

Travel 3.0 – The GDS role

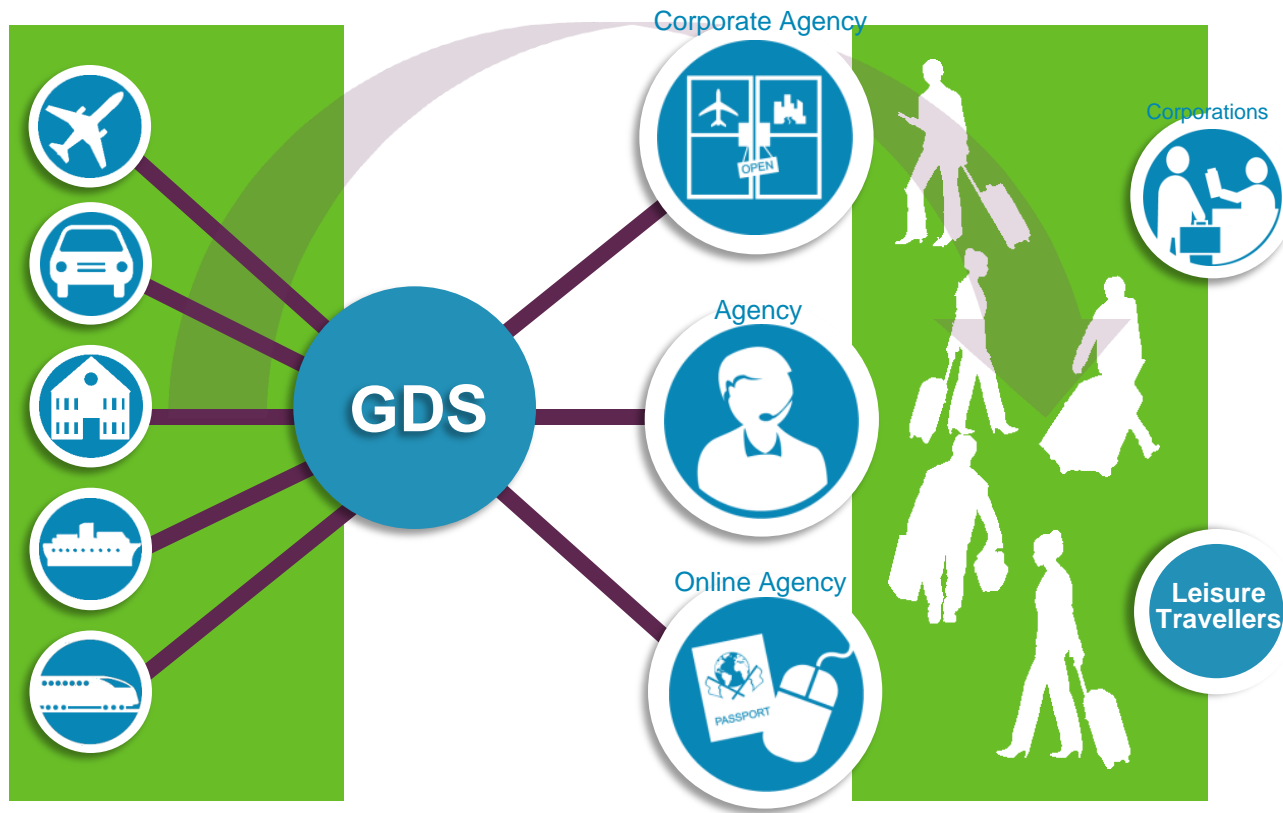
Supranational Hotels Conference 2011

Paul Adams – Director, Hospitality & Car Supplier

21 June 2011

Travel industry dynamics

End-consumers have multiple ways of buying travel; either through travel agencies or direct with suppliers. Corporations also have the added benefit of utilizing self-booking tools.



What are customers telling us that they need?

Travel Consumer



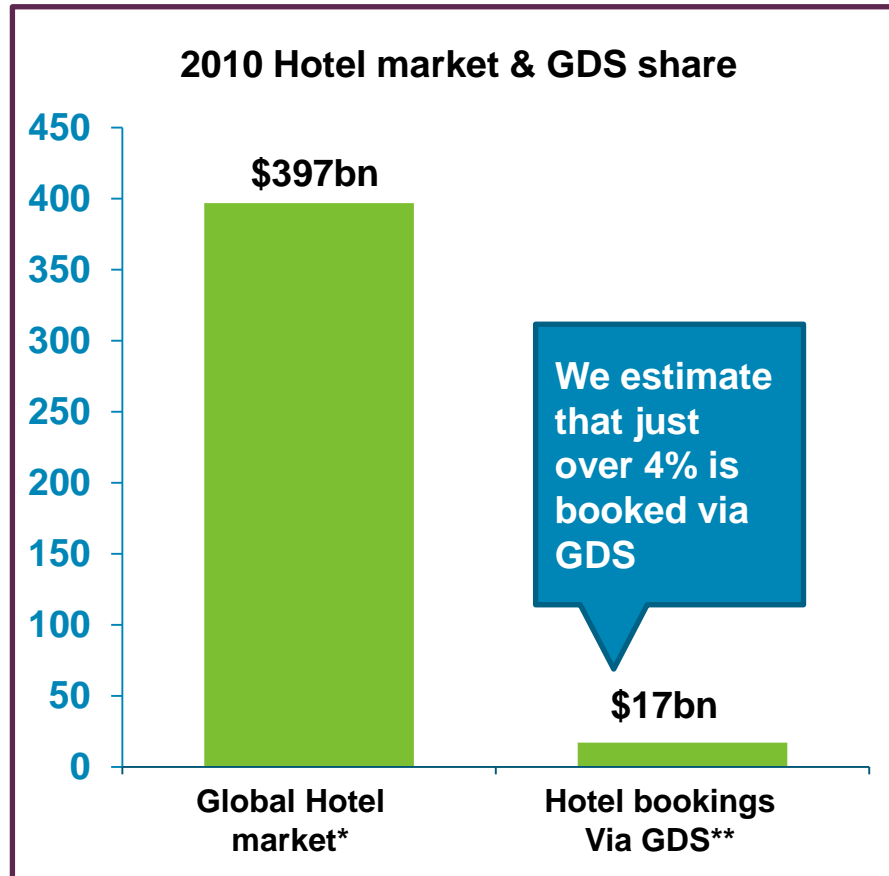
A wide & deep range of content
Competitive Rates & Availability
Richer content
Integrated & Flexible Payment solutions
Help – Commission collections
Help in reducing operating costs
MI – Better control

Supplier



Global reach and local expertise
Ability to connect to multiple points of sale
Technologies & services that manage costs and generate revenue opportunities
Committed partner positioned to support unique requirements

The global hotel market – GDS Share

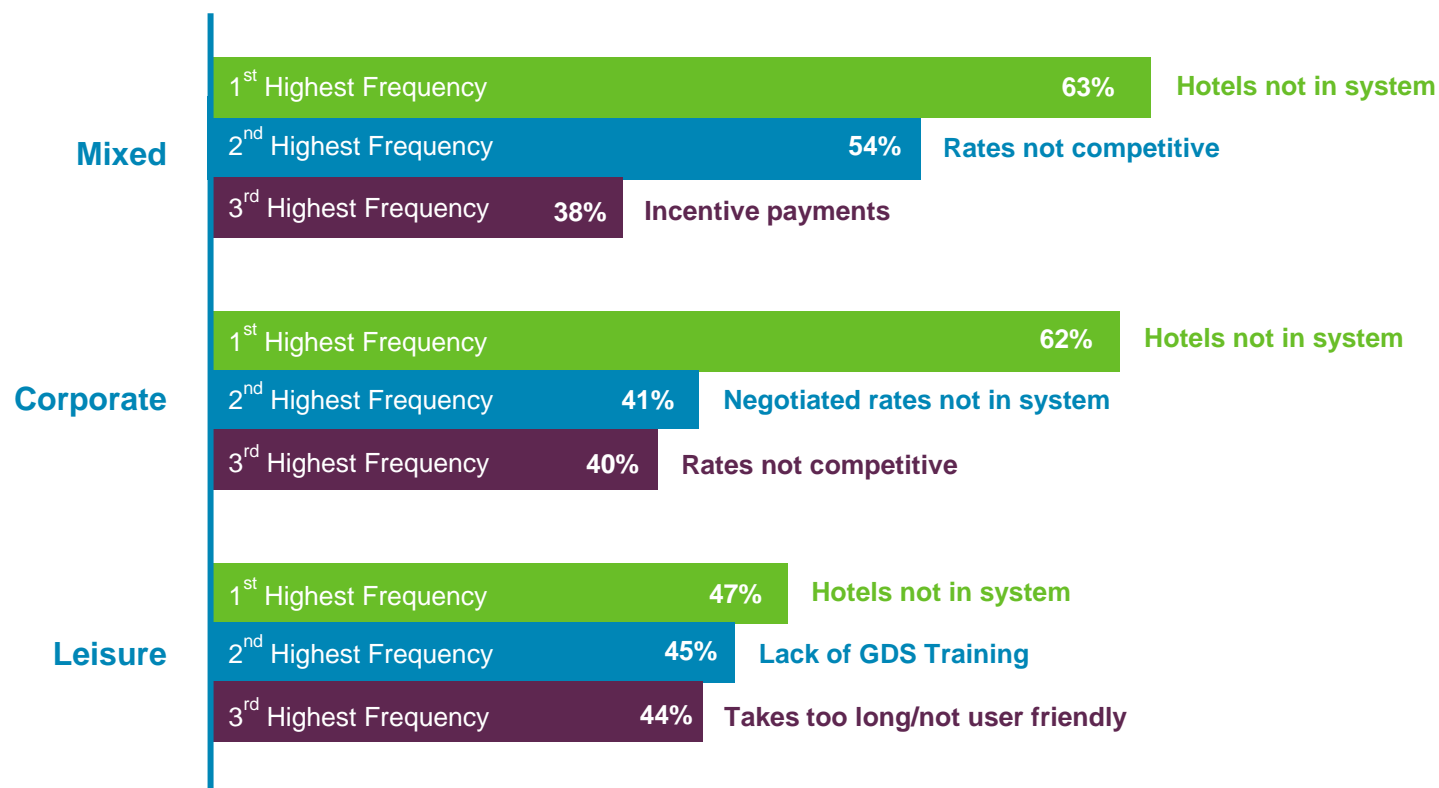


*Source: Euromonitor / PCW

** Travelport estimate

Challenges to booking hotels via the GDS

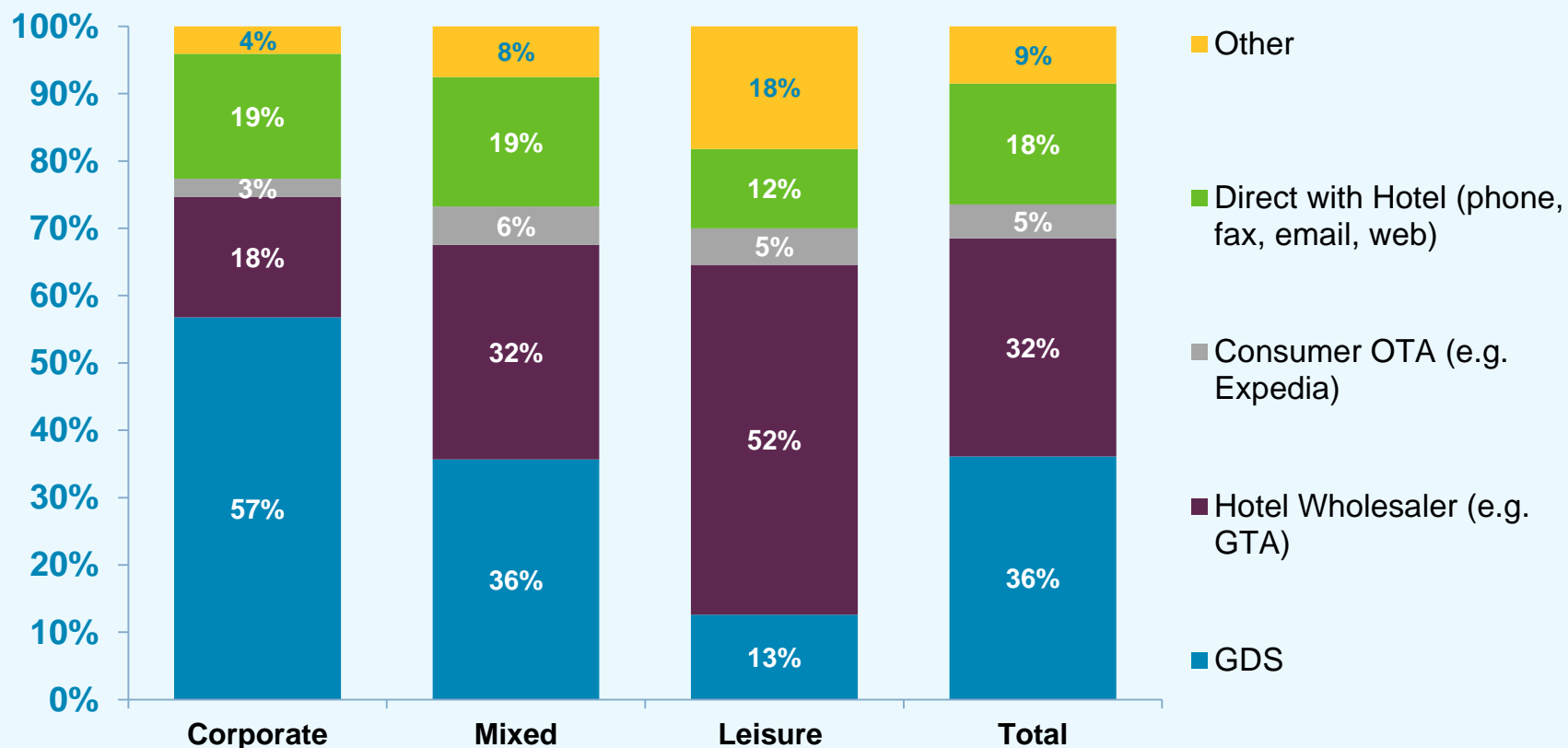
What are the key factors that prevent Travel Agents from booking a hotel through the GDS channel? Breakout by agency type:



Source: Travelport Agency Hospitality Survey 2010

GDS is not channel of choice for leisure agents

**Travelport Travel Agency Survey
Hotel booking channels used by Agents**



Source: Travelport Hotel Subscriber Survey

The GDS of today – Core hotel offering

- One stop shop solution - Air Hotel, Car, Rail, Cruise etc
- 90,000+ Hotels globally
- Real time rates & availability
- Images, Videos & Virtual Tours
- Access to Negotiated & Corporate Rates
- Best Rate Guarantee Programmes
- Complete Pricing functionality
- Structured data responses for room & rate rules
- Multiple points of sale – Cryptic & Graphical screens

Window 2

```
>HOA20JUL-3NTLON/C-ALL/D-30M
LONDON                20JUL-23JUL  3NT 1ADULT  MI  RATES FROM
1  A!TI THISTLE MARBLE ARCH OFF OXFORD STREET  ON  GBP  309
2  A!MU MILLENNIUM GLOUCEST 4-18 HARRINGTON GRDS 2SW GBP  170
3  A!JT JUMEIRAH LOWNDES HD 21 LOWNDES STREET  1S  GBP  370
4  D!HL HILTON PARK LANE 22 PARK LANE 1SE GBP  441
5  A!HI HOLIDAY INN BLOOMSB LONDON GB 2NE GBP  194
6  C!TI THISTLE KENSINGTON BAYSWATER AREA 1W  NOT AVAIL
7  A!MO MANDARIN ORIENTAL L LONDON GB 1S  GBP  575
8  A!RD THE MAY FAIR LONDON GB 1SE GBP  340@
9  A  WU THE BEAUFORT KNIGHT 33 BEAUFORT GARDENS 1S  GBP  230
10 A!JT JUMEIRAH CARLTON TO ON CADOGAN PLACE 1S  GBP  615
11 A!TI THE CUMBERLAND MARB OPPOSITE MARBLE ARCH  ONW GBP  169
>HOA*PD-                >HOC...  >HOD...
```

Itinerary Complete Description Map Sell More Web CloseWindow

Dates: Monday, July 18, 2011 - Friday, July 22, 2011 Number of Adults: 1
 City: London - GB LON Number of Children: 0
 Reference Point: LONDON List of selected qualifiers: Distance <= 016K
 Total Hotels: 14

Distances in kilometers

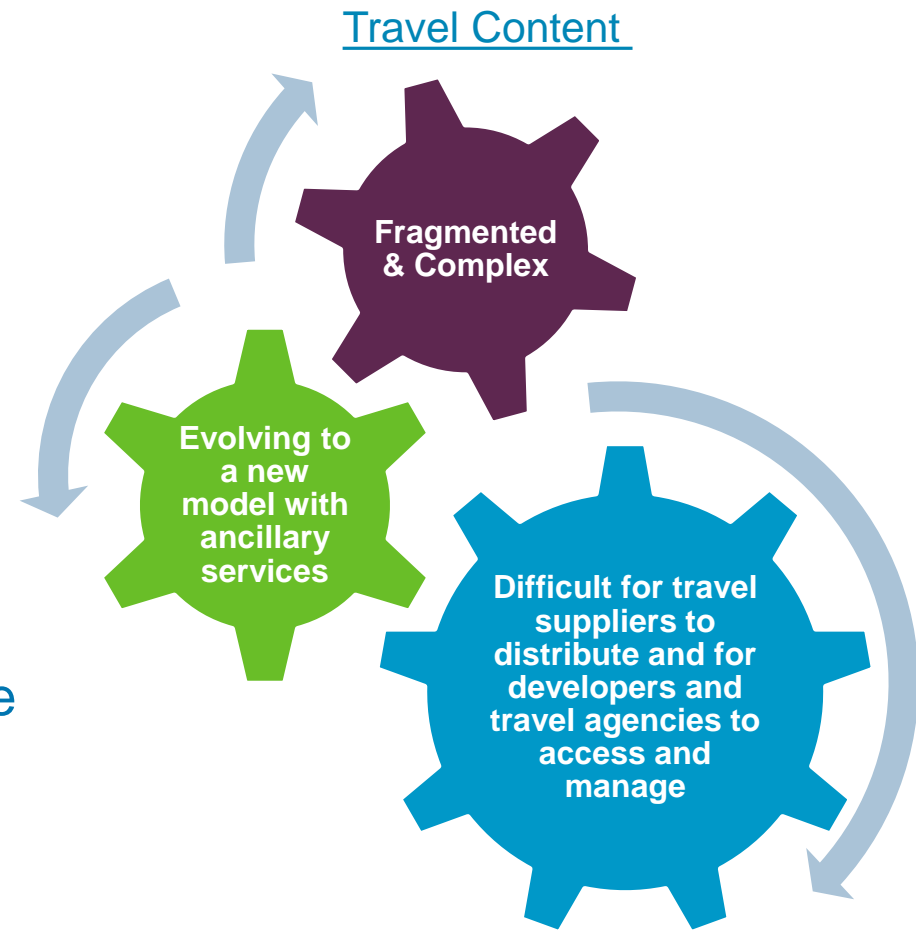
#	Line	Chain	Link	Hotel Name	Address	Cur	Rates	Status	Rqmts	Dist	AAA	Best Rate
Select from the properties below												
+	1	LW		THE LANDMARK LOND...	LONDON GB	GBP	340.00 - 4000...		Credit card	2 N		
+	2	MR		SANDERSON	50 BERNERS ST...	GBP	245.00 - 750.00		Credit card	2 E		
+	3	MC		MARRIOTT MARBLE ARC	134 GEORGE ST	GBP	349.00 - 369.00		Credit card	2 NW		
+	4	IA		CORINTHIA HOTEL LON	WHITEHALL PLA...	GBP	359.00 - 2300...		Credit card	3 E		
+	5	VY		CLARIDGES	BROOK STREET	GBP	379.00 - 2650...		Credit card	E		
+	6	TI		THISTLE BARBICAN	NEAR FINANCIAL...	GBP	109.00 - 169.00		Credit card	3 E		
+	7	CP		CROWNE PLAZA LOND...	LONDON GB	GBP	284.00 - 425.00		Credit card	3 SE		
+	8	MU		COPTHORNE TARA KE...	SCARSDALE PLA...	GBP	93.50 - 350.00		Credit card	3 SW		
+	9	MU		KNIGHTSBRIDGE	17 SLOANE STRE...	GBP	284.75 - 390.00		14:00 hold	2 S		
+	10	TJ		51 BUCKINGHAM GATE	LONDON GB	GBP	446.00 - 1550...		Credit card	3 SE		
+	11	RA		ENCORE LONDON W	LONDON GB	GBP	119.96 - 174.95		Credit card	3 W		
+	12	TI		THE ROYAL TRAFALGAR	NR TRAFALGAR ...	GBP	169.00 - 249.00		Credit card	2 E		
+	13	YX		THE CAVENDISH LONDO	LONDON GB	GBP	230.00 - 425.00		12:00 hold	2 SE		
+	14	TI		CHARING CROSS	ON THE STRAND	GBP	159.00 - 275.00		Credit card	3 E		

Travel 3.0 – Role of the GDS

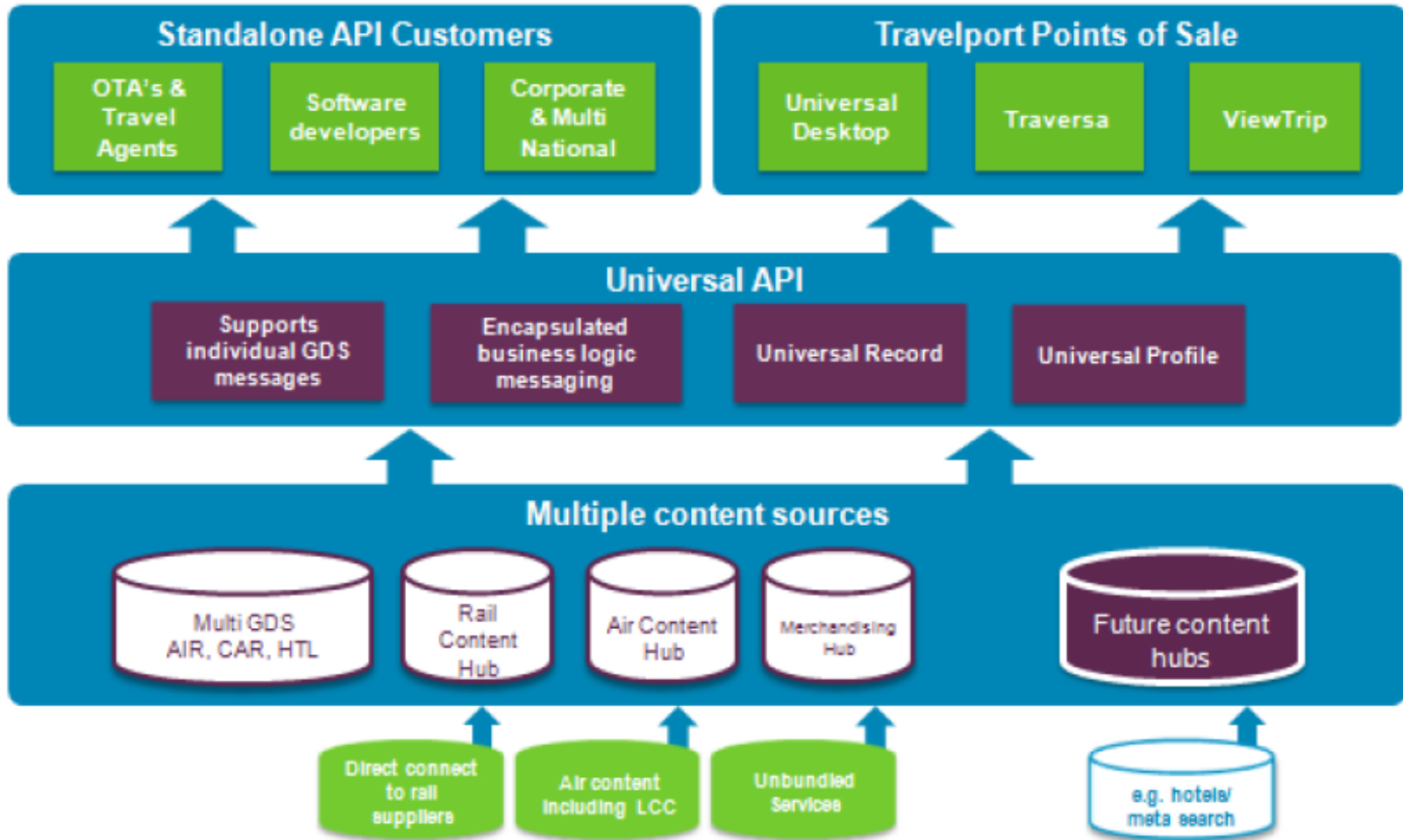
What does the future hold?

Marketplace Situation

- Agents need to utilise multiple websites, API's and other content sources in order to access travel content, functionality and pricing to meet traveller needs
- Requires development against multiple APIs and content sources
- Maintaining multiple API connections is laborious, time consuming, difficult and expensive
- Some travel content is not available through API's today



Universal API – Architecture Overview



Innovation – the next evolution in desktop platforms

Travelport Universal Desktop™

Increase Revenue

Decrease Costs

Improve Profitability

Customer driven Workflow Management

Collaborative user experience

Aggregates content direct from suppliers, such as low cost carriers and rail

Seamlessly integrates selling and merchandising programs

Consolidation of booking data irrespective of source via a single record, in one place, via the Travelport Universal Record

Customer preferences shared across multiple applications



Providing richer information for informed decisions

Travelport Universal Desktop™

Travelport Universal Desktop

Bookings ▾ Profiles ▾

Dashboard 8:33 AM

Runway: Air

Hotel Shop

Results for Hotel Request:

Property: All

Map

Filter on:

Hotel

- PULLMAN MADRID AIRPORT
- HILTON MADRID AIRPORT
- HOLIDAY INN EXPRESS

Agent ID: BARB.TERRELL

Room Availability

SUITES KRIS AEROPUERTO APARTHT (95279)

SUITES KRIS AEROPUERTO MADRID ES 28022, 34 91 3059055 34 91 3121835

Overview Photos Map Property Details Chain Details

EASY ACCESS TO 3600 UTELL HOTELS.

Rooms and Rates MAD 27 Aug - 3 Sep | 1 Room, 1 Adult, 0 Children | All Sort: Default

Nightly Rate	Description	Approx. Total	Requirements	
EUR 130.04	Total Includes : The Total includes taxes, surcharges, fees. Description: GREATRATE.RUN OF HOUSE.ROOM ASSIGNED ON ARRIVAL. Rate Change Indicator: Yes Guarantee: Guarantee Required	EUR 689.04 *	Guarantee	<input type="button" value="+ Add"/>
EUR 116.00	Total Includes : The Total includes taxes, surcharges, fees. Description: BEST AVAILABLE RATE.RUN OF HOUSE.ROOM ASSIGNED ON ARRIVAL. Rate Change Indicator: Yes Guarantee: Guarantee Required	EUR 621.00 *	Guarantee	<input type="button" value="+ Add"/>
	Total Includes : The Total includes taxes, surcharges, fees. Description: BEST AVAILABLE RATE.SUITE STANDARD 2 SINGLE			

* Rate Changes apply

More Offers

Special Low Fares To Paris...

From London on partner suppliers

Paris.fr

Hosting and Distribution of rich hotel content

Hosting

- A rich content repository for Hotel supplier static data. Using OTA industry standards and built on new open systems architecture.
- Support of rich content, such as upper / lower case, all punctuation, multi-lingual, (multibyte UTF-8 character set), etc. as well as containing structured fields for searchable items such as amenities.

Distribution

- Onward distribution to multiple points of sale such as OTA's, ecommerce partners, Corporate Booking Tools & Agency Desktop

Static Content Database

Images / Rich Media
Rich Hotel Descriptions
Multi-lingual content
Multi-Byte Characters
Longitude/Latitude
Non-GDS content

Embracing New Payment Solutions



What:

- Single-use virtual credit card
- Enabling virtual one-time use credit cards account no's to facilitate supplier payments
- Secure, PCI compliant & mitigates risk of supplier service default
- Seamless integration into agency booking flow

Benefits:

- Streamline accounts payable
- Simplify settlement
- Faster payments to suppliers

Agencies also tell us that they need ...



“... access to a wider choice of content at really competitive rates....”

- Access to a huge variety of leisure content options.
- Specially negotiated rates and deals from global, regional and local suppliers.



“.... tools that are easy to use, and can be accessed from anywhere”

- One-stop-leisure portal.
- Easy to access from anywhere.
- No need for additional hardware / software.



“.... tools which improve operational efficiencies and reduce costs”

- Free to use.
- Saves time.
- No additional training required.

Hotels via uAPI technology – Online Travelport solution

The screenshot displays a hotel search interface for Paris, France. The search parameters are: City: Paris, France; Arrival: 19/01/2011; Departure: 20/01/2011; Guests: 2. The search results are sorted by popularity. The top results are:

- 101 USD** Campanile Berthier Hotel Paris (4 Boulevard Berthier, 75001, Paris) - 261 advices
- 274 USD** Hotel Du Louvre (Place Andre Malraux, 75001, Paris) - 229 advices
- 273.90 USD** (Hotel name partially obscured)
- 306.05 USD** (Hotel name partially obscured)
- 306.90 USD** (Hotel name partially obscured)
- 382.00 USD** (Hotel name partially obscured)
- 427 USD** Hotel France Albien

The interface also features a 'Filter Results' section with options for 'By category' (star ratings) and 'General' (Parking, Bar, Restaurant, Pets Allowed) and 'Services' (Internet, Airport shuttle). A 'Best deals' section lists 'Hotels in Singapore - Low Cost Airlines World Asia Pacific'. A 'Hotels in and around' section lists various locations like City center, Airports, Attractions, etc. A 'Most popular searches' section lists Singapore hotels, Paris hotels, London hotels, and Kuala Lumpur hotels. A 'See also' section lists Singapore flights and Singapore hotels.

New Travelport B2B offering for agents, brings content from multiple sources through a powerful, one-stop, shopping and booking portal.

- Access to multiple suppliers in one request
- Larger selection of Hotels
- Broader range of rates
- Better commissions

Note : Above screen is for illustration purposes only

GDS - online verticals and customers

E-Commerce Distributors



Hybrid Agencies



Suppliers



3rd Party Developers



Consolidators



Tour Operators



Customised point of sale for large corporate TMC's



Corporate on-line Booking Solutions



Leisure Wholesalers



Not your traditional consumer of hotel content!

Tickets & Hotels

Buy Tickets

Hotels & Vacations



PREFERRED HOTELS

Like 8



Embassy Suites San Diego Bay - Downtown

Rates from: **\$109.99** [BOOK NOW](#)

Amidst cascading waterfalls, tropical plants, and streaming koi ponds, we offer an array of services and amenities including high-speed Internet access, daily complimentary cooked-to-order breakfast and nightly complimentary manager's reception. [\[more\]](#)

[Hotel Info](#) | [Map](#) | [All Rooms & Rates](#)



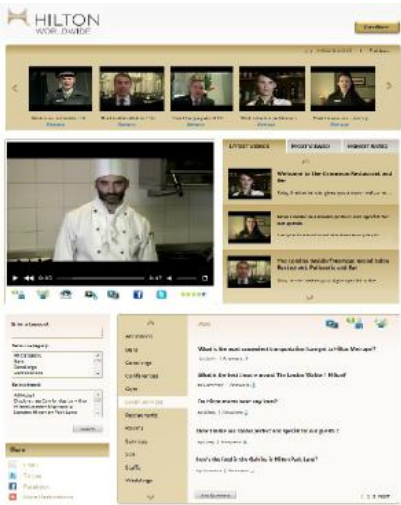
Town and Country Resort & Convention Center

Rates from: **\$89.00** [BOOK NOW](#)

Pamper yourself in our Bella Tosca day spa and health club. Dive into one of our three sparkling pools or enjoy a round of golf at the adjacent 27-hole championship course, Riverwalk. [\[more\]](#)

[Hotel Info](#) | [Map](#) | [All Rooms & Rates](#)

New distribution entrants



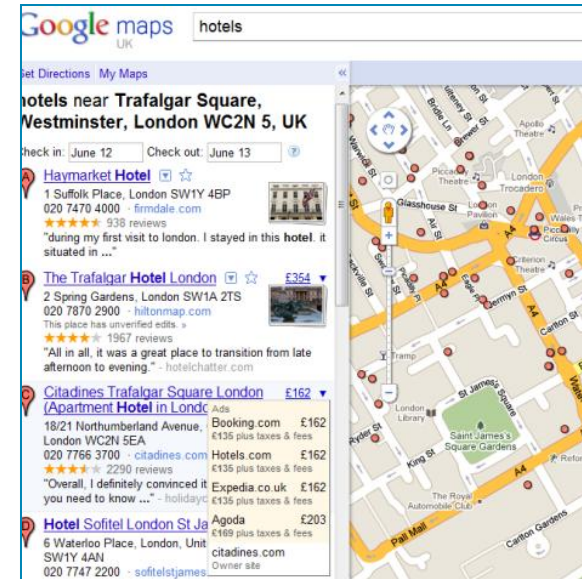
Hilton harnesses power of social media & video on hotel sites

- Creates UGC Video from employees to get hotel news out quickly
- Pushes & pulls content across brand websites, Facebook, YouTube, Tripadvisor



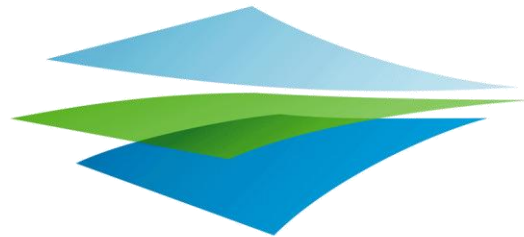
Mobile technology

- Mobile booking technology now widely available for hotels
- Available via multiple platforms
- Customer experience includes images, descriptions, reviews, maps and more.
- 71% of travel queries made in the EMEA region are hotel related



GOOGLE MAPS

- Google Maps & Places show availability and rates for hotel rooms and rates,
- Can connect to hotel supplier CRS, providing the ability for deep links to hotel brand website and 3rd party OTA's
- 71% of travel queries made in the EMEA region are hotel related



Travelport

THANK YOU

