



SEE THE NEW, NOW EPISODE 1: BITTEN BY THE TRAVEL BLOG

VIDEO TRANSCRIPT

Travel used to be a luxury both in terms of time and money, but now with the emergence of apps and websites dedicated to booking flights, accommodations and tourists, travel has become a reality for anyone connected to the Internet. Yes, we have been bitten by the travel bug and technology has definitely made it easier to satisfy that urge. And in today's round table discussion, we will be talking about how technology has enabled movement and encouraged people to broaden their horizons and see the world.

Hi Guys. Okay. First of all, let's, let's just get this on the table immediately. Why do you travel? Anyone? To make the most of life? I mean, seriously, just to get, I think rested, you know, from the day to day grind and spend time with your family and friends. I think to discover the world that you have not seen, right? Yeah. Always good for new experiences. Sorry. Okay. Okay. Well apart from being able to relax, it's really about embracing new discoveries and insights about different foreign cultures. I, for one, you know, I like to travel for Klook. So, uh, we do a lot of destination trips to say Hong Kong, Singapore, and just recently we went to Seoul as well with our travel buddy.

So yeah. Certainly I think the personal experiences is primary in terms of, you know, getting new experience in traveling outside where you normally see but the reality of it, there's a lot of business travel that also is happening. So for me at least it's, you know, business, travel and personal travel.

Certainly I think the personal experiences is primary in terms of, you know, getting new experience in traveling outside where you normally see but the reality of it, there's a lot of business travel that also is happening. So for me at least it's, you know, business, travel and personal travel. Hopefully it shifts more to the personal travel, more the enjoyment and experience. I was going to say, I think one of our biggest problems when it comes to planning our travels is actually having the time to do it. So how often do you guys get the travel?

Well, my boyfriend was still here. We used to travel like every two weeks. Like I, there are times there must be nice, there were months when I would actually travel every weekend, like maybe 80% of it would be local and a 20% international. Um, and in terms of like planning, I actually really enjoy planning, I think it's the, I don't know, I just, it's the organized person in me. Like I just want to like make my own a itinerary like it as a spreadsheet. It has the cost per person, it has like duration and also the travel time. I thought of everything so that, you know, later on it's like when you're traveling with friends especially, it becomes a lot easier for you guys to like split the cost.

Right. I think for me, three to five times a year would be like a safe number. And maybe like Reina, most of it would be domestic. Maybe two for international. I don't have a template or I'm like the friend of Raina was actually gonna rely on her when he planned to travel. So I'm just going to go there, you know, with my bags and all of that. And then she's just does everything.



I like going on long weekend holidays. So especially maybe once a month at least to go to different Asian destinations. But in recent years, I find myself traveling a lot to the U S I've been a fan of road trips just recently. I went to Hawaii for another road trip just a few months back. So yeah, I think for me is more like I think at least once in a month. Uh, I think mostly to local destinations, but um, maybe like three to four times a year to like international destinations.

Same for me once a month, probably on a busy schedule probably once every two months. I think. Uh, the unfortunate part of it, probably 70% is business related travel, 30% personal, hopefully as time goes by, I shift it shift to 70% personal and leisure and just 30% business. Okay. And you already mentioned that you know, when your boyfriend was here, you guys would travel a lot, so you know, who would you guys usually travel with?

And I do have to ask what makes a great travel buddy? I think like the perfect travel buddies would have to be like people who know how to take your photo. That's one. People who will share your food with you. That's the thing about traveling. It's like you don't just like order your own dish and then like, you know, just have that to yourself. You want to try a lot of different things.

So you have to have people with you who have a sort of a similar taste so that you can try a bit of everything. Like pika pika you know? Right. And I think also, and also I learned like the reason why I travel with my boyfriend and it's just us instead of like a big group, it's because it's faster when you make decisions like, Hey, where are you going to go? Where do you want to have dinner fast? Right. Versus like when you're traveling with a group of people, it's like, oh, we want this, we want this.

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Where do you want to have dinner fast? Right. Versus like when you're traveling with a group of people, it's like, oh, we want this, we want this. And then okay fine, let's just go our separate ways and then meet up afterwards, which is sad. So there. The best travel buddy for me is someone who is really adventurous and someone, ideally who knows the locale. So you don't have really tried to figure out things on what to do. You just go there and experience it and being the technology guy on the room, the best travel buddy, it's your smart device. It's your smart device.

I think for me is more on a small group like um, three or four people. Um, I think Raina mentioned earlier, you know, you don't want to have too many people because decision making gets hard. But I think one thing for me is um, to make sure that you get along right, like in terms schedule. Like you don't want someone that takes a long time to get ready and then, you know, you don't want to spoil your schedule.

So I think it's harder if you have like those types of people as your travel buddy. I traveled a lot with my boyfriend as well, so he's a pretty good travel buddy because he doesn't mind taking my photos and a part from that since we go a lot for road trips, you know, I'm a very bad driver, sad to say. So he drives the, you know, long hours just for us to go from point to point. So yeah. So I think that really makes a very good travel buddy.

I travel mostly with my friends and then maybe once or twice a year with my family. So the perfect travel buddy is the likes of Raina who will just plan everything ahead and I just go with her. Just very recently though, I went to Osaka with my office friends but we've been friends for quite a long time and then there I'm at the point of their life where they have kids et cetera.

It's a challenging experience when you have kids and we were like eight if I'm not mistaken. So we have like I had to orchestrate everything. It also with tiring and I had to just select places also which were child friendly. But it was also fun because you know, I mean you get to experience other places rather than, cause when you're a millennial, I think you'd travel like you want to make the most out of your day.



But when you're traveling with a family it's very different. Yeah. Especially with the kids because they're the priority. Like, okay, what do the kids want to do? And there are limited activities for kids or is it, do they need to take a nap or are they hungry? Yeah. But I appreciate you bringing up the smartphone because that's honestly with my husband does like he won't take my photos. I mean he will, but he will stop after three but you know, if, if we need to get somewhere, he'll bust out his phone.

He'd be like, okay, this is, this is what the like Google map says. Or if I think there's an app where you can input whether you're taking the train or if you're walking or if you're taking a car. So that's what he does. So he's like, okay, so if we're taking the train, this is where we get off. Well like, yes, thank you so much.

I appreciate this so much. But when I'm with my family, I don't have to do it because my older sister does it. So my sister Ashel is the one who was like, okay, this is what time our flights are. This is what time we're leaving the house, this is our transportation, blah blah. Like she plans everything down to the last detail. I think you guys would really get along. Okay. So now that now that we enjoy the benefits of planning everything from our phones or laptops, I mean from today, like back to when we first.

When we all first started traveling, how have your travel habits changed? Like what? What have you guys done differently in recent years compared to when we were younger and we were like, oh, there's no answer in that. How do we do this? And then okay fine, let's just go our separate ways and then meet up afterwards, which is sad.

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Like what? What have you guys done differently in recent years compared to when we were younger and we were like, oh, there's no answer in that. How do we do this? I think Filipino millennial travelers nowadays are really deeply involved for the experience economy. You know, our data and clock tells us that a lot of these guys actually are more than willing to spend for unique experiences.

You know, places that they can share to their friends and family. So apart from the usual theme park attractions and the tours that they normally book with Klook, a lot of times we see a growing trend for more curate that experience as that. Give you an example, a hangover tour in Bangkok or like a Kimono rental in Osaka is doing very, very well for us and Philippine market. So these kinds of experiences really are increasingly popular and I guess in the way it's also linked to the rice and media consumption.

You know, the people, the way that people get these kinds of information about where to travel next, if they see it on Instagram like, hey my friend just traveled to Japan for example in the snowboarding trips, then you know, you're more encouraged or you're more empowered to try out the these different experiences.

That's true. Yeah. I like the point about bringing, you know, the consumers information about travel options and how to enjoy, you know, in destination experiences. Cause without technology in the past I remember a time or in travel was a prestige or a luxury and I don't know if it's just advertising. You go to a plane, you're very well dressed. Yeah. It's like, yeah, when you travel, but now it's more reachable and I think it has to do with the information that, you know, what can you do when you travel, what are the costs, options. It's not too expensive and very cost effective, which attracts more people you really know to travel and use that uh, you know, uh, their weekends or uh, the two plan for leisure with their families.

I think, let me just build on what they said. Um, for, from Philippine Airlines perspective, it used to be really that the main distribution channel is our travel agencies. You line up, you know, on travel agent, you call your travel agent, are you line up in the ticket office has, but of course nowadays online websites, you know, um, it's really one of, and mobile apps actually are either one of the girl being, if not the fastest growing, um, distribution China for us, especially for domestic flights before when it seed Sayer, you actually, you know, you're asking your parents, mom, dad go to wherever fair or go to this ticket office.

But when it detail you just okay about my bong and the law of honor stuff, midnight with your friends on Facebook or whatever. Yeah. They are giving you wait. And we're all also ray thing from, from Philippine Airlines because we have to secure our servers. So that'd be kind of [inaudible] not going to crash.



So we've learned from all of our experiences and also, um, just to share also frick look, we were just discussing, my friends and I were saying, oh, let's go to Korea. And then the first thing that comes to mind is, Oh, you go, there are lots of packages already there, which is also what we bought for, for Japan. So it's really very different now in terms of traveling. Um, especially in most Filipinos.

Yeah. Right. Like I remember, um, like I've been traveling since I was probably like three years old. I just can't remember. But the first memory I have of being on a tour was when I was like seven or eight years old. And through those years, my family would always go into trouble, you know, use a tour agency or travel agency to book their tours. Like one whole week. The plan on everything. We switched hotels everyday, right? That's how we traveled like baggage, exhaust, luggage out at eight and then check you have like a new place every time. Um, but you know, when I started I started traveling with my friends or by myself.

Um, we, we kind of looked for a different kind of experience. Like I'm sure we still follow like a strict schedule, but then the kind of experiences that we look for are like a bit off the beaten path. Like we don't go for just like the end, the usual tourist places, right. We look for like, like for example, like the hangover. All right.

That would be, I would totally go with that. [inaudible] I tried that myself. Do you have like a bar crawl before that? In fact, in Singapore we have a crazy rich Asians to where, hey, that's based on via, so we featured all the filming locations that they had in the movies. So yeah. And I think just to add to what Hazel said earlier, like apart from there's also like you know a certain sites or apps that actually scraped from the web, like not just for a particular airline but like, so like all airlines, just like you can compare prices. I think in today's technology that's one of the benefits. The convenience, right? You have a lot of options. Like it's the same for online retail.

You have all these different vendors offering prob probably like the same services or products, but the fact that they're all right there in one platform and you can see the prices and have like make better decisions. I think that's what travel Luca does. So I think I have taken travel Luca for granted, so it really like I'm planning my trips more and more or less minute because it's so easy to actually compare prices and to actually buy a ticket or like find your who tells, I mean I think the options are limitless now, right? As compared to like calling a tour agents like having to figure out which area do you want to stay in? Oh, I don't want to stay in the area like, no, we all have it on line. Right.

She, um, you know, when I go on these apps and I'm looking for a hotel and I'm like, okay, I need a hotel near the airport and you just search hotels near Blahblah airport and all of these hotels come up, Mike. All right. Okay. This is easy. But yeah. Um, with, with, uh, all our talk about the apps and you know, making our own travel plans, um, attainable, let me address this to the people from click and travel. Luca, because you guys deal with this on a regular basis. Of course.

How has technology changed the way people plan and book and, um, make travel arrangements? Okay, that's actually a very good question. So at clock we use technology in a very few ways, especially to make traveling more accessible and see this for Filipino millennial. So for one, it's mobile first. So given that we are a travel activities, uh, and services platform, we are in the, in destination in nature, which means that it's more critical for us to provide instant confirmation.

Same, they booking in this space. So we've been really working hard to build our platform to be able to provide these things, uh, to our consumers. And uh, yeah. And the apart from that, you know, especially in the Philippine market, uh, we've started the localized payment strategies for example. So we've partnered with the likes of dragon pay because we understand that, you know, the credit card penetration is still a big concern for us. It's still a major in the a cash based society. So more often than not we really need to provide authoring that they've bay med solutions to these guys just to make traveling a little bit more attainable.



Does those even for those without credit cards? Yeah. So adding on that, right. I think we also want to be a mic travel actually inclusive for like everyone. So like, like you said, there are many payment options at the same time.

Uh, I think even if you're in other countries and you're purchasing on travel, Luca, we do have like, like about 40 payment options around Southeast Asia, like seven 11 or the mini mart. Like just name it like across all the other countries. Like um, we have that available just to make sure that, you know, people can actually pay in purchase.

So I feel like, um, how it has changed is more on making it available for everyone. Like making travel actually inclusive. In fact about 70% of, I'm sure it's true for travel oak as well. About 70% of our transactions are being done mobile and the majority of which are through our award winning app as well.

So you know, a lot of times people really just book on the go now, you know, they don't gone are the days where they plan year before or six months before just to go to home calm for example, because I, I, you know, before and I, with time for my family, it would take months of planning to be able to just go to Singapore or Japan. But a lot of these apps have made it very, very easy. You know, we have content in our platform that's integrated org id that provides you with different like lists of things to do where people are going. So it makes it a lot more easier.

Yeah. And Isabella brought up a point about being inclusive and I'd like to highlight, you know, the work that Accenture did, uh, with Philippine Airlines. Uh, when we launched their new website back in your 75th year anniversary, the inclusivity part through technology, we were able to implement web content accessibility guidelines, which will allow vision impaired people to interact with the website more.

That's an awesome award winning feature that I think it's for the United States. Yeah. Cause it's a mandatory, so it's only one of the very few websites that actually has that feature, which also actually married to the fourth arcade thing also for, for Philippine Airlines back then.

Yes. It's good to know that technology is an enabler for, you know, people who are vision impaired to still be able to access and enjoy, you know, being able to look for flights and book flights on life.

And I think not just endless Vivity I think it's also personalizations to say, for example, you're a Japanese, you see one of our, for the Philippine Airlines ads, um, whether online or on Facebook or on display or in search. When you actually click on any of those ads, you get directed to a website that is already geos, geos, ciders you with targeted towards your IP address.

So it's also in Japanese, it's customized towards your language or whichever. So it makes the experience a little bit more fruitful than other, more relevant for that specific audience.

So that's also, you know, what technology does for a lot of our travelers right now. All right, let's talk to the, to the member of this panel who traveled every weekend pretty much listening to all the points that they brought up. As, you know, as someone who travels so much. I mean, how, how has, you know, the emergence of these apps and websites help you in your experience, uh, booking your travels?

Personally for me, I think one of the benefits of these apps is like looking for ideas that you know, that you normally wouldn't have thought of. It's just like, honestly this is like my therapy, but late at night and then the bathroom or like after taking a shower, I just need to fall asleep and, but I want to do like last minute browsing. I go through like, you know, these apps just looking for ideas, like something new, something different, right?

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Well, apart from whatever I did mention, I think, um, the very essence right at the very core of a Philipian airlines service, it's really fulfilling that desired customer experience. If I may quote that, that's one of our ethos. So basically from the time that they actually dream or their plan, their trips up into the time that they book and in flight. So we stay competitive because technology enables us, for example, um, I don't know if you guys have seen this, the Abraham hierarchy of needs.

It used to be right, uh, basic needs that are very bottom now it's life by, so, right. Yeah. So we also offer Wifi even 30,000 feet in this guy so people can stay connected. So this is just one of the examples. Um, or even our inflight streaming APP, it's in my above air APP. You just download it and if you're blind doesn't have a TV screen, you can actually watch your movies.

It's updated or TV shows. I'm on that APP. So, um, we're also looking at what are the trends of the other airlines all over the globe. Um, just to be able to also compete because we are the Philippines force our airline. So we really have to live up to that expectations of our passengers. Um, competition is really, really very tough, especially because of the presence of budget. Airlines, you can only imagine. So they have really commoditized, um, travel.

Um, but, but we also need to be able to account for is that Bryce doesn't necessarily mean that it's cheap. It's really the value for money. So the seed sales for example, um, a lot of people think that is really this expensive brand, et Cetera, but they actually raised or travel hacks if, I mean, so you fly from Clark, it's less than a thousand best also, and you can go to El Nido, right? You don't have to wait and thousand pastors just to go down neither. So, um, those are the things we either do or doing from a technology point of view. What is your perspective on travel and technology and the relationship between the two?

Well, we'll generally, you know, technology is an enabler on how we work and how we live. Technologies like embedded in the fabric of our work lives and our personal lives specific to uh, the travel industry.

You know, uh, what we're seeing is two aspects on how technology can help this industry. Number one is digital enterprise. So a Hazel earlier talk about seed sale campaign with the help of technology, we are able to, I need a seat sale this weekend. Yes, we can do it. And if we can enable that through the website for, you know, the airline passengers to be able to access. So there's an aspect of a digital enterprise component using technology to help operate the business better.

And the more exciting aspect is the digital customer aspect, which we'll go into the end to end experience from the time you dream and plan of your travel from the time you want to get actual information and the travel options.

The time you actually booked that and the time you actually pay. And I think a key differentiator, which is an opportunity to further expand is to even extend that experience too in destination events. Uh, you know, help you planning, help you execute that. Again, information booking payment and up to the time, you know, you go back home and green your next a travel event or travel activity.

Now I want to ask everyone further thoughts on how technology is enabling people to accomplish, you know, their goals, their dreams, you know, the pick items off of their bucket list. Who wants to state?

My goal in life I guess is to sort of match the number of countries I've been due to my age. Right. So thanks to my parents, my family I guess cause we travel every year. Like we have to travel every year. So there's like a new country that we go to every year and sometimes it's like three countries in one trip, especially in Europe. Right. So I've basically already covered like eastern, central Europe, Africa and all that stuff.

And definitely Asia, like even just covered it. But in terms of like, personally, if we're talking about like enabling people to accomplish their, you know, their bucket lists or their dreams. Um, one of the ways is like accessibility, like thanks to these APPS, right? I mean nowadays everybody has a phone somehow. Right?



And yet other thing I guess is affordability. Um, I think giving them that value for money. And I think because of the whole personalized experience, you know, a lot of these providers could, you know, give us like special prices or discounts for, you know, a specific interest for these people speak, you know, different groups of people. Those allowing them to sort of, you know, make it a bit more accessible in that way.

Yeah. And to add to the point, I brought up that personalization with technology, technology has, uh, an ability to know the data, your patterns, your behaviors, and the patterns and behaviors of the same demographic. Let's say you're bilineal population. What are the other millennials to during summer and that dream portion and bucket list with the context of, uh, technology, they can actually make recommendations. Oh, you want to go to the beach every summer. What about this new destination, this new experience? So it's not just checking off your bucket list. My view is technology will allow you to create even new dreams are new entries in your bucket list that will make you know, travel even a greater adventure because it's continuously evolving. I want to do this and I want to do something next.

I think touching on that, right, I think what technology has done is making inspiration a lot easier to access. So like, um, before people actually post about this place, like I didn't know I want it to go that to that place. But I think right now it has become so accessible in terms of inspiration that, you know, people, um, just easily get inspired to get to a place. And with all the apps like travel, Oca, making it easy for people to buy flights, hotels, I think, um, a lot of the end to end experience is a lot better as well. So, um, I think taking off the back of police is not as difficult as it used to. Right.

And generally I think, you know, for us, we're very positive and optimistic about the future of travel in the Philippines. We've been here in the Philippines for a little more than a year. So it's still very, very new and there's still a lot to be done to be very honest. And I think that for us, you know, at the end of the day we're here to make everyone's lives easier, seamless when it comes to the travel.

So we continuously upgrade our product to serve the consumers better. And you brought up a very good point actually on using AI for example, to allow, you know, smart recommendations because if these kinds of technologies are very innovative and very important than critical as we develop the products, more so from, I guess from an airline perspective, one of the things really that we can do, so we'll listen to what the travelers of the world are actually with the hang about.

For example, on social media, right? Um, when by one actually relaxed it's visa or Japan for instance, we saw it, we increased our flights to Taiwan. We also had opened a new flight. The Sapporo three times weekly, starting December seven, very perfect for the winter schedule. So, and also even for the best deck. So they're actually a lot of glamor for Port Barton. And I'm Sandra, Sandra, Sandra Vicente was just actually just two hours away from El Nido for instance. So we open all of those flights are just by listening to what people are talking about and social for instance, or using technology for that matter. And I'm really also, we partner with a lot of suppliers. Um, I can name all of them, but generally some of the people in the, on this table.

So basically we, we, we, we use, um, promo codes for instance. So you can get 'em discounts, whether you use traveled, loca or Kluger, wherever for you to actually get more discounts for your flights are for your other experiences. So that's really something that we look into. Anything too. Um, do you do your point earlier with regard to enhancing the experience of the customer? So where do you constantly developing our products as well? That goes without saying that the forest are skytrax rating. It's not just lip service. It's really something that we have to strive for and to work hard for it. Um, on a day to day basis.

From a technology perspective, the social media integration is a simple switch. Yeah. But it's quite powerful. It provides a close feedback loop mechanism for, you know, a travel providers and for the end consumers to continue to evolve and improve the travel services, which I think is a win, win, win for the businesses.



It's swing for the travelers who actually get benefit of the, you know, improved service. Right. Considering how, you know, the, the booking apps and websites have helped grow the travel industry by leaps and bounds. I mean, for you guys especially like cloak travel, loca airlines in particular, even Accenture. What else can we look forward to in the future of tech in travel?

That's about it. I'm sure Rayna would love to know the answer to this too because she's like, oh, what am I going to do next year?

I think from a technology perspective, uh, Michelle used the word seamless travel experience and I think that seamless experience is a trend continue. We have a lot of opportunity to make the, that the travelers have that seamless experience. It's, as I mentioned earlier, it's from the time you plan from the time you go from your house, uh, to the, to the airport, you know, airport waiting lounge that act, uh, uh, air travel, then, you know, land transportation into your destination.

But in order to make that seamless travel experience happen, we're seeing two areas, uh, which is the infrastructure and ecosystem infrastructure is, you know, airline companies, real companies, land transportation, uh, companies being able to use technology to integrate the different travel service providers and allow a single point of contact for the end traveler to book everything and just, you know, not worry about the logistics and all, but really focus on the travel experience.

Just to add to that, I think, um, for example, when you're, when you have connecting flights, you don't have, you don't want to stress over the fact that which Kate am I going to chance for. So, even when you're just in flight, you can actually look for like the transfer gates, um, our new aircraft in yard graph that we have with just water, actually also capable of that.

So you can actually look and then just go there and then it's a seamless strands for, um, for, for the different passengers. So it's, it's one of those things. And I think also sometimes people think that traveling is just about the destination. It's not, it's DEF, it's entire experience, right?

Even in flight. So say for example, um, there are also other broad docs and say we offer what we call my bowel upgrade. They say if you're at a economy flyer, you can actually bid for an upgrade to business class or premium Maconomy when you van. So you get to do fly business or bureau Maconomy at a much cheaper rate. So.

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