



# TravelTainment

Connecting to Content

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Traveltainment UK

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# Who are we...?

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- ▶ **World's leading leisure technology provider**
  - ▶ **By booking volume**
  - ▶ **Travel Agency locations**
  - ▶ **Online sales**
  - ▶ **Product lines**
  - ▶ **Markets**
  
- ▶ **And we believe by**
  - ▶ **Vision**
  - ▶ **Products**
  - ▶ **Innovation**
  - ▶ **People**

# Our global presence

## Local organisations:

### Germany

- Aachen: TravelTainment AG
- Bochum: IFF GmbH
- Bad Homburg: Amadeus Germany GmbH

### France

- Paris: TravelTainment France
- Nice: TravelTainment International Operations

### United Kingdom

- Peterborough: TravelTainment (UK) Ltd.

### Poland

- Warsaw: TravelTainment Polska Sp.zo.o.

### USA

- Miami: TravelTainment International Outlet

**And 34 other countries where our platform is used**



# TravelTainment solutions guarantee your success

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Satisfied customers - Internet, Travel Agencies and Call Centres

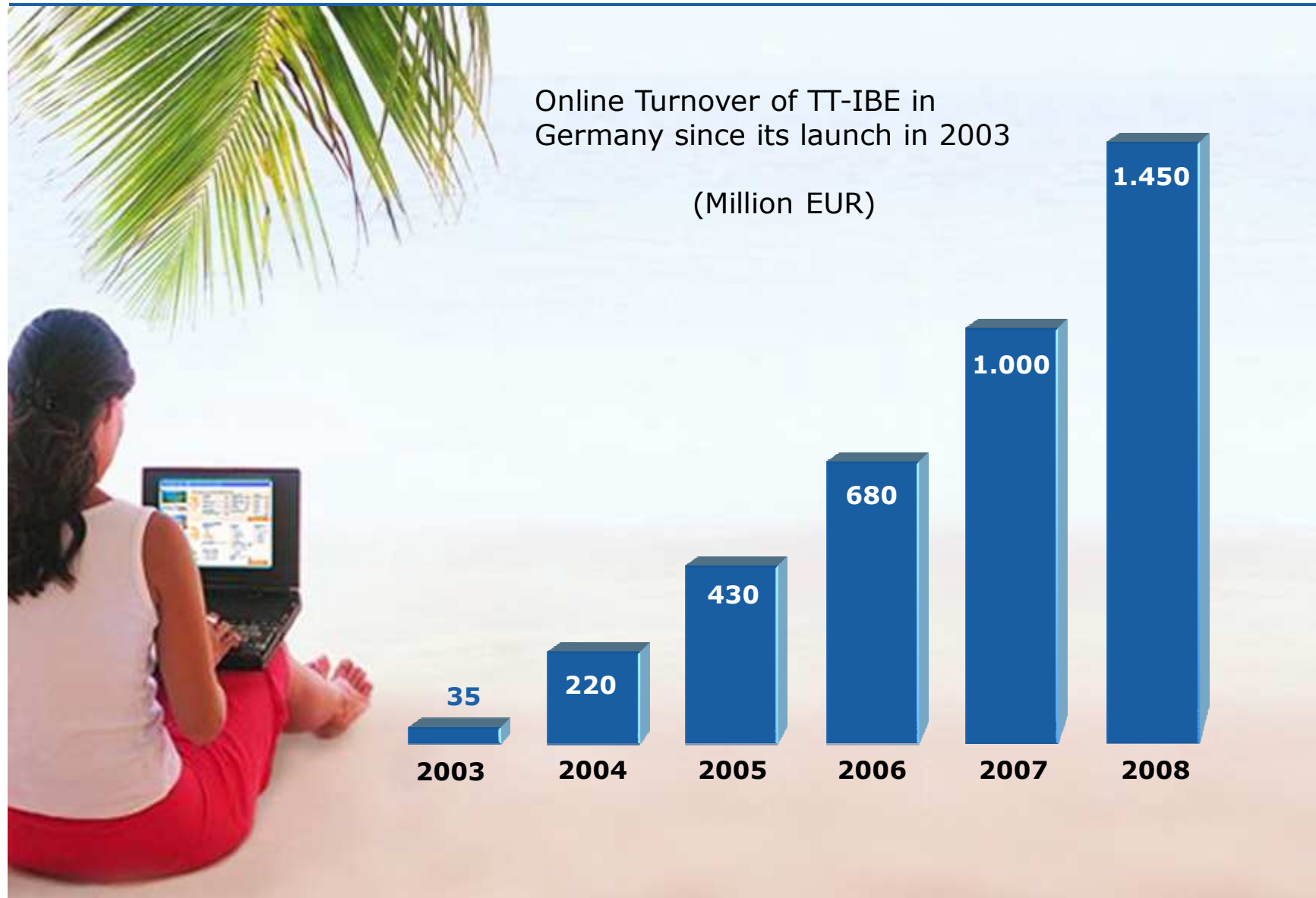
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# Significant growth in Internet sales



# Who uses TravelTainment?

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## Everybody who does travel packaging and wants to distribute the package (B2B and B2C)

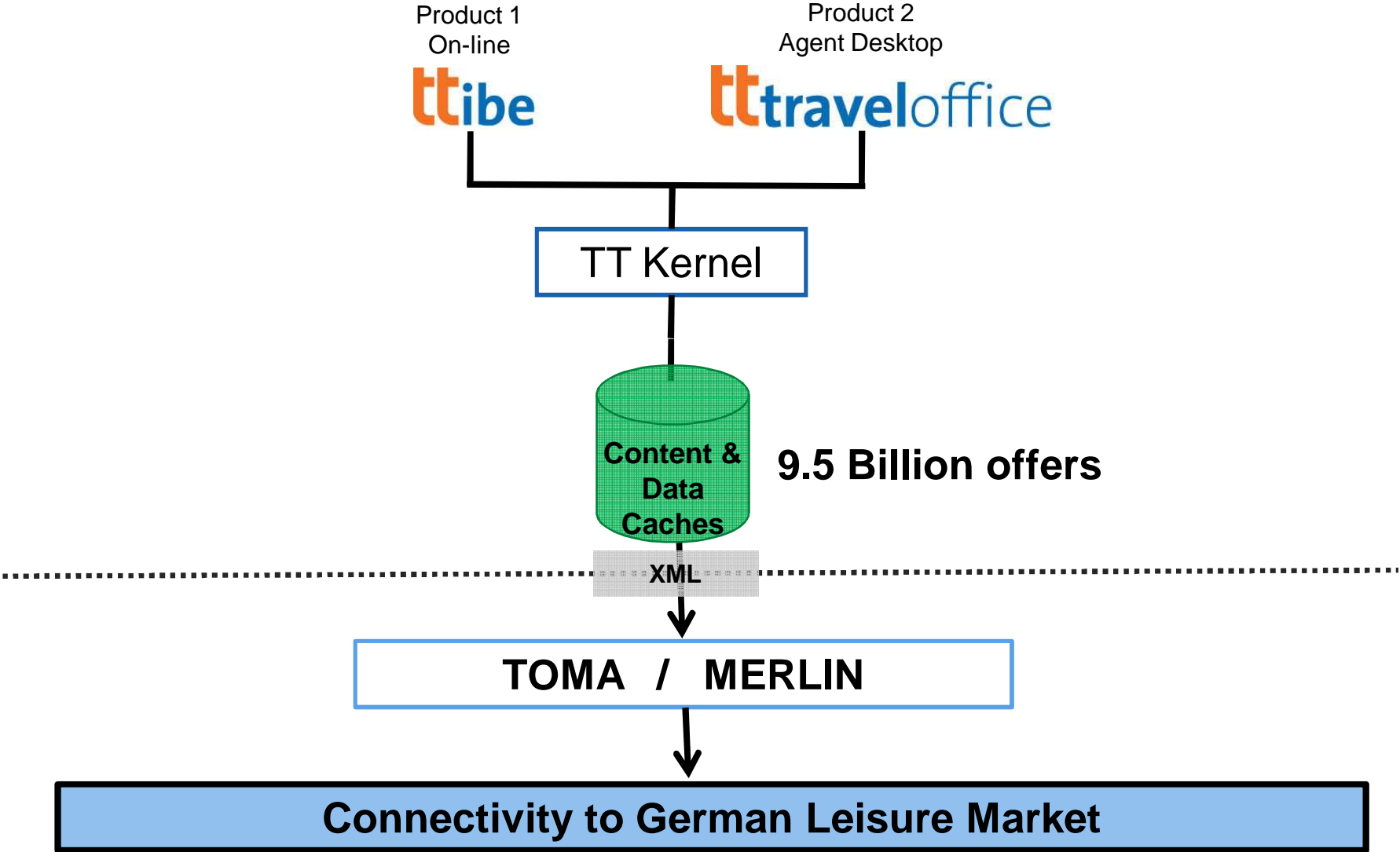
1. Tour Operators
  - a) Traditional TOs selling pre-packaged and dynamically packages
  - b) Virtual TOs (w/o pre-production or catalogues, asset light approach)
  
2. Travel Providers (airlines, hotels) & Travel Agencies doing the packaging business themselves (and acting as TOs)
  - a) Large OLTA
  - b) Traditional travel agencies

## Everybody who sells packages as a distributor or retailer (B2B and B2C)

- a) Large OLTA (eg Expedia, Opodo, Ebookers etc)
- b) Traditional travel agencies (eg BarrHead Travel, Co-Op etc)

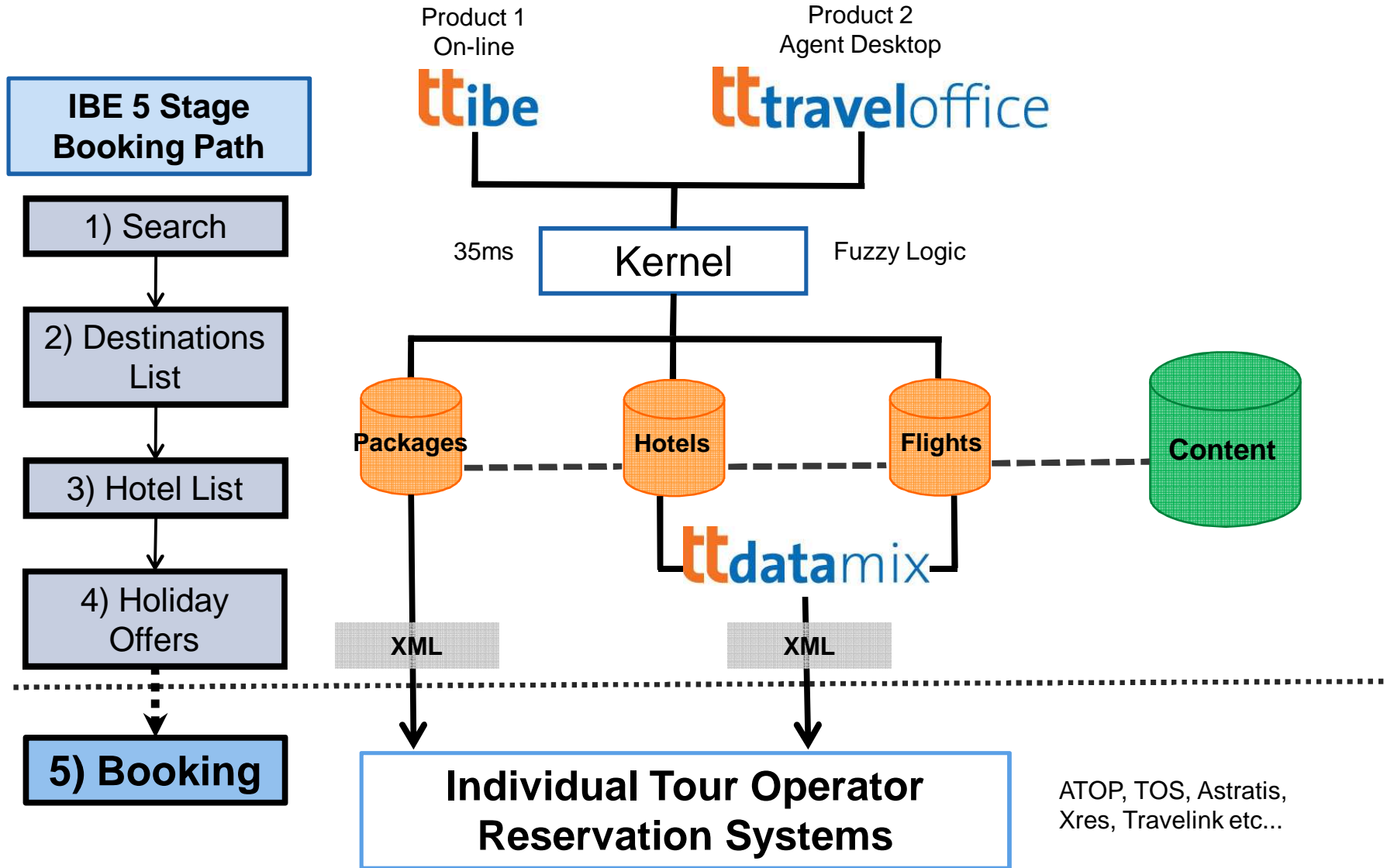


# TravelTainment connectivity to Germany market



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# TravelTainment connectivity to the UK market



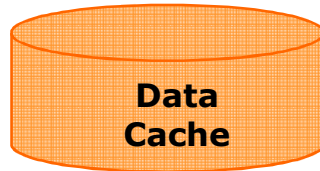
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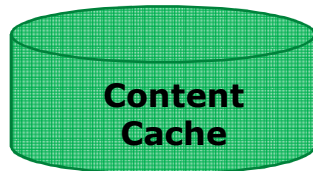


# TravelTainment In the UK

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- Flat file provision (AVLABL)
- 110million Package offers
- 130 million dynamically packaged offers
- All data pre-qualified & sense checked
- Updated by traffic and by operator



- Tour Operator descriptions
- Attribute searching enabled
- Regional and Destination information
- Hotel Reviews - Becoming Europe's leading data source



- Live connectivity allowing availability checks and online booking
- 80% of offers directly connected (xml)
- Connecting also through 3<sup>rd</sup> party (Multicom)
- Offline fulfillment (SOFT bookings)

## Customer Benefits - rich media and useful travel information

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**tt**tourinfo

Editorial Content:  
Geocoded travel information

- **Hotels & surroundings**
- **Countries and regions**
- **Airport information**

and more



**tt**reviews

User generated Content: Hotel reviews of actually travelled holiday-makers exclusive for TT-IBE and TravelOffice

Allow search for recommended hotels by specific target groups

E.g. searching for a hotel which was recommended by families

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**traveltainment**

# The need for *speed*.....

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- ▶ **47% consumers expect to wait less than 2 secs**
- ▶ **52% online shoppers said that speed is important for brand loyalty**
- ▶ **61% who spend over \$1,500 p.a. insist on speed when viewing**
- ▶ **44% dissatisfied customer pass on experience to friends and family**

Key Findings:

Forrester's study yielded these key findings based on this study of 1,048 online shoppers:

Travolution 15<sup>th</sup> September 2009

# TravelTainment in the UK - Summary

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- ▶ **Growing number of direct connects (main brands)**
- ▶ **New connects can be set-up quickly**
- ▶ **Comprehensive content and holiday offers (240 Mil)**
- ▶ **'Blended' results – package and DP**
- ▶ **Pre-qualified data**
- ▶ **Dynamic cache updating**
- ▶ **Sub-second responses on searches**
- ▶ **Geo-referenced hotel locations and surroundings**
- ▶ **TravelOffice – agency and call centre application**

**Coming soon.....**

- ▶ **Hotel Reviews - Becoming Europe's leading data source**
- ▶ **City Hotel Engine (2009)**
- ▶ **Scheduled Flights (2010)**
- ▶ **Cruise engine (2010)**



Thank you

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