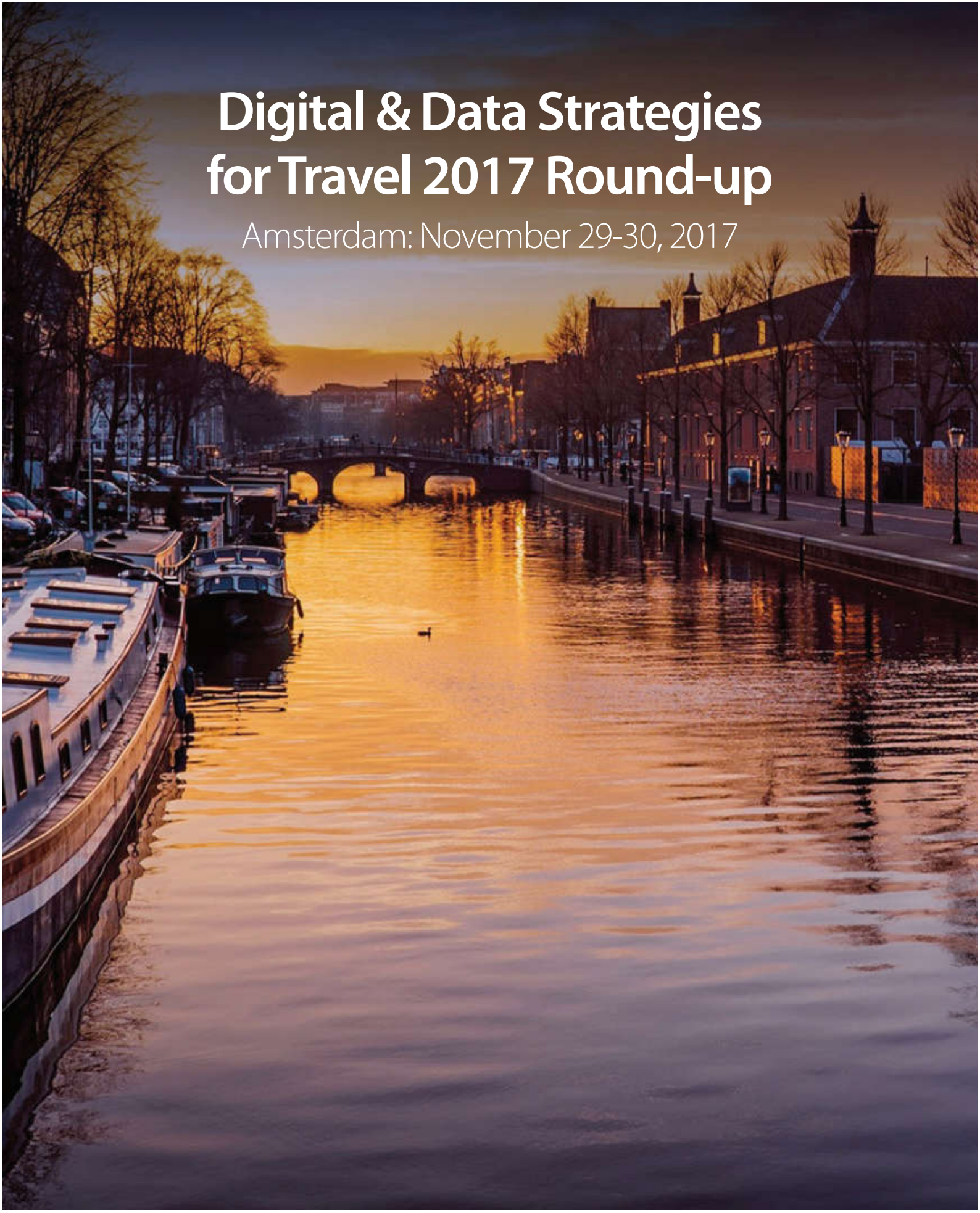


# Digital & Data Strategies for Travel 2017 Round-up

Amsterdam: November 29-30, 2017



---

# Digital & Data Strategies for Travel 2017 Round-up

Amsterdam: November 29-30, 2017

---

## Disclaimer

The information and opinions in this report were prepared by EyeforTravel Ltd and its partners. EyeforTravel Ltd has no obligation to tell you when opinions or information in this report change. EyeforTravel Ltd makes every effort to use reliable, comprehensive information, but we make no representation that it is accurate or complete. In no event shall EyeforTravel Ltd and its partners be liable for any damages, losses, expenses, loss of data, loss of opportunity or profit caused by the use of the material or contents of this report.

**No part of this document may be distributed, resold, copied or adapted without EyeforTravel's prior written permission.**

## Authors

Pamela Whitby, Editor,  
EyeforTravel  
Senay Boztas,  
Yekko Creations



# About EyeForTravel

We bring together everyone in the travel industry, from small tech start-ups to international hotel brands, to form a community working towards a smarter and more connected travel industry.

Our mission is to be the place our industry goes to share knowledge and data so that travel and tech brands can work collaboratively to create the perfect experience for the modern traveler.

We do this through our network of global events, our digital content, and our knowledge hub - EyeForTravel On Demand.

## Our Values

We believe the industry must focus on a business and distribution model that always puts the customer at the center and produces great products. However, to deliver an outstanding travel experience, the strength, skills, and resources of all partners in the value chain must be respected and understood.

At EyeForTravel we believe the industry can achieve this goal by focusing on a business model that combines customer insight with great product and, most importantly, places the traveler experience at its core.

At our core we aim to enable the above by valuing impartiality, independent thought, openness and cooperation. We hope that these qualities allow us to foster dialogue, guide business decisions, build partnerships and conduct thorough research directly with the industry.

These principles have guided us since 1997 and will continue to keep us at the forefront of the industry as a vibrant travel community for many more years to come.

## Our Services

Our events are at the heart of EyeForTravel. These draw in experts from every part of the travel industry to give thought-provoking presentations and engage in discussions. It is our aim that every attendee takes back something new that can help their business to improve. This might be in the fields of consumer research, data insights, technological trends, or marketing and revenue management techniques.

Alongside this we provide our community with commentary, reports, white papers, webinars and other valuable expert-driven content. All of this can be accessed through one place - the On Demand subscription service.

We are always expanding the content we create, so please get in touch if you want to write an article for us, create a white paper or webinar, or feature in our podcast.

## EyeForTravel in Numbers

- 80,000+ database contacts
- 2,500+ annual event attendees
- 100,000+ monthly online reach
- 1,000+ online conference presentations

# Contents

|   |    |
|---|----|
| Introduction .....  | 5  |
| 1. Digital Vision, Data Driven .....                                    | 6  |
| 1.1 Travel Suppliers and Their Digital Journey .....                    | 6  |
| 1.2 Lessons from the Travel Tech Elite .....                            | 7  |
| 1.3 Startup Success .....   | 8  |
| What You Should Be Doing According to the Data Experts .....            | 8  |
| 2 Into the Future: What Next for Travel? .....                          | 9  |
| 2.1 Rethinking Organizational Networks .....                            | 9  |
| 2.2 Blockchain – Beyond the Buzz .....                                  | 9  |
| 2.3 Why Humans Still Count .....  | 11 |
| Case study 1: Kiwi.com – the Customer Is Human! .....                   | 12 |
| Case study 2: Trainline’s Busybot – Powered by Human Selflessness ..... | 12 |
| 3 The Rise of Data Science .....  | 13 |
| 3.1 Everybody Is Doing It. ....   | 13 |
| The Three Skills of Data Scientists .....                               | 13 |
| 3.2 All Data Isn’t Equal .....  | 13 |
| New Data Regulation: A Big Issue .....                                  | 14 |
| The Top Three Questions from the Conference .....                       | 14 |
| 3.3 In Search of Truth .....  | 14 |
| Top Data Tips .....   | 14 |

# Introduction

Technological innovation just keeps on accelerating and keeping up is a tough act in itself. Data science is now a recognized discipline. Google positions itself as an Artificial Intelligence- (AI) first company. Lufthansa and Air New Zealand are jumping into blockchain in the hope of leveling the playing field. As people speak to their phones, Sofia, a human-imitating robot, has made it onto the December 2017 cover of the woman’s magazine *Elle*.

This is our digital world, and in technology terms it is fair to say we have come a long way. However, even though travel brands are becoming more data-driven, just 0.5% of data out there today is being harnessed, as EyeforTravel Conference Director Leo Langford pointed out in his opening address in Amsterdam.

So, to address this mismatch, attendees from around the globe came to Amsterdam, Europe’s 2016 Capital of Innovation, for EyeforTravel’s co-located data and digital

shows. They drew a wide-cross section of high-flying speakers and sponsors, as well as engaged and curious delegates from all corners of the industry.

As attendees gathered over two days to hear about trends shaping an increasingly data-driven industry, as well as practical tips and advice about how to move forward, there were questions in air.

What exactly will the travel organization of the future look like? Does my business even have a future? Will I have a job?

Admittedly, the travel industry may still be slightly behind the cutting edge when it comes to implementing data-driven digital strategies, but that is changing. The pace of that change, and the impact of it, varies widely and on a number of factors, not least where companies stand in the vast travel ecosystem.

## What Were the Attendees Talking About?

