Change the Year in the Copyright field

1. Click 'Insert' in Top menu
2. Click 'Header & Footer'
3. Write new Year in field 'Footer'
4. Click 'Apply to All'

The connected traveller
What do these companies have in common?
The Swiss Army knife analogy – 1 tool for all jobs?

© 2015 Amadeus IT Group SA
I tested the ‘Swiss Army Knife’ theory on my family

My friend

Myself

My father
Firstly, my friend doing her nails ...

Which option do you think ‘won’? A or B?
Secondly, myself at lunch ...

Which option do you think ‘won’? A or B?
Thirdly, my father in the garden ...

Which option do you think ‘won’? A or B?
So who does use the Swiss Army Knife?
I realized the *smartphone* is the ‘Swiss Army Knife’, not the App

Where
- GPS & mobile networks
- Location services

When
- Calendar

Why
- E-mail, Calendar

Who
- Installed Apps
- Social sign-ins
- Profiles

It’s all about **how you use it** and **what you do in each App** and how you **share data across Apps**
Even Facebook, a $200BN company doesn’t try to fit everything in one App
In fact, they have more Apps than you might imagine!
The Jackpot analogy – which feature for which App?
In disruption circumstances, travellers are often lost for options
To improve, we’re working on in-policy re-booking

Rebooking will be introduced in AeTM Mobile early 2016*

* Based on current known priorities and roadmaps
Travellers purchase ‘expensable’ items with their favorite Apps ...
If you can influence their choice, there are benefits
Offline booking sometimes leads to missing information
We are working on Traveller alerts and App widgets

Amadeus Mobile
Please remember to enter your Passport Number in the App. Tap 'OK' to open App now

Later! OK
Rethinking the traveler life cycle

Awareness

Retention / Loyalty
- Crowd advertising
- Shared packages / trip itineraries

Influence / Inspiration
- Social Media
- Reviews
- Clone trips

Plan / Shopping
- Shared Itinerary
- Share search results

Book
- Booking across devices

Pre-Trip
- Advertising *

During Trip
- Sharing experiences
- Meet ups
- Sharing trip tools

Share
- Sharing upsell notifications (what did your peers purchase)
- Sharing notifications

Share
- Share trip ideas

Share
- Shared reward points (used for travel services)
- Share trip ideas

Monetize?
- Advertising *
Rethinking the traveler life cycle

- **Pre-Trip**
  - Reward Points (cross service)
  - Trip diary (Cloud storage of content)
  - Blogs
  - Reminders, offers
- **During Trip**
  - Trip Tools: Transport, Maps
  - Destination Services (restaurants, passes, tours, connectivity, augmented reality)
  - MaaS (Mobile as a Service)
- **Book**
  - Payment (Bitcoin, Digital Wallets, alternative Payments, Pay later)
  - Meta Booking
  - Collective Booking (Join a trip)
  - Cross Platform
- **Monetize?**
  - Advertising
  - Affiliate
  - Partnering / free traffic
- **Retention / Loyalty**
  - Pushed deals (last minute)
  - Destination deals
  - Reviews
  - Social Media Integration
  - Push notifications
- **Plan / Shopping**
  - Search & Compare
  - Deals & Offers
  - Merchandising
  - Anchored Search
  - Search History retention cross platform
  - Complex Trips
  - Packaged Search
- **Influence / Inspiration**
  - Personalization
  - Social Media Integration
  - Push notifications
  - Search History
  - Advertising
  - Affiliate
  - Partnering / free traffic
- **Awareness**
  - Personalization
  - Social Media Integration
  - Push notifications
  - Search History
  - Advertising
  - Affiliate
  - Partnering / free traffic

**Tips and Tricks**
- Click 'Insert' in Top menu
- Click 'Header & Footer'
- Write new Year in field 'Footer'
- Click 'Apply to All'

**Rethinking the traveler life cycle**

- **Plan / Shopping**
  - Search & Compare
  - Deals & Offers
  - Merchandising
  - Anchored Search
  - Search History retention cross platform
  - Complex Trips
  - Packaged Search
- **Monetize?**
  - Advertising
  - Affiliate
  - Partnering / free traffic
- **Retention / Loyalty**
  - Pushed deals (last minute)
  - Destination deals
  - Reviews
  - Social Media Integration
  - Push notifications
- **Influence / Inspiration**
  - Personalization
  - Social Media Integration
  - Push notifications
  - Search History
  - Advertising
  - Affiliate
  - Partnering / free traffic
- **Awareness**
  - Personalization
  - Social Media Integration
  - Push notifications
  - Search History
  - Advertising
  - Affiliate
  - Partnering / free traffic

**Tips and Tricks**
- Click 'Insert' in Top menu
- Click 'Header & Footer'
- Write new Year in field 'Footer'
- Click 'Apply to All'
Thank you