

CAN we create tools which will give both the user and the company everything they need?

Interest of the traveller:

- Convenience
- Flexibility
- Customisation/Choice
- Mobile
- Intuitiveness

Interest of the company:

- Costs
- Efficiency
- Control/Compliance
- Economies of scale
- Traveler safety and security
- Data Reporting

Common denominators

Interest of the traveller:

- Convenience
- Flexibility
- Customisation/Choice
- Mobile
- Intuitiveness


Interest of the company:

- Costs
- Efficiency
- Control/Compliance
- Economies of scale
- Traveler safety and security
- Data Reporting

- **Content (and Price?)**
- **Efficiency**
- **Safety**
- **Around the clock assistance**

What about the suppliers?

Interest of the suppliers:

- Maximise revenue
 - Minimise distribution costs
 - Ensure loyalty from its customers
 - Differentiate from competition
 - To be seen in the booking process
- 

Do the common denominators remain?

Interest of the traveller:

- Convenience
- Flexibility
- Customisation/Choice
- Mobile
- Intuitiveness

Interest of the company:


- Costs
- Efficiency
- Control/Compliance
- Economies of scale
- Traveler safety and security
- Data Reporting

- **Content (and Price?)**
- **Efficiency**
- **Safety**
- **Around the clock assistance**

Interest of the suppliers:

- Maximise revenue
- Minimise distribution costs
- Ensure loyalty from its customers
- Differentiate from competition
- To be seen in the booking process

CAN we create tools which will give both the user and the company everything they need?

- There are thousands of travel apps and web sites available
 - It is today virtually impossible to allow free usage of distribution channels without sacrificing control and duty of care
 - Level of «freedom» impacted by company culture and market sector
 - Travel programs are challenged by user preferences
 - Cannot compromise on Duty of Care
 - Travellers and companies will move towards the middle
- 

The conclusion so far....

- Flexibility and choice is difficult to balance with compliance and duty of care
 - Single source of date and single 'super' itinerary bring both worlds together
 - Open systems and integration is key!
- 