



THE FUTURE OF TRAVEL TECHNOLOGY: A CONVERSATION WITH INDUSTRY LEADERS

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The future of travel technology: A conversation with industry leaders

2020 has hit the travel industry harder than most, with countries closing their borders and most of the world going into lockdown. However, we can now see some green shoots with data showing people have the appetite to get back out and travel. The mood has changed especially in recent weeks with the welcome news of a successful vaccine.

Clearly, we've seen some very unique travel dynamics this year, some of which could well be here to stay. In the long run perhaps there's an opportunity to 'build back better', and recreate the travel industry as a more sustainable, collaborative and inclusive part of the new world.

If this is to be the case, the group of industry

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executives we brought together for our recent virtual roundtable event will be central to achieving this. We had great representation from all areas of the travel tech arena, ranging from the biggest players in the space to innovative start-ups, from the UK to Continental Europe and the Middle East, with companies in the OTA, Meta and GDS space, along with a couple of people from the airlines, making for a broad set of perspectives.

The following pages are the results of a pre-event survey conducted.

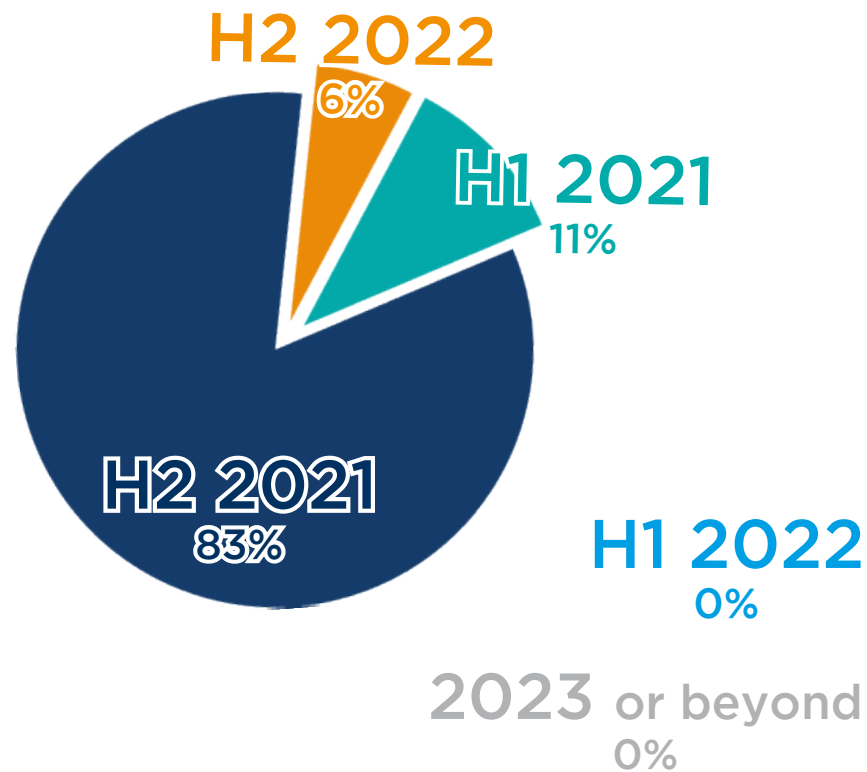
Pre-event survey

Before the roundtable discussion took place, I asked the group of travel tech senior leaders to complete a preliminary short survey. The aim was to garner an understanding of their thoughts on how the industry has responded to the disruption caused by the global pandemic and to ask for their thoughts on the future of travel. The results of the survey give some insight into the sentiments of leaders from across the industry.

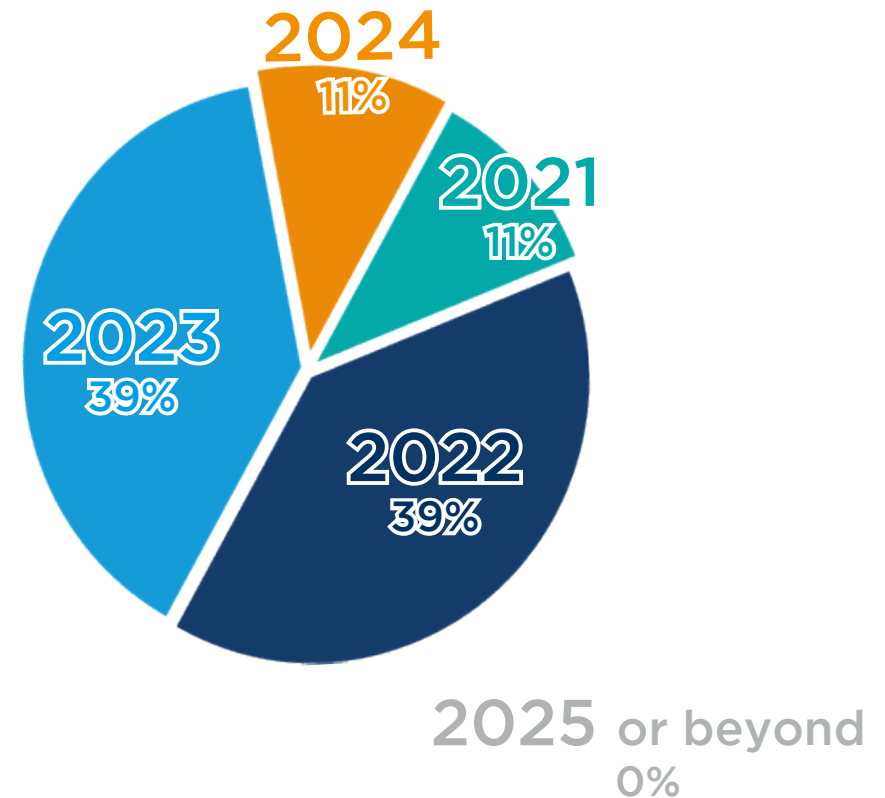


Time horizon

Q: When do you expect travel (and therefore your revenues) to return to a meaningful level (ie not pre-COVID levels, but enough to return to a stable footing)?



Q: When do you expect travel (and therefore your revenues) to return to pre-COVID levels?



What changes in behaviour from 2020 are here to stay?

Q: Which of the following changes in behaviour will be here to stay post-COVID?

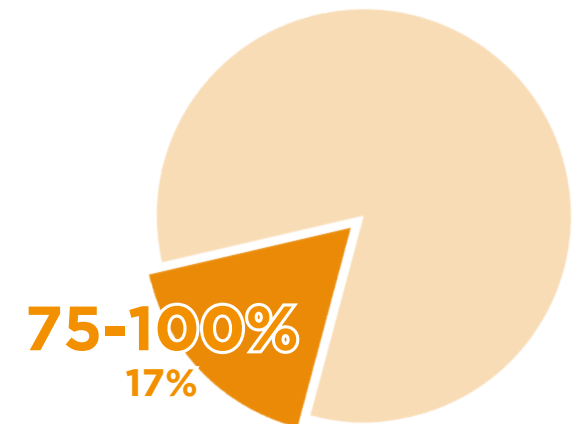
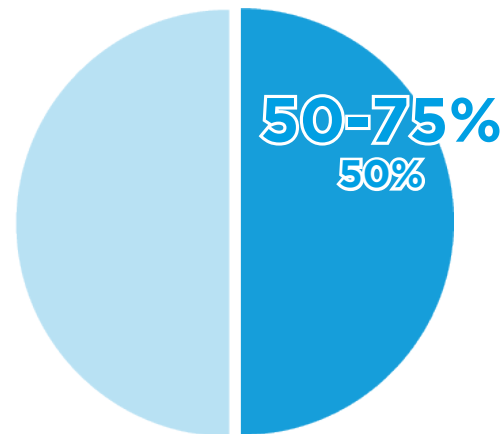
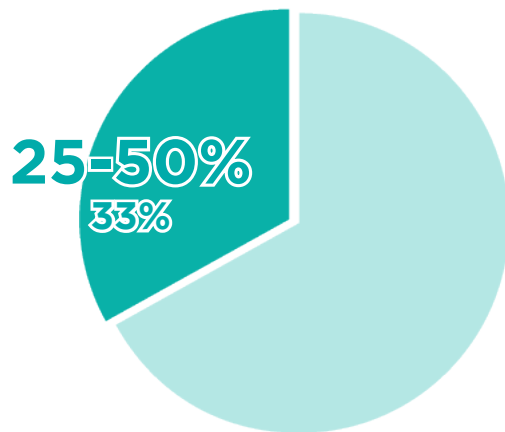




What changes in behaviour from 2020 are here to stay?: Business travel

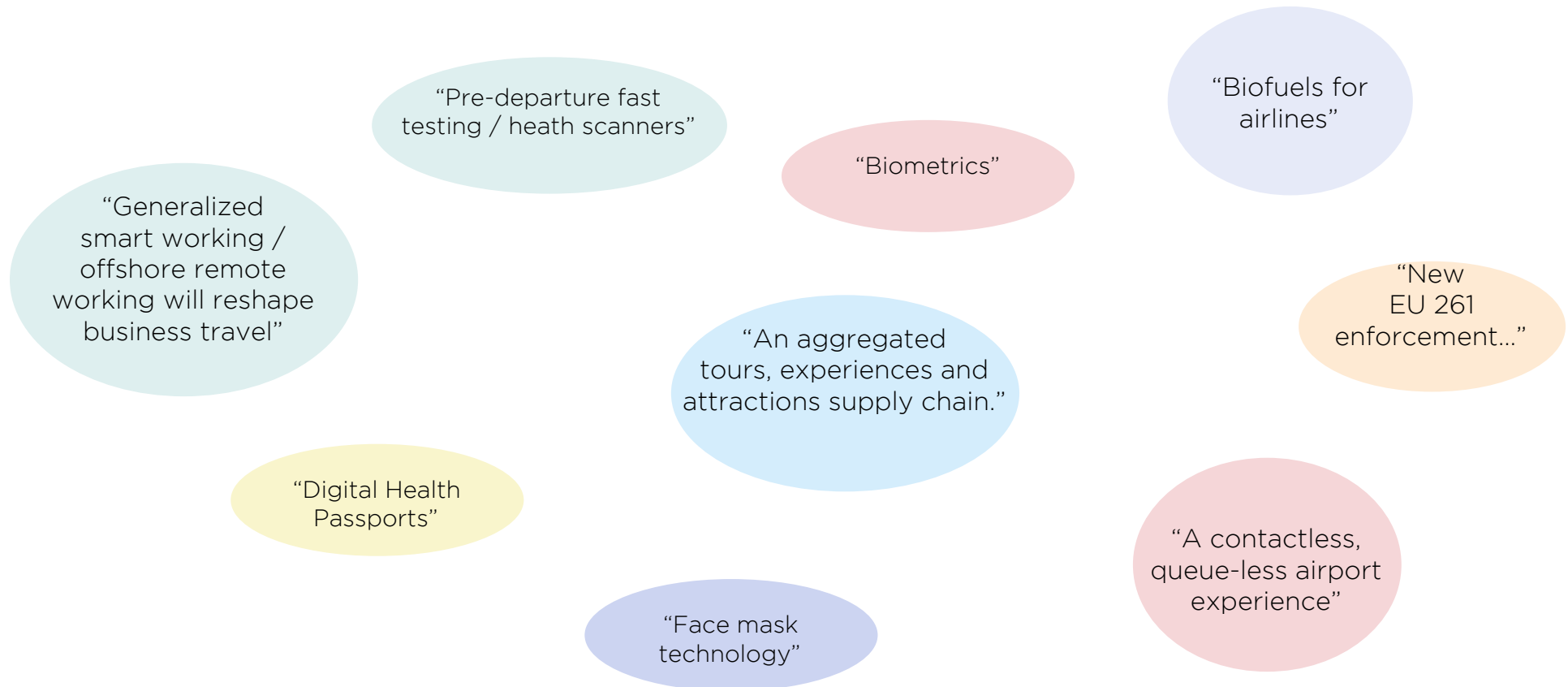
Q: What % do you expect business travel to return to, compared with pre-COVID levels, in the long term?

0-25%
0%



Preparing for the return: Innovation

Q: List one innovation that we have seen, or need to see, that you believe to be a game-changer for the industry.





Preparing for the return: Collaboration

Q: What do you think the industry can do better in terms of collaboration?

"A unified API structure and payment terms / practices."

"Work closer with the government to set policy, increase private investment to accelerate new business models and the use of technology across the industry, and promote new behaviours for travel and holidays."

"Operators/ airports and regulators need to be aligned in their approach to future pandemics/ BIO incidents and put controls in place now to prepare."

"Travelers will expect more from their travel experience in 2021 onward with advances in technology improving the efficiency, ease of booking and travel experience. Mobile app check-in must become the norm at hotels or holiday accommodation this decade. DMNC's destinations must work with travel companies so the traveller is better informed."

"Everything.. there is far too little collaboration outside of the siloed industry associations."

"Better alignment in dealing with cancellations and reimbursements. The answers to this pandemic induced cancellations have been all over the place."



Preparing for the return: The ‘holy grail’

Q: What do you think should be the ‘holy grail’ - a common goal for all to strive towards - for the industry?

“The connected trip, where a customer interacts with one interface to buy and manage their entire trip. Currently people have to work through multiple airlines for cancelations etc, which is un-sustainable.”

“A standard global agreement on vaccine and testing across borders.”

“Ensuring a safe return to flying. Impeccable hygiene standards onboard and in the airport.”

“A sustainable way of travelling that significantly lowers the carbon footprint for every country not just western society. It has to be a global responsibility.”

“Personalized recommendations for travel products based on personal data accessed ethically and compliantly.”

Planning for the future

Q: How heavily has response to future pandemics figured in your company planning and strategy this year?





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What are your thoughts on the future of travel technology?

Get in touch to continue the conversation.



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