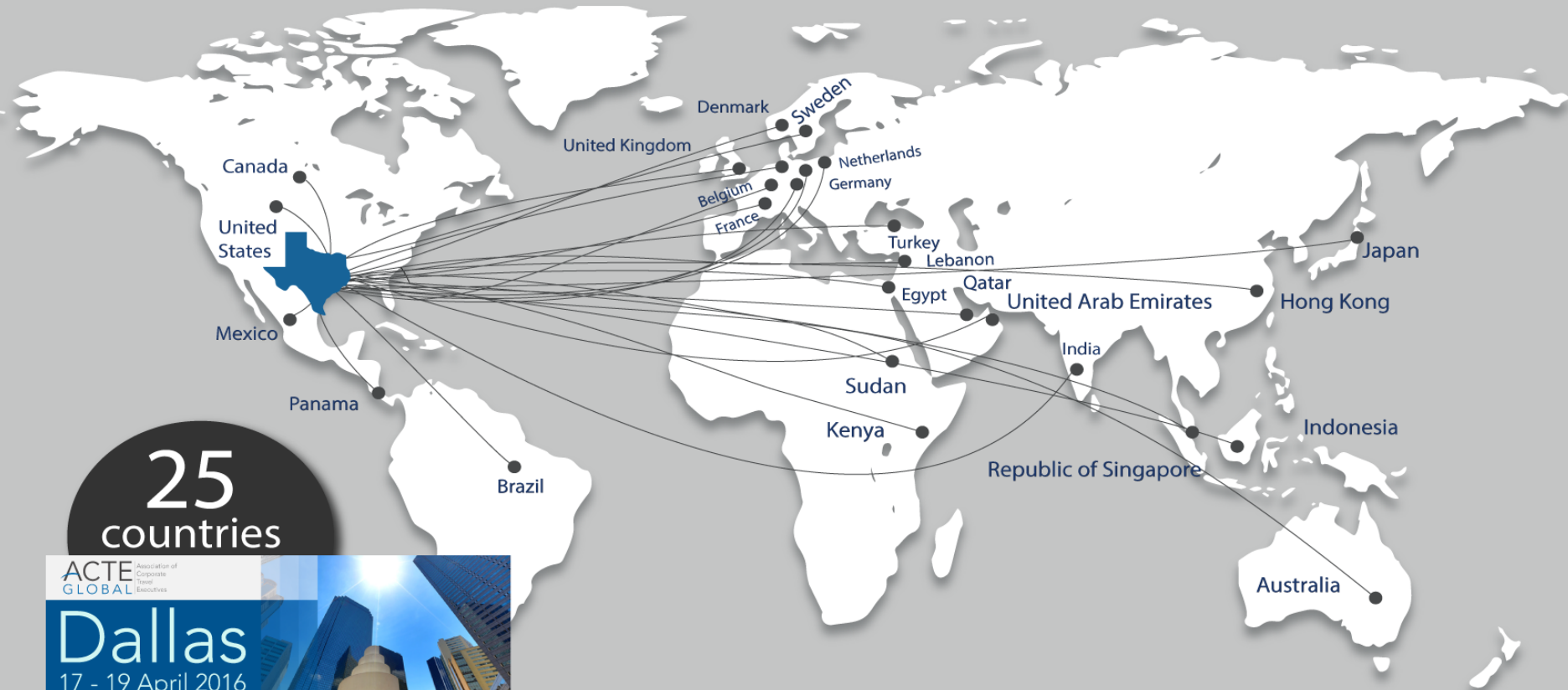
# Travel Trends

## What's New in the Travel Industry

September 27, 2016

ACTE 24  
Association of  
Corporate  
Travel  
Executives  
GLOBAL  
Events/Countries

# Attendees From Around The World Dallas 2016



25  
countries

ACTE Association of  
GLOBAL Corporate  
Travel Executives

## Dallas

17 - 19 April 2016

Renaissance Dallas Hotel  
Global Corporate Travel Conference



# 2016 Global Corporate Travel Conferences



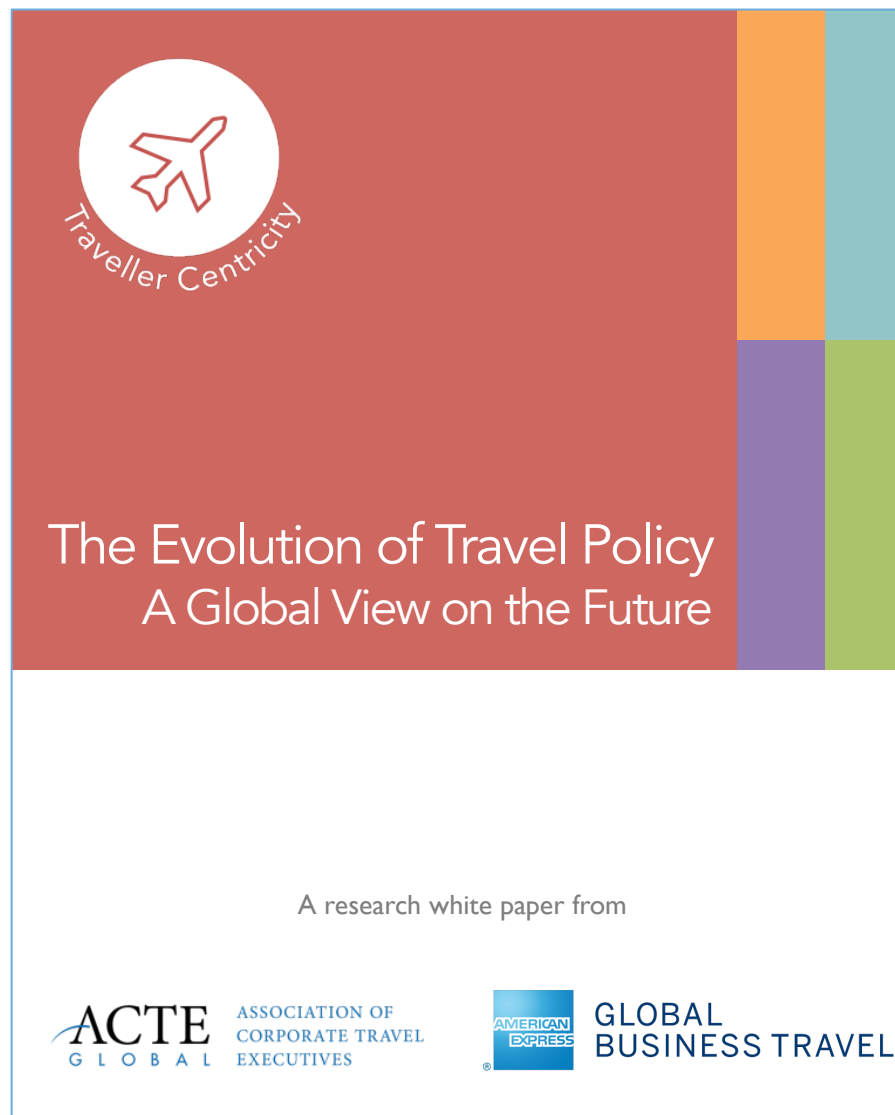
# Business Travel Management Trends

Past

Present

Future

# Business Travel Trends From Around The World



The cover features a red background on the left and a vertical bar of four colored squares (orange, teal, purple, green) on the right. At the top left is a circular logo with a white airplane icon and the text 'Traveller Centricity'. The title 'The Evolution of Travel Policy' and subtitle 'A Global View on the Future' are centered in white text. Below the title, it says 'A research white paper from' followed by the logos for ACTE GLOBAL, ASSOCIATION OF CORPORATE TRAVEL EXECUTIVES, AMERICAN EXPRESS, and GLOBAL BUSINESS TRAVEL.

Traveller Centricity

The Evolution of Travel Policy  
A Global View on the Future

A research white paper from

**ACTE**  
GLOBAL

ASSOCIATION OF  
CORPORATE TRAVEL  
EXECUTIVES

**AMERICAN**  
**EXPRESS**

**GLOBAL**  
**BUSINESS TRAVEL**

Past

Savings &  
Control

Past  
52% - savings drove policy

Travellers told:  
What to do  
When to do it  
How to do it



Present

# Business Travel Trends From Around The World

## Past

52% - savings drove policy

## Now

75% - Improvements to traveller service can increase savings

72% - More work to achieve desired compliance levels

Increased Savings/  
Compliance by  
Focusing On  
Traveller Behavior

Significant savings are a thing of the past. Now it's about cost avoidance. I've already bled the turnip. Now it's about getting more compliance to the programs so we can realize the negotiated savings.

— Global Travel Manager, USA

# Traveller Centricity

~~Savings Before~~  
~~To Needs~~  
Savings

- Retention
- Motivation
- Recruitment

My goals and value to the company are now based on traveller satisfaction. We survey our travellers to understand their satisfaction with the program. That determines my success.

— Global Travel Manager, Brussels



# Traveller Centricity Trend

- Engagement
- Before, during & after
- Program design & updating
- Slimmed down policies
- Mission specific options & content
- Not all travellers are created equal
- Access to the right content & tools

# Latest Trend Causing Friction

# Sharing Economy

# Traveller Engagement



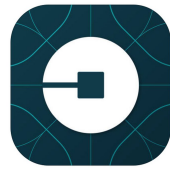
# Travellers Asking For Sharing Economy



lyft



快  
快的打车



airbnb



VRBO®  
Part of the HomeAway Family



HAIL  
O



goCatch



tujia 途家



VICTOR  
FLY SMARTER

# How Should Travel Managers Respond?

I no longer fight our travellers.....telling them what to do. Instead, we work together so I can understand why they like a particular supplier. Then I go and get the savings with that supplier.

— Global Travel Manager, USA

# Challenge Causing Friction



# Strategic Hotel Sourcing

Priorities for Corporations

April 2016

A research white paper from

**ACTE**  
GLOBAL Association of  
Corporate  
Travel  
Executives

 **HRS**  
Global Hotel Solutions



**ACTE**  
GLOBAL

## Current

Travel manager lost productivity  
Too much time spent negotiating  
Very manual process  
Hotels slow to respond to RFPs

## Focus Areas

Monitoring traveller satisfaction  
Outsourced hotel negotiations  
Faster responses/lower rates

Future

# Buyer Focus Next 1 – 2 Years

- More pre-trip messaging – 31%
- Mobile booking capability – 30%
- In-trip change apps – 35%
- Address sharing economy – Mixed
- Engagement with travellers – 75%
- On-line engagement – 22%
- Better Duty of Care – SMS – 20%

**Mobile / Tech**

Virtual Account  
Numbers (VAN)

Alternative Forms of  
Payments (AFP)

Bit Coin

# Feedback From Buyers On Payment Options

- Not aware of options
- Not offered options by provider
- Options not working
- Options not being accepted

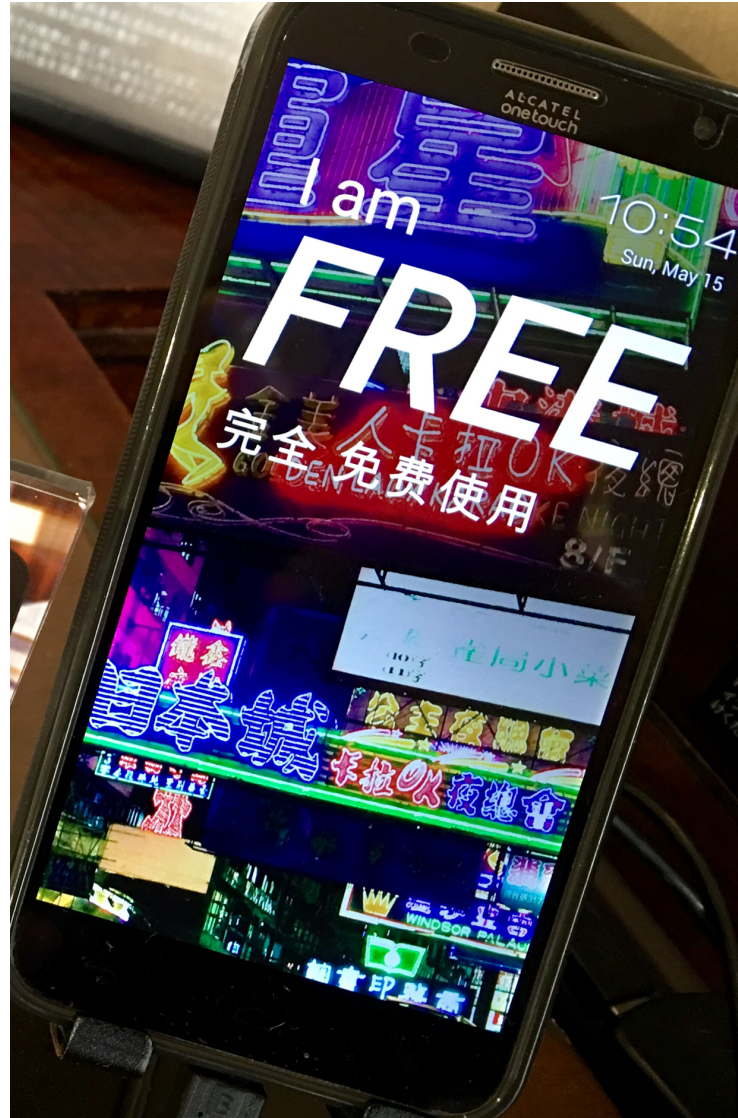
# Feedback From Buyers

- Hotels not accepting VANs
- Want plastic and IDs
- Hotels want their forms completed
- Deposit and on-site payment concerns
- Chains not addressing leading to one offs



Future is Here

# Cost Savings Other Than The Rate



# Traveller Centricity Trend – Engagement with Travellers

starwoodpromos.com  
WestinPalace\_WiFi

Log In Done

spg Starwood Preferred Guest

You're connected.

Need anything during your stay? Let's Chat 24/7

Send your requests directly to the hotel anytime through WhatsApp, iMessage or SMS.

WhatsApp: 39 3319204462

Copy the number above and paste into WhatsApp or click Let's Chat below to send an SMS/iMessage

LET'S CHAT

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Grand Hyatt Hong Kong is on Facebook. To connect with Grand Hyatt Hong Kong, join Facebook today.

Join Log In

GRAND HYATT  
Grand Hyatt Hong Kong  
Hotel · Restaurant · Spa

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20,860 people like this

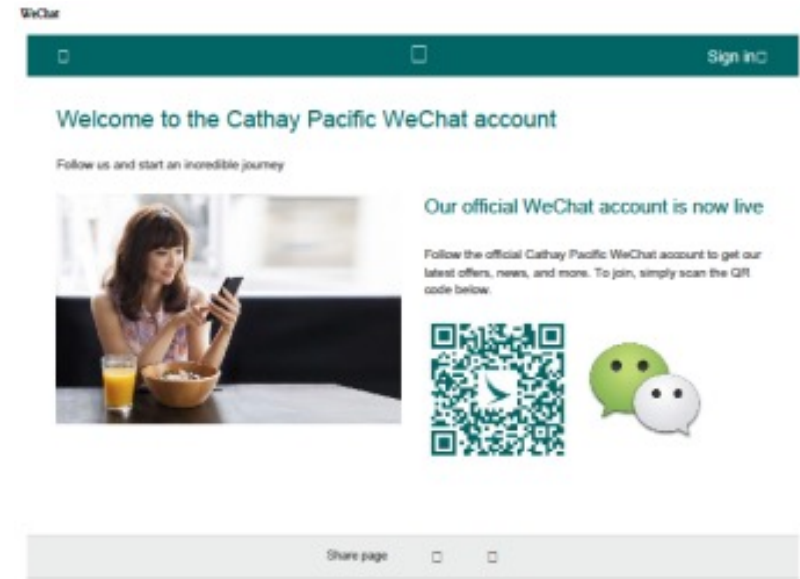
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# New Ways For Booking & Communicating



# New Ways For Booking & Communicating

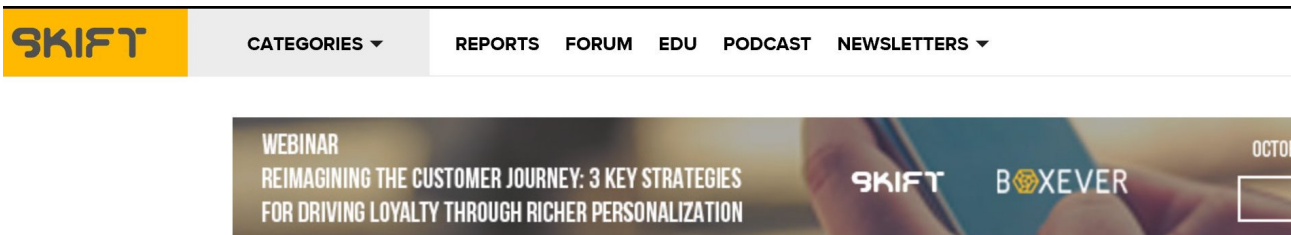


## Press Headlines

Grand Hyatt New York launches WeChat account

Shangri-La Hotel engages with guests via WeChat

# Travel Bots For Booking & Service

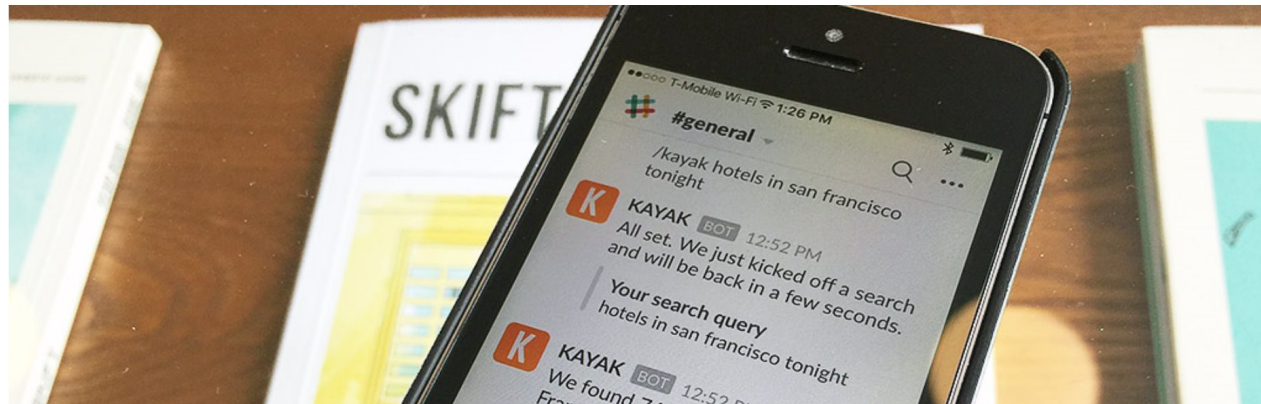


DIGITAL

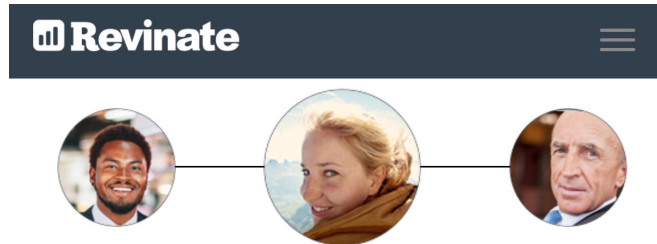
## Travel Bots on Messaging Platforms Are the Trend Now

Dan Peltier, Skift - Jun 14, 2016 6:00 am

[@djpetier](#)

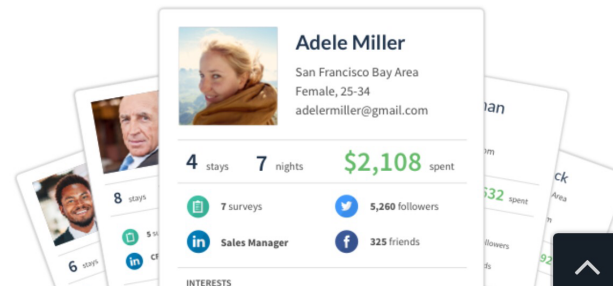


# Traveller Centricity Trend



## Ready for the modern traveler?

They're more social, mobile, and have higher expectations than ever before. Goodbye one-size-fits-all experiences, hello personalized, just-for-me service. We help hotels know more about their guests so they can deliver personalized experiences that create valuable relationships and lifelong customers. 30,000 of the world's leading hotels trust us to help them reinvent the guest experience.

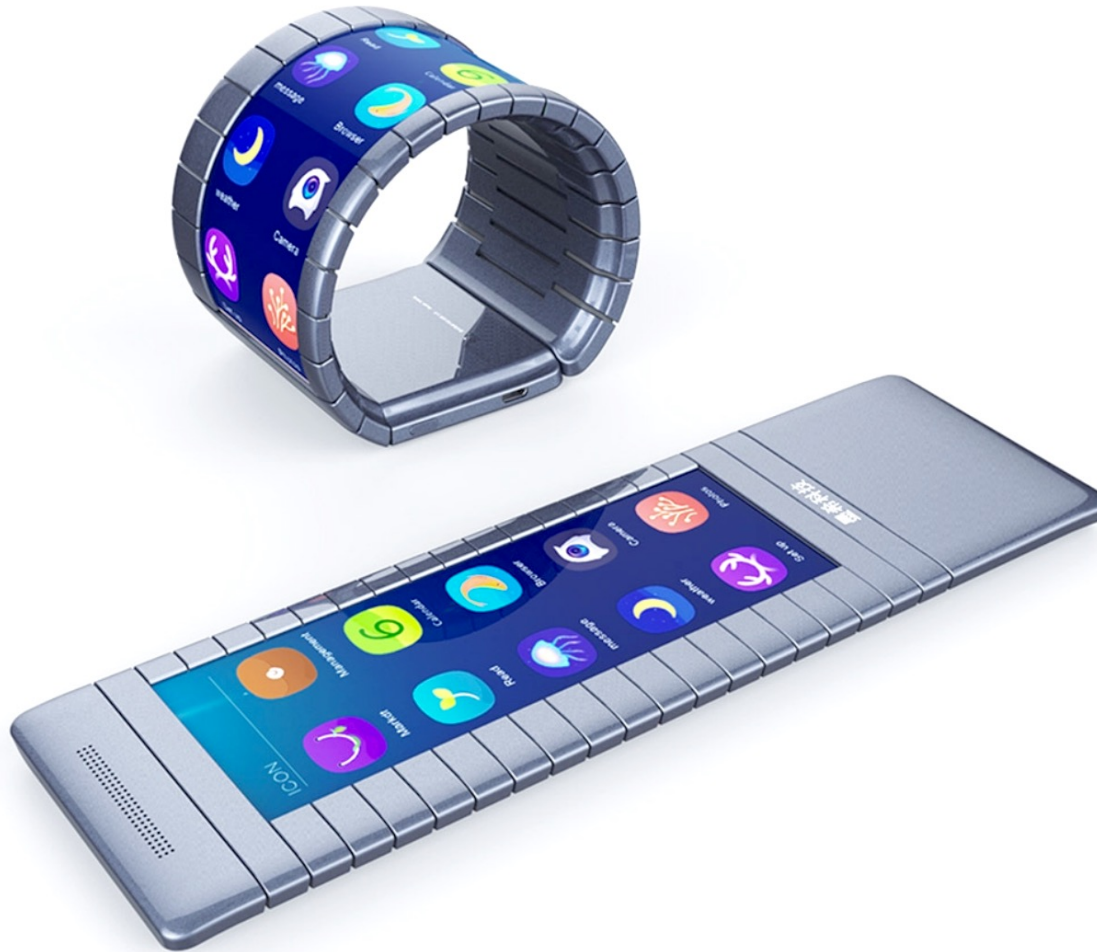


# Traveller Centricity Trend





# Traveller Centricity Trend



# Traveller Centricity Trend



# Traveller Centricity Trend?



# Are The New Options/Trends Meeting The Needs?

## Criteria:

- ✓ • Options For Travellers
- ✓ • Segmentation By Travellers
- ✓ • What Fits Their & Your Business Needs
- What Is Simple and Easy to Administer

# Summary

- Traveller Centricity
- Options / Mobile
- Payment options in early stages
- Data
- Collaboration



Association of  
Corporate  
Travel  
Executives

A banner for the ACTE Global Summit. It features logos for ACTE GLOBAL, CAPA (Centre for Aviation), and CORTAS (in partnership with). The main text reads 'Global Summit Aviation & Corporate Travel' and 'Hotel Okura Amsterdam 26-28 October 2016'. The background is a photograph of a canal in Amsterdam with colorful buildings and a boat.

ACTE GLOBAL Association of Corporate Travel Executives

**CAPA**  
CENTRE FOR AVIATION

In partnership with  
**CORTAS**  
CORPORATE TRAVEL ASSOCIATION

Global Summit  
Aviation & Corporate Travel

Hotel Okura Amsterdam  
26-28 October 2016

# Thank you



# +25 Industry CEOs & Senior Leaders in Amsterdam

Join the World's Leading Corporate Travel Executives & Airline Leaders in Amsterdam



 Abdul Wahab Secretary General AACO	 Giorgio Callegari Deputy General Director for Strategy & Alliance Aeroflot	 Vitaly Savelyev Chairman & CEO Aeroflot	 Tony Fernandes Group CEO AirAsia	 Jos Nijhuis President & CEO Amsterdam Schiphol Airlines
 Bernard Gustin CEO Brussels Airlines	 Bobby Healy CEO CarTrawler	 Patrick Byrne Executive Chairman CityJet	 Anthony Drury Head of Business EasyJet	 TeWolde Gebremariam CEO Ethiopian
 Tobias Ragge CEO HRS	 Rigas Doganis Chairman European Aviation Club	 John Grant Director JG Aviation Consultants	 Pieter Elbers President & CEO KLM	 Pieter Groeneveld VP Network Planning KLM
 Patee Sarasin CEO Nok Air	 Christina Cassotis CEO Pittsburgh International Airport	 Akbar Al Baker Group Chief Executive Qatar Airlines	 David O'Brien CCO Ryanair	 Derek Sharp Senior VP & Managing Director, Air Commerce Group Travelport
 Ian Heywood VP Product & Marketing, Air Commerce Group Travelport	 Mike Whitaker Deputy Administrator US FAA	 Craig Richmond President & CEO Vancouver International Airport	 Yeoh Siew Hoon Founder, Managing Director Web in Travel	 Jozsef Varadi CEO Wizz Air
 Skuli Mogensen CEO WOW Air	 David Scowstill President WTTC			

## For Discussion

- Getting closer to your travellers
- Putting in programs that support
- Finding the balance – savings & service
- Evolve to new ways of thinking