

Digital Travel 4.0



The Conference

The global online travel market was worth more than \$629 billion in 2017 and is predicted to reach almost \$818bn by 2020. (Source: Statista, 2018)

Consumers are switching from the pre-Internet ways of researching and booking travel to using their mobile phones, tablets and computers. There may come a time when only the smallest percentage of travel is researched and booked offline.

Digital Travel 4.0 holds out the prospect that online travel will be the new norm with search and book capabilities that are intuitive and easy to use. Aided by artificial intelligence driven personalisation, consumers will be able to quickly home in on the products they want rather than spending hours and hours of research, trawling websites.

Travellers will continue to want real holiday experiences, whether these are sitting on the beach soaking up the sun, hiking through a rain forest or visiting an ancient, archaeological site. However, through the latest developments in virtual reality they will be able to sample their preferred holidays before committing their time and money.

Clearly, it is vital that every travel company embraces digital travel. There is no universal approach to this. Every travel business is different. Planning strategies that are appropriate to your business is the way forward.

For a tailor-made travel tour operator this might mean providing inspirational online content and then having the messaging and voice capabilities needed to engage potential customers in

conversation. For a mass market package holiday company this might mean a high degree of automation providing an intuitive and speedy booking capability, minimising the need for staff input. For a tourist attraction this might mean providing comprehensive digital content online and augmented and virtual reality support at the actual attraction.

For Digital Travel 4.0, TTI has assembled a group of expert speakers. They will talk about building digital travel businesses, using the latest digital technology to enhance the tourism experience, moving legacy businesses towards the digital world and how digital travel is set to develop over the next few years.

Don't miss out. Attend TTI's Digital Travel 4.0 conference and learn for yourself how the future may pan out for your business.

Venue:

Holiday Inn London - Kensington Forum
97 Cromwell Road, London SW7 4DN
 nearest underground: Gloucester Road

The Speakers

Joss Croft, CEO
UKinbound

Nick Cooper, Head of Market UK
HolidayPirates

Ales Kosejk, Head of Business Development
Visit Greenwich

Rene Frey, CEO
Insight Guides

Emily Andrews, Direct and Digital Travel Marketing Specialist
Advantage Travel Partnership

Paul Rodgers, Chairman
Vendorcom

Tony Bean, Director
Vamoos

TTI Shareholders:



Digital Travel 4.0



The Agenda

09:30 Registration and Coffee

10:00 Welcome & TTI Update, Tim Wright, Chairman

Digital Tourism

The advent of the Internet kicked off a tourism revolution. Here, at last, was a communications channel with no geographic constraints, ideally suited to inbound tourism that needs to reach out across the world. Since the early days of the world wide web, the digital tools used by tourists have become increasingly sophisticated, raising consumer expectations on what is expected when researching a destination and on arrival. Two leading lights of UK tourism will give their thoughts on the changing world of digital tourism.

10:10 Inbound Tourism's Digital Future
Joss Croft, CEO, UKinbound

10:35 Digital Heritage
Ales Kosejk, Head of Business Development, Visit Greenwich

11:00 Digital Tourism Panel Session

11:20 Coffee Break

The Publishing Revolution

How do you reposition a publishing business that has relied solely on the sale of printed guides when so much information is available online? Is it a question of building brand authority, sophisticated online marketing, great customer engagement or a combination of all three? What are the key factors in maintaining engagement so that customers keep coming back for more? Hear from two experts that will give you the answers.

11:50 From Paper to Screen - Meeting the Challenge
Rene Frey, CEO, Insight Guides

12:15 Digital Engagement
Nick Cooper, Head of Market UK, HolidayPirates

12:40 The Publishing Revolution Panel Session

13:00 Lunch (conference resumes at 14:00)

Weaponising Digital

In the battle against pure-play digital travel businesses, retail travel and specialist tour operators have been harnessing digital tools and techniques. The aim is to evolve business models that provide high efficiency with instant access to the widest selection of product, high service levels as a result of great front of office tools and the deployment of apps to maintain consistent customer engagement. Of course, this is to no end if consumers are unable to pay. Online payments legislation is changing. 'Strong Customer Authentication' (SCA) comes into force in September 2019 based on the use of two or more criteria of authentication by the payer. Learn how digital tools and techniques are being weaponised and hear how the latest payments legislation may affect your business.

14:00 Taking Retail to the Next Level
Emily Andrews, Direct and Digital Travel Marketing Specialist, Advantage Travel Partnership

14:20 Keeping Customers Appy
Tony Bean, Director, Vamoos

14:40 Future Online Payments Legislation
Paul Rodgers, Chairman, Vendorcom

15:00 Weaponising Digital Panel Session

15:20 Chairman's Summary, Tim Wright, Chairman, TTI

15:30 Close followed by coffee

Moderator: Paul Richer, Genesys Digital Transformation

(TTI reserves the right to change this conference programme due to unforeseen circumstance.)

Registration

TTI members - 2 free delegates (Additional TTI member delegates and Unicorn licence holders £75 + VAT)

Advantage / AITO / BETA / ETOA / BTA / IFITT / OpenTravel / RMAPI / Tracommy members £225 + VAT

Others £325 + VAT

Register online at [Eventbrite](#) To contact TTI, email admin@tti.org or call 0330 1595030