

## A new digital agenda is required to drive growth and maintain market relevancy in travel

Travel companies are increasingly challenged by the industry's digital transformation. Companies inside and outside the travel industry must move quickly to capitalize on new digital strategies, technology and business models.



### Growing demand for travel is challenging current capacity



**39 out of 47** megacities are constrained to meet travel demand.

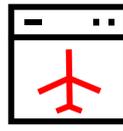


Airline passenger utilization is increasing, with the number of travelers expected to double in the next decade.

### Consumer behavior continues to shift in today's digital world, with liquid expectations across the ecosystem



**65%** of travelers use online channels—primarily for convenience, speed, quality of information and access to a broader range of choices.

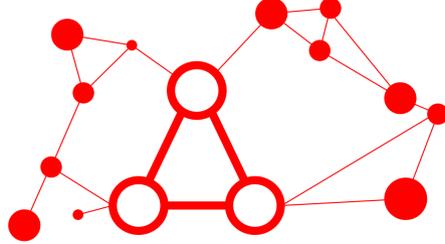


Consumers have low loyalty for services and switching is growing, with only **37%** of customers indicating satisfaction with their providers. **69%** want multiple channel access (on/offline) to service.

### Emerging digital platforms are disrupting the industry and creating new opportunity



The market capitalization of Priceline Group equals the combined market cap of the top 3 airlines or top 4 hotels\*, with even higher valuations for travel and transportation sharing platforms.



**94%** of airline executives say adopting a platform-based business model and engaging in digital partner ecosystems are critical to success.



### A new digital model will bring a frictionless travel experience, drive efficient operations and create value from new business models by:



**Crafting seamless experiences.** Seamless and frictionless travel journeys are now end-to-end enabled by physical-digital touchpoints and real-time 360-degree information.



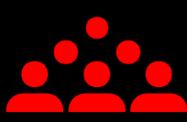
**Personalizing loyalty.** Loyalty programs deliver a "living service" through many evolving moments and points of interaction that are instant and personalized.



**Breaking down siloes.** Partnerships in the travel ecosystem are required to offer an end-to-end travel experience across organizations without friction.



**Digitizing operations.** Smart assets embedded with connectivity and intelligence are critical to maximize effectiveness and efficiency in operations, but also for the next level of seamless experience.



**Enabling the workforce.** Transforming the workforce into a digitally-enabled and digitally-savvy workforce that works along with technology is key in the transformation.

#### Technologies are rapidly enabling travel transformation:

- Artificial Intelligence
- Augmented Reality/Virtual Reality
- Data Analytics
- Drones
- IoT
- Robotics
- 3D Printing