

A NEW KID ON THE BLOCK?

Danny Finkel

VP of Booking Experience and Supplier Strategy

TripActions

LET'S TALK BUSINESS TRAVEL RETAILING!

Caroline Strachan, Managing Partner, FESTIVE ROAD

Gloria Slethaug, CEO, Connexus Travel

Scott Ward, Global Head of Partnerships, CTM

Danny Finkel, VP of Booking Experience and Supplier Strategy, TripActions

HOW TO BECOME ONE OF THE BEST RETAILERS IN THE WORLD, STARTING FROM NORTH ASIA?

Xing Xiong

EVP, Ctrip.com; CEO of Ctrip Flight Ticket Group; CEO of Trip.com



MOBILE ONLY – IS THIS THE FUTURE?

Dakota Smith

Chief Strategy Officer, Hopper



Relax — booking travel just got easy



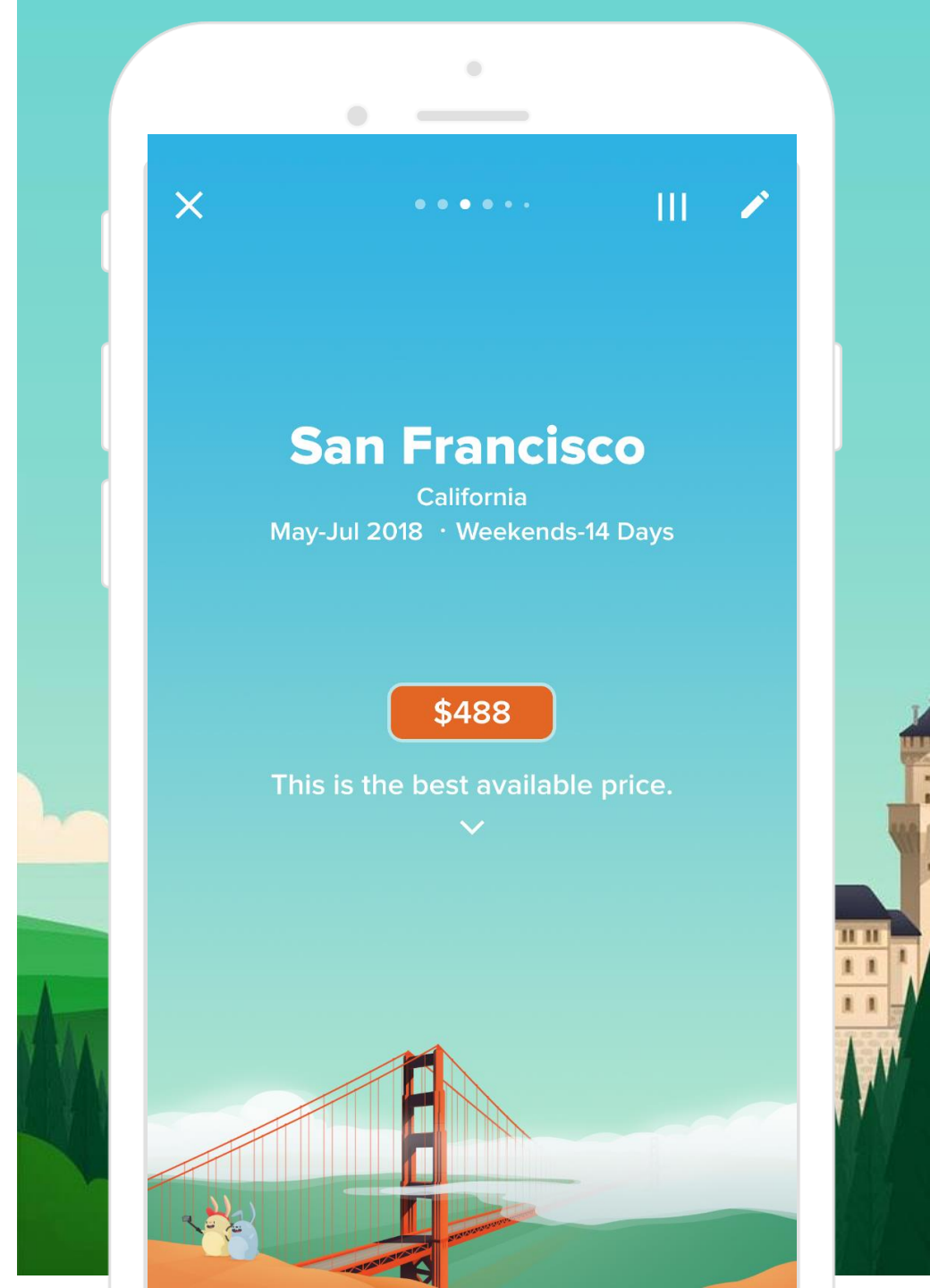
hopper





Hopper is an App

We are mobile-only and dominate the mobile app ecosystem. By nature, we don't compete with the websites of suppliers as we're not in Google Search.





We are building the most customer-centric travel marketplace on earth.

We aspire to help everyone discover the planet we live on by making it cheaper and easier to travel.



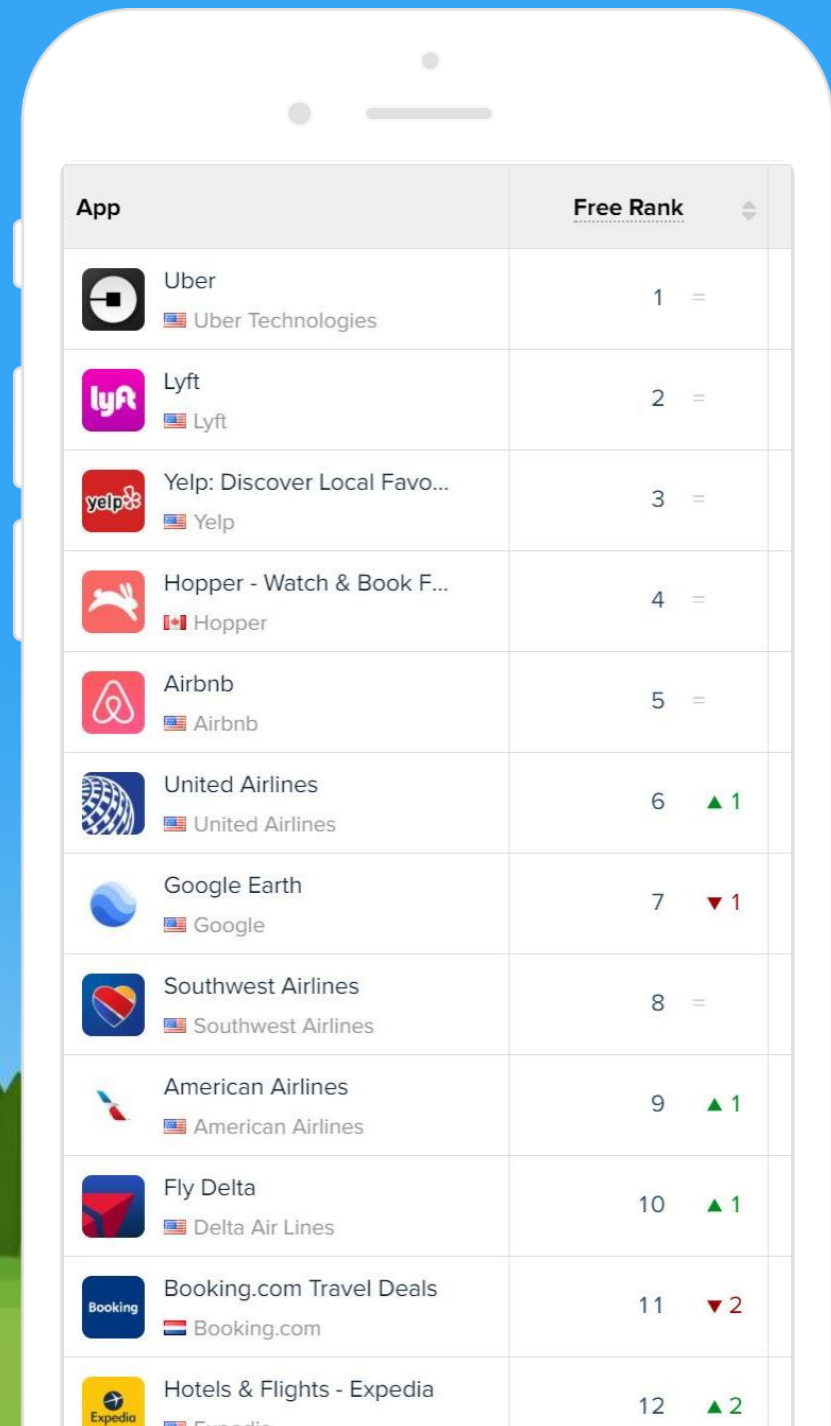
40M Installs Lifetime; 1M New Installs per Month













70% Organic

We get more installs on a daily basis than our competitors and we don't pay for 70% of them.

Less Marketing

Our largest competitors outspend us 1,000 to 1 in digital marketing but their networks fail in app ecosystem.

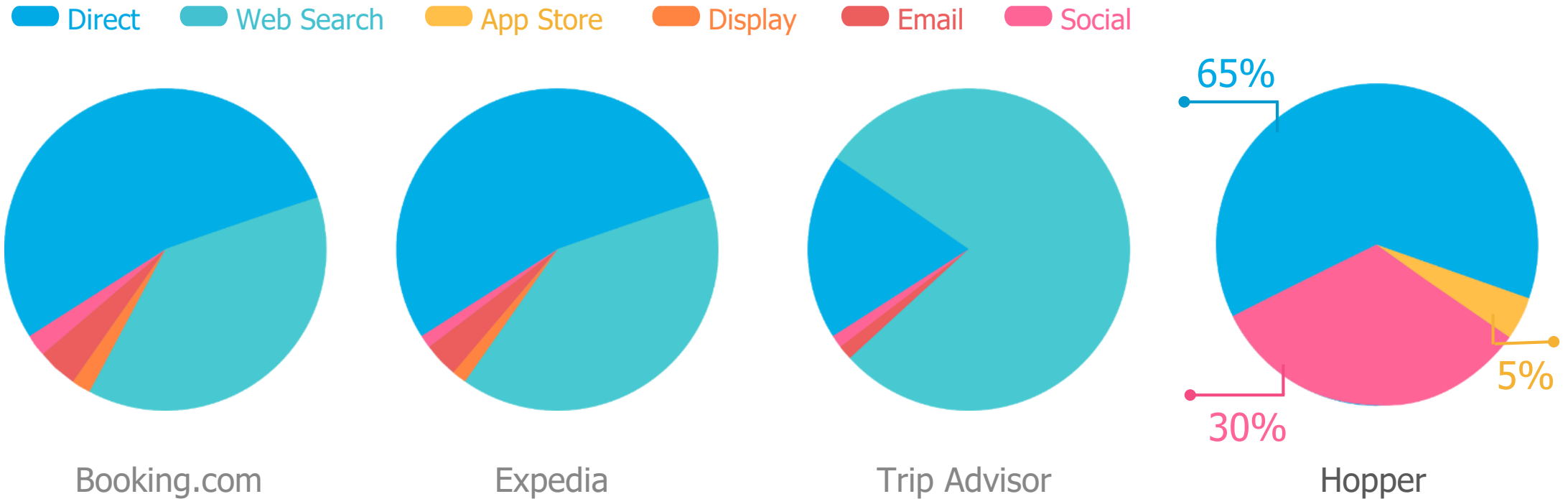
A white smartphone mockup is shown against a blue sky background with green trees at the bottom. The screen displays a table of app rankings. The table has two columns: 'App' and 'Free Rank'. The 'App' column lists various travel-related apps with their logos and names. The 'Free Rank' column shows the app's rank, a change indicator (arrow or equals sign), and the company name. The apps are ranked from 1 to 12.

App	Free Rank
 Uber Uber Technologies	1 =
 Lyft Lyft	2 =
 Yelp: Discover Local Favo... Yelp	3 =
 Hopper - Watch & Book F... Hopper	4 =
 Airbnb Airbnb	5 =
 United Airlines United Airlines	6 ▲ 1
 Google Earth Google	7 ▼ 1
 Southwest Airlines Southwest Airlines	8 =
 American Airlines American Airlines	9 ▲ 1
 Fly Delta Delta Air Lines	10 ▲ 1
 Booking.com Travel Deals Booking.com	11 ▼ 2
 Hotels & Flights - Expedia Expedia	12 ▲ 2



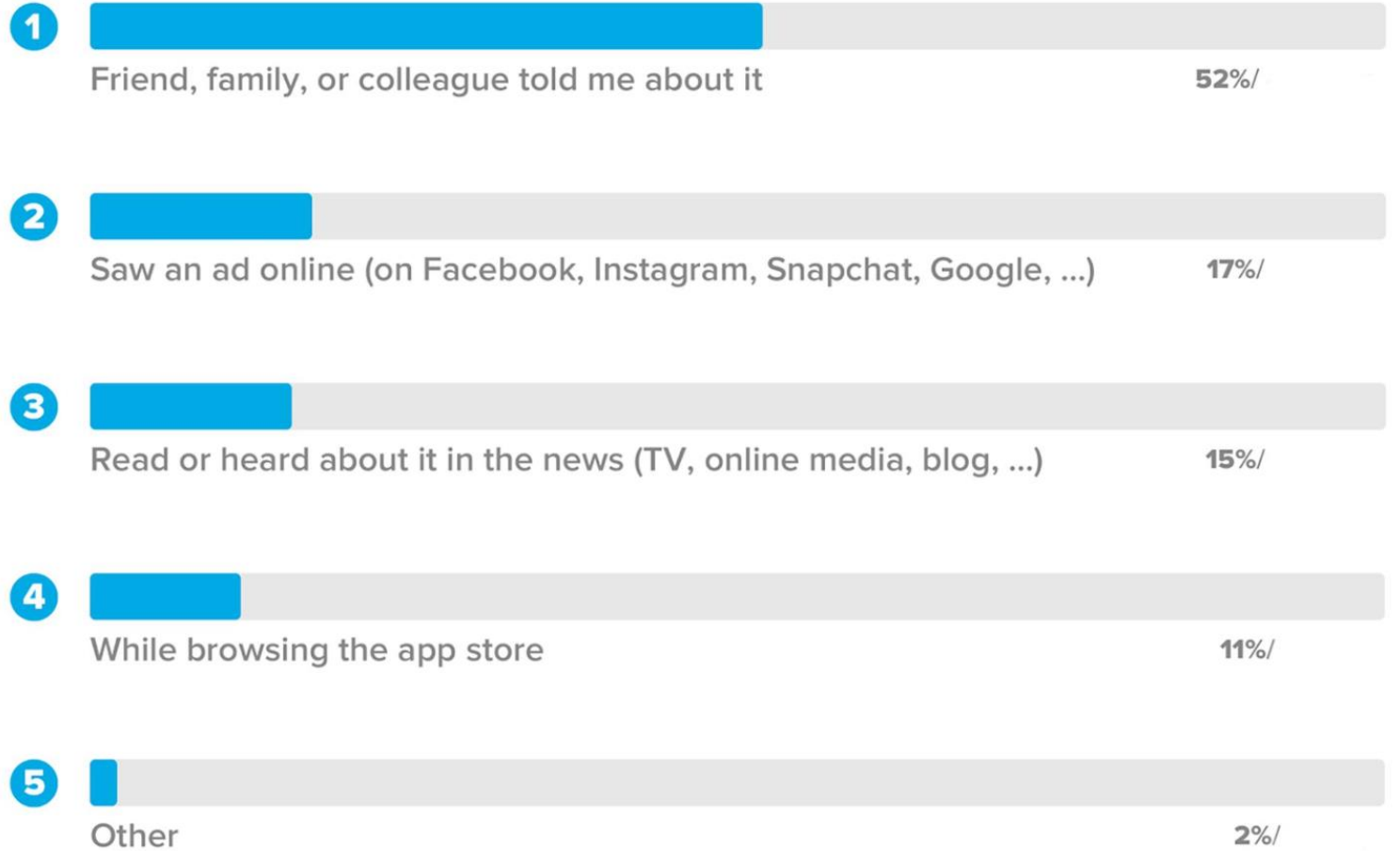
We Don't Rely on Google to Acquire Users

Hopper does not rely on Google Search or Meta Search for its users and instead acquires customers through organic referrals and social media marketing.



User Studies

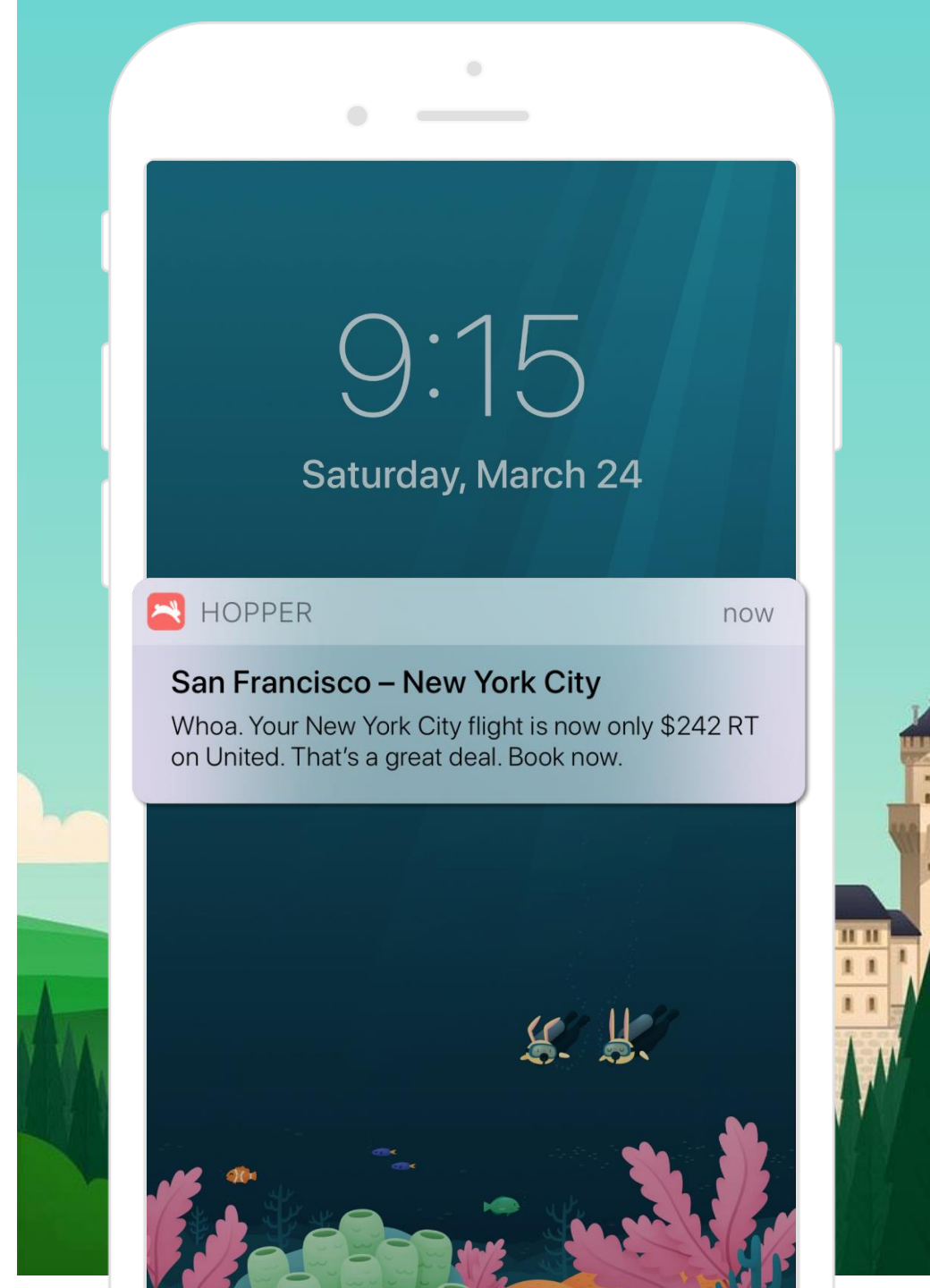
How did you hear about Hopper?





Our relationship with our users

We capture the intent of users months in advance. Through a conversation lasting years, we refine and expand our intent graph.

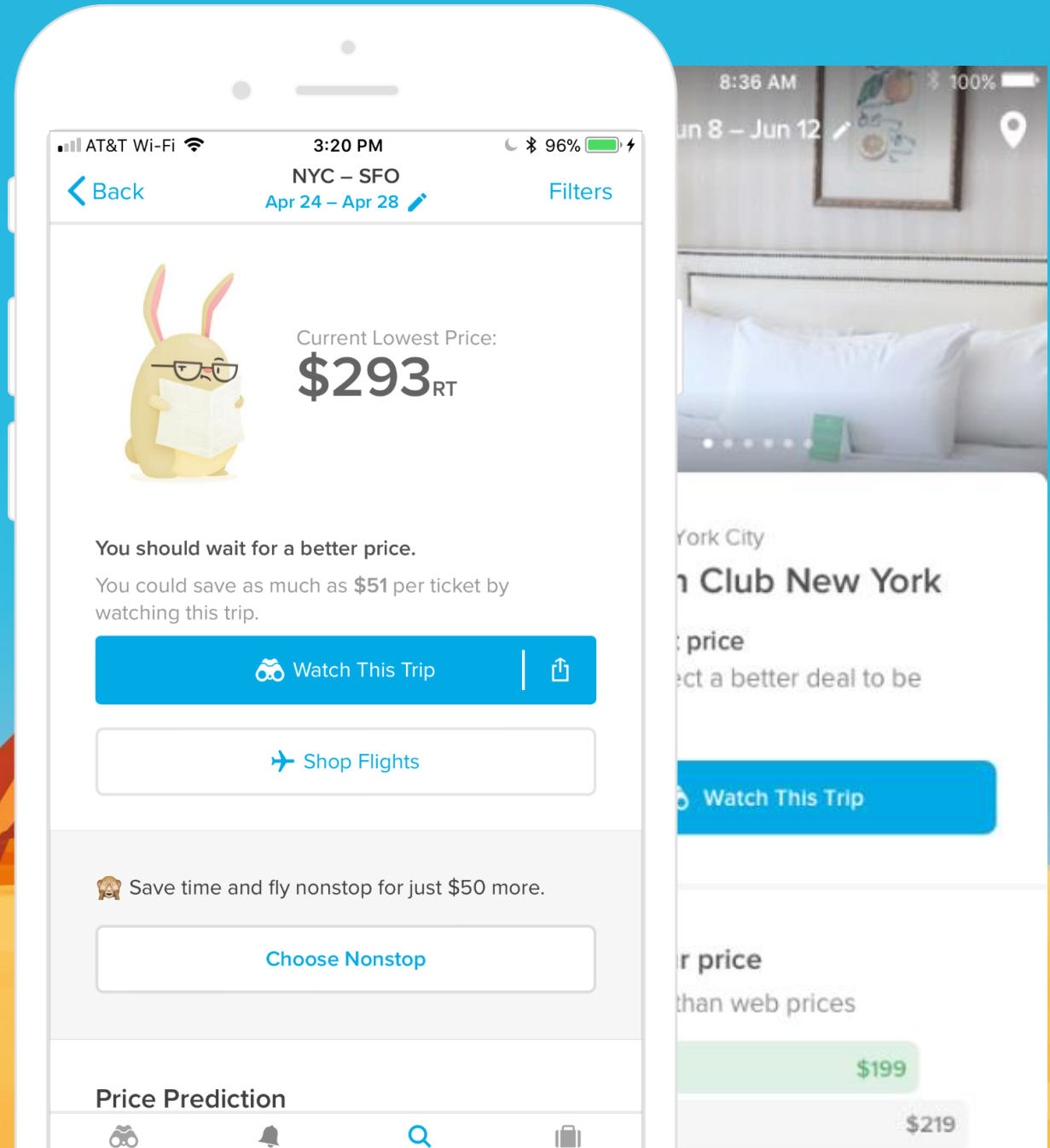




Hopper Creates Trust from Data

Hopper's goal is to reduce traveler anxiety on price by creating a transparent marketplace. We use data to show users when to fly and buy flights and help them uncover discounted hotel deals.

Our **day-one goal is to get the user to enable push notifications** and "watch a trip"; not necessarily to book.





Hopper is a Conversation

Users Shop Early

The average user starts watching their trip four months in advance on Hopper.

Frequent Contact

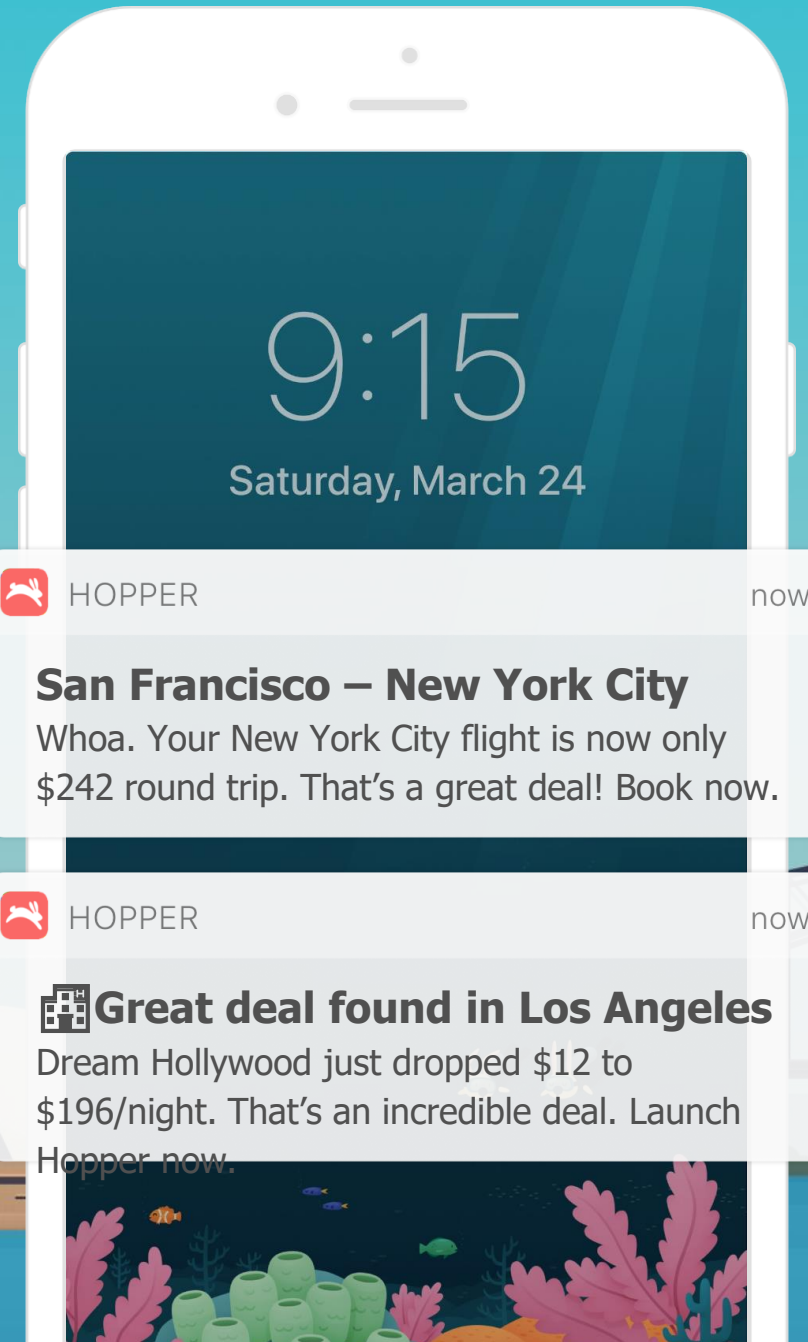
We send **42 push notifications per trip**, on average, resulting in dozens of sessions.

Sales Are from Push

90% of our sales are triggered directly from push notifications.

Transparent

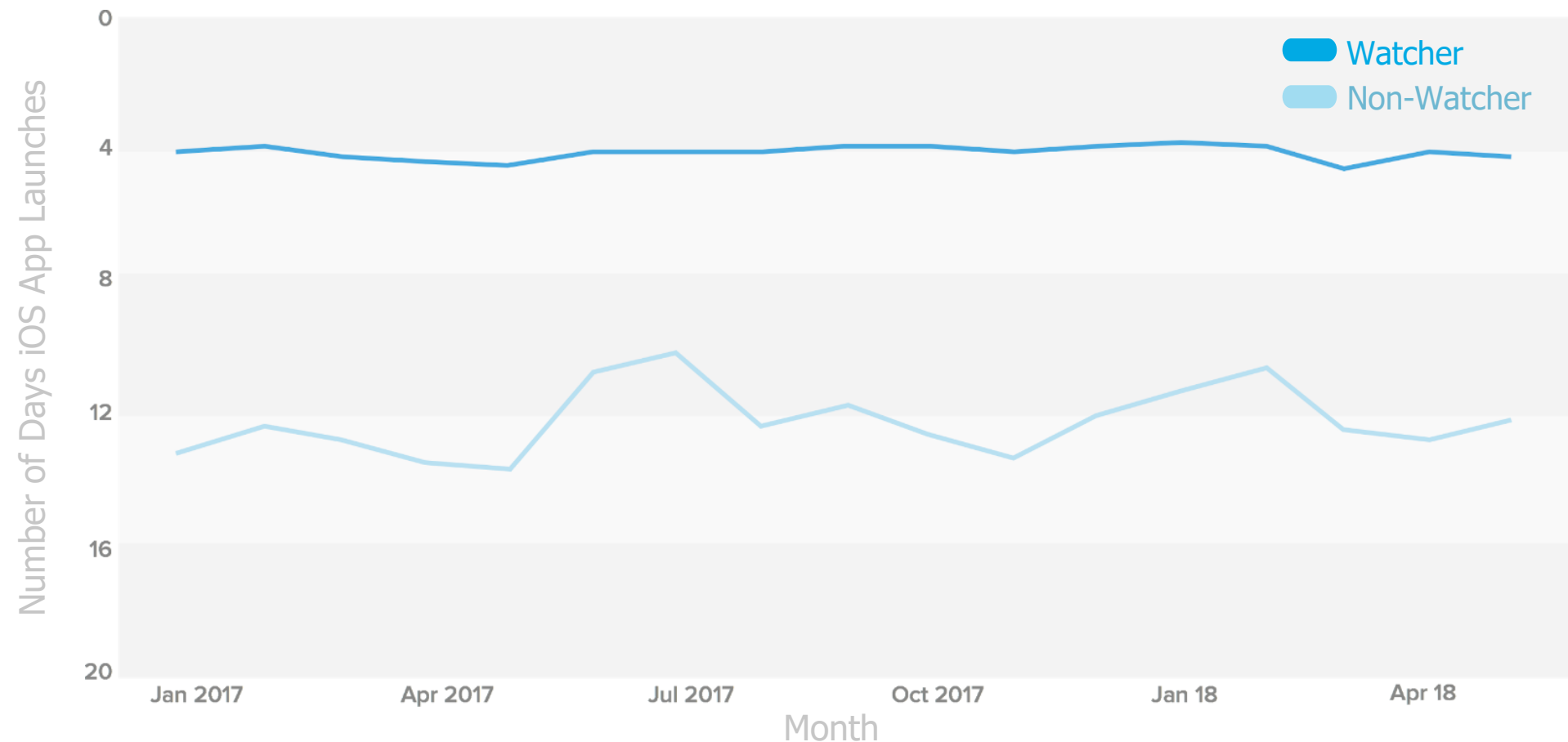
75% of our flight notifications tell users not to book and to wait for a better price.





The Conversation Drives Session Engagement

Getting a user to watch makes them **3x more engaged** with the app as they return to **the app once every 4-5 days** at that point.





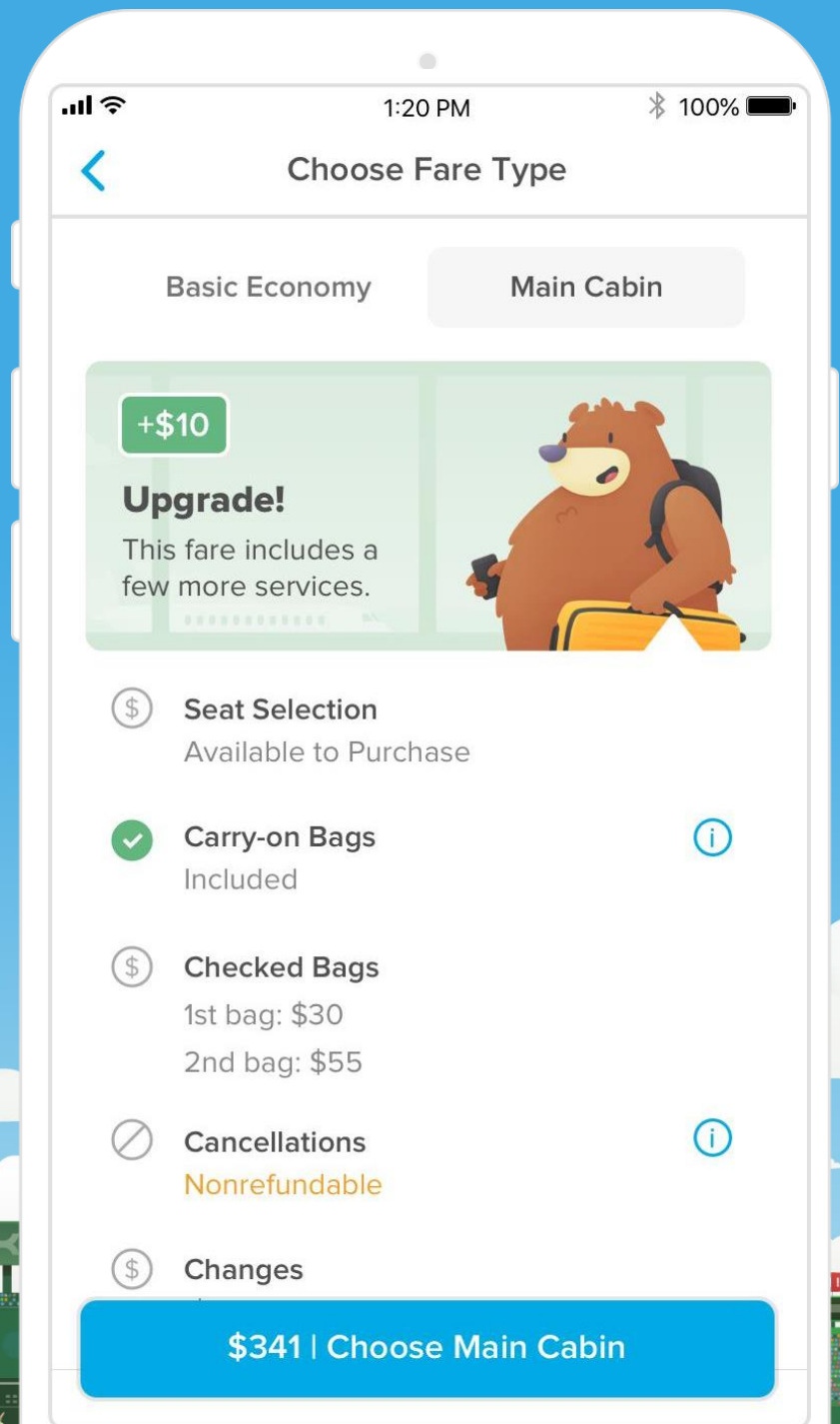
\$67M

Value of trips planned on Hopper **each day**.



Algorithmic Merchandising

Hopper extends its conversation to encompass both trip planning and after-booking periods to determine consumer's willingness to pay for a suite of products - airfare, ancillaries and insurance - and uses data generated earlier in funnel to dynamically price many services.





A travel agent in your pocket that gets smarter the more you use it.



Collecting Explicit Feedback

Would you stay one more/less night?

Response

Not at all

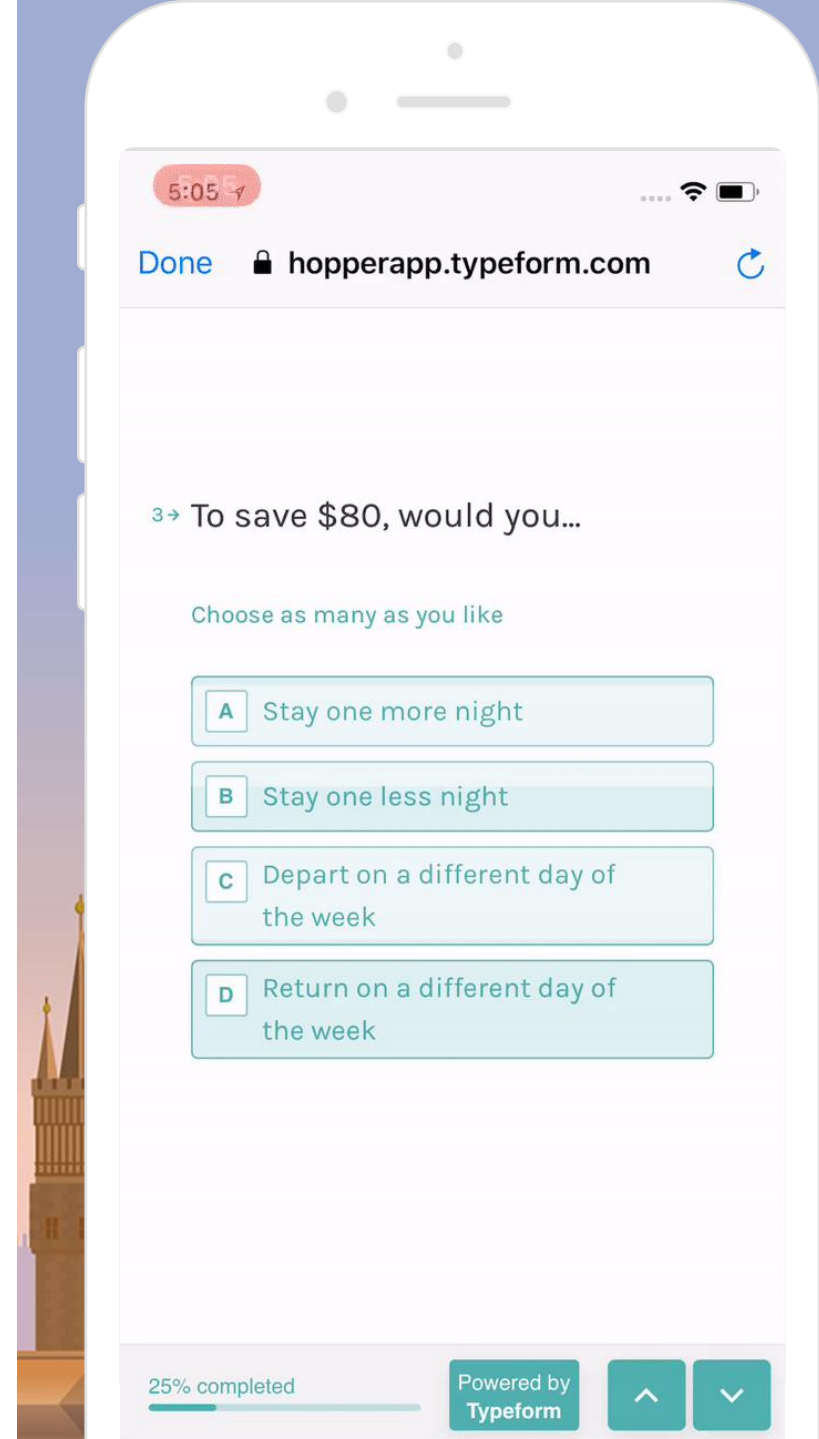
Add/remove
a day



+ 1 day

+/- 1-2
days

Watch length of stay range



5:05

Done hopperapp.typeform.com

3→ To save \$80, would you...

Choose as many as you like

- ☐ A Stay one more night
- ☐ B Stay one less night
- ☐ C Depart on a different day of the week
- ☐ D Return on a different day of the week

25% completed

Powered by Typeform

User Segmentation Signals

✓ Notifications

70% of our users allow notifications. We send 42 push notifications per trip, on average.

✓ Return Bookers

Above 50% of our bookings are from return bookers. Bookers make 1.7 bookings every year.

✓ Frequent Searchers

86% of our searches are from return users. Searchers interact with 45 unique searches every year.

✓ Filters

30% of the users are changing the filters or the sorting. Those who use filters are likely to use the same filter repetitively.

✓ Multi Session

Our users check-in frequently. Watchers return to the app every 4-5 days and searchers return every 11-12 days.

✓ Long Advance

The avg. user starts watching their trip four months in advance. The more users watch the earlier they come.



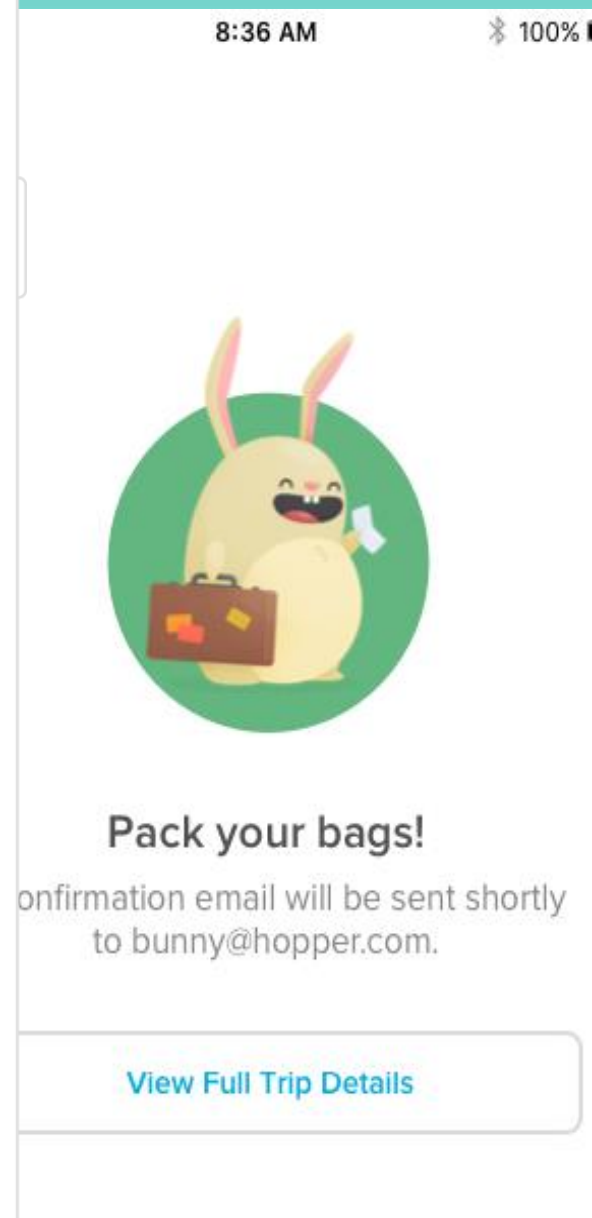
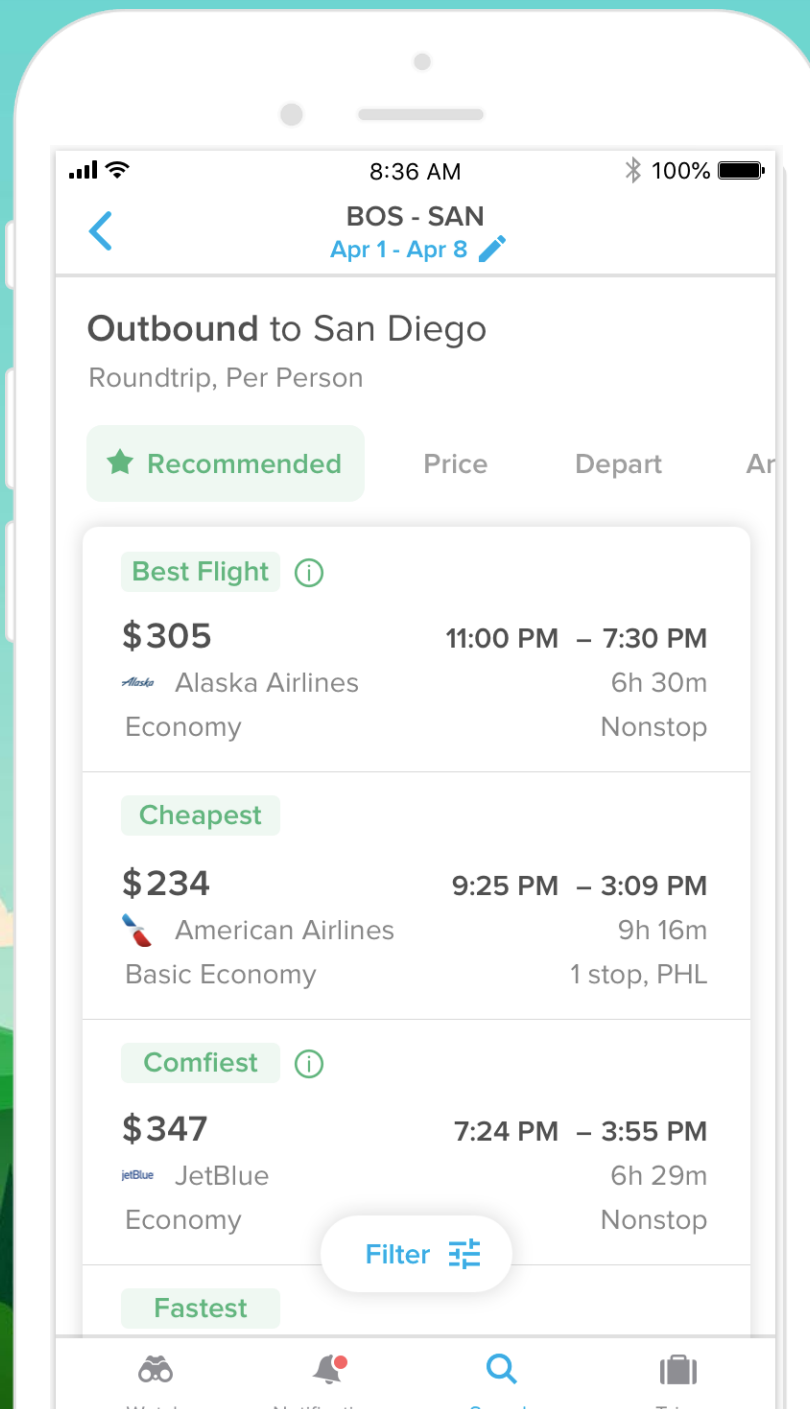
Shaping the Consideration Set

Value-Based Differentiation

Non-price sorted differentiation that employs insights on a user's willingness to pay for various trip/flight attributes.

Personalized Considerations

The recommendations shown to the user is determined by the customer segment in which the user exists.





Customer Segmentation Determines Value to User and Willingness to Pay

Modeling the user's willingness to pay on an individual user and trip level to create rich customer profiles - see the value this user places on various flight attributes.

< Back		BOS – LAS Feb 11 – Feb 19	Filters	
\$10 value \$0 value	\$294	American Airlines Basic Economy	7:18 am - 6:03 pm 13h 45m 1 stop, LAX	\$1 value \$1 value \$8 value
	\$295	JetBlue Economy	9:42 am - 7:16 pm 12h 34m 1 stop, LGB	\$3 value \$1 value \$8 value
	\$297	JetBlue Economy	9:12 pm - 12:22 am+1d 6h 10m Nonstop	\$3 value \$5 value \$15 value
				\$20 Value (Added) \$0 Cost
				\$34 Value (Added) \$1 Cost
				\$45 Value (Added) \$3 Cost



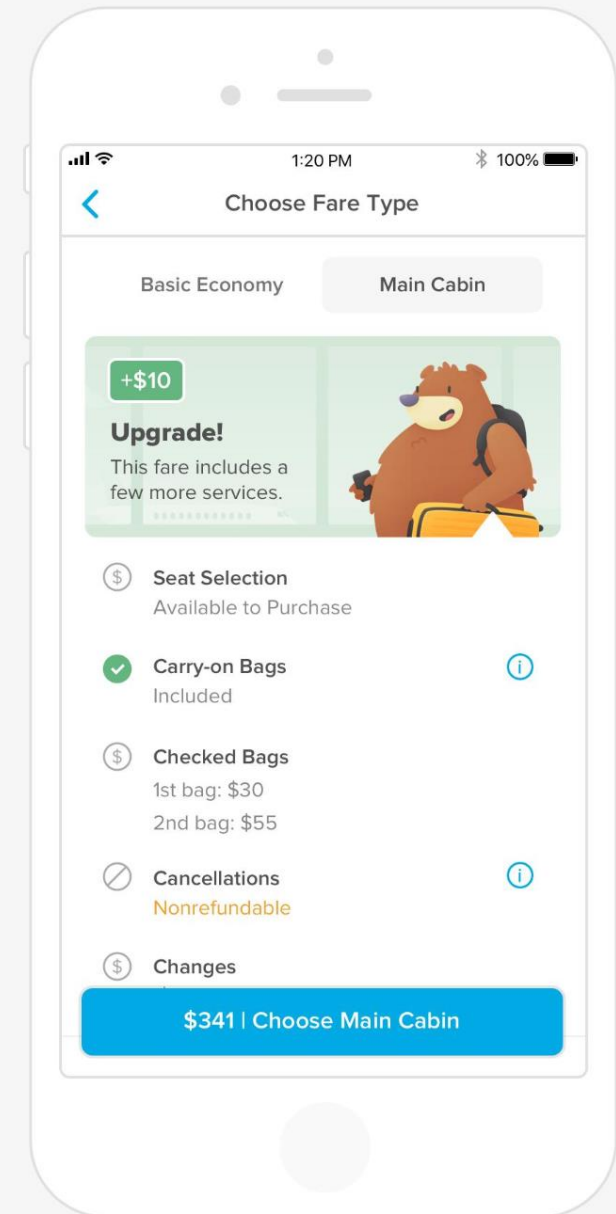
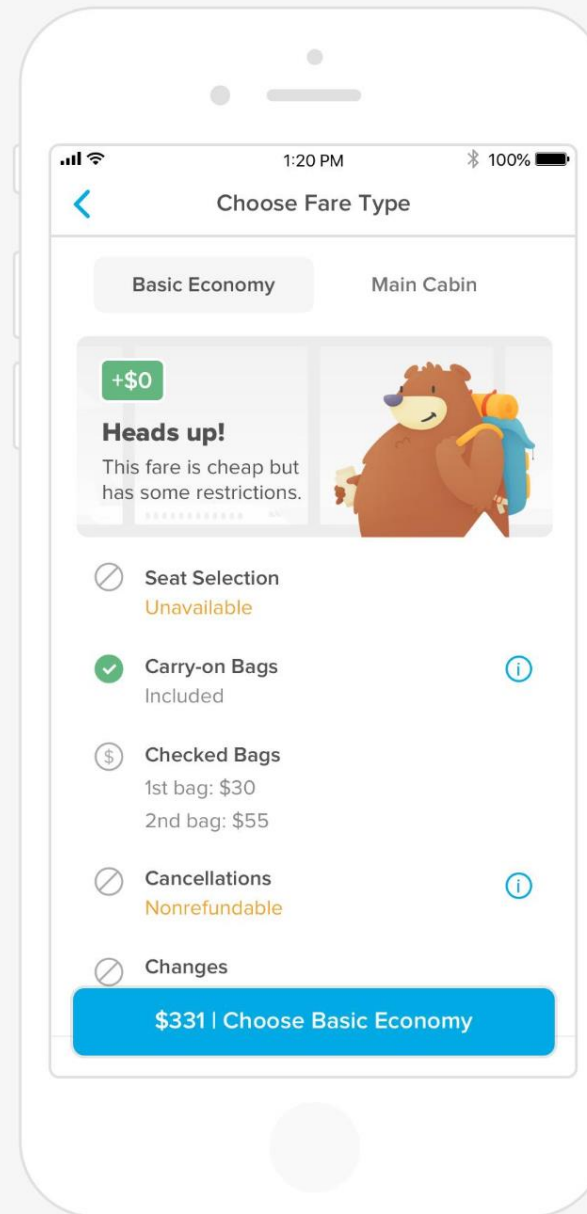
Selling In-Funnel

100% Exposure

We can reach users in our funnel with offers that enhance their trip.


Upgrade Success


The treatment on the right is already getting over 15% of users to upgrade to next highest fare class for an average of \$54.



Selling Post-Booking via Chatbot


8:36 AM 100%






Pack your bags!


A confirmation email will be sent shortly to olivia@email.com.



Hi Olivia! Out of curiosity, did you know you bought a Basic Economy ticket for your trip?

1:20 PM 100%







Hi Olivia! Out of curiosity, did you know you bought a Basic Economy ticket for your trip?

Yes, I knew

No, tell me more

1:20 PM 100%





Hi Olivia! Out of curiosity, did you know you bought a Basic Economy ticket for your trip?

Yes, I knew


We just wanted to make sure you knew that Basic Economy tickets come with more restrictions. For example, you can't choose your seats after check-in, you must board in the last boarding group, and you can't make any changes to your ticket after midnight tonight.

We're currently offering to move our travelers up to Main Cabin for \$25USD per person if you wanted the advanced seat selection 📺

Yes, upgrade me now

Text me more info

1:20 PM 100%



come with more restrictions. For example, you can't choose your seats after check-in, you must board in the last boarding group, and you can't make any changes to your ticket after midnight tonight.

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Text me more info

Sure thing! A Travel Experience Agent will message you shortly at this number +1 647 278 5698.

View Trip Details

or Share Your Trip



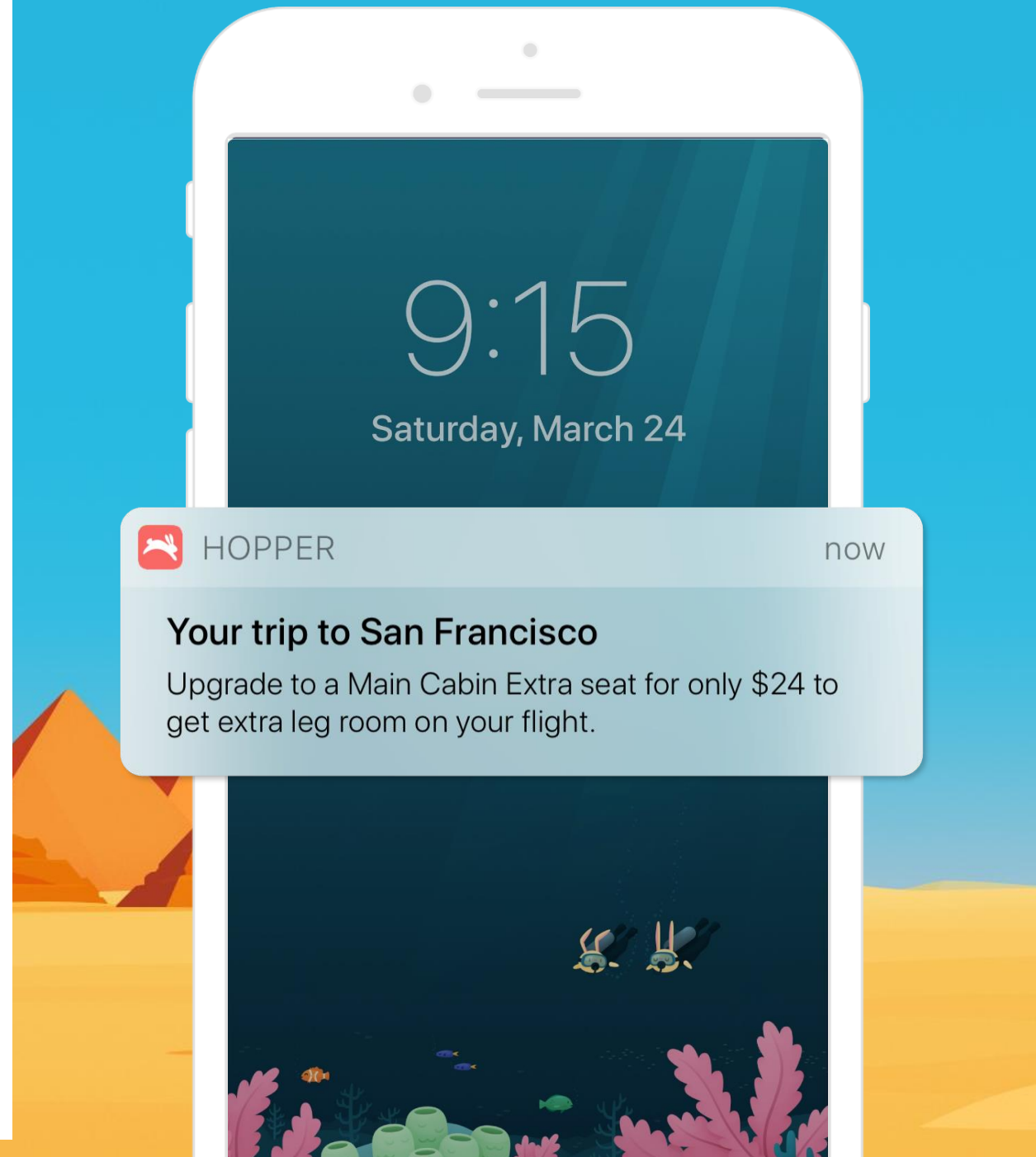
The Right Offer at Right Time

Selling Ancillaries Before, During and After Booking

Seats, bags, upgrades, insurance offerings are all available to users at various points after their purchase and before their departure.

Frictionless Checkout

As we are messaging users after they have purchased a trip, it is a simple swipe to purchase.




25%

of users are upgrading after selecting Cabin Class.



Introducing NGS Display on Mobile



Introducing an easier way to shop

Standard Fares

Quality Fares

Premium

★★★★☆

Your **standard economy** tickets. These usually include carry-on bags and seat selection in the main cabin. Checked bags, additional legroom, and food/drinks may cost extra.

View Flights

SFO - LAX
Jun 5, 1 traveler

Outbound to Los Angeles

Airline

Stars

Depart

Return

Sort by ↑↓

★

★★

Delta 7:40 am - 9:12 am 1h 32m, nonstop	\$156 Basic	\$204 Main
American 7:00 am - 8:52 am 1h 52m, nonstop	\$182 Basic	
United 8:00 am - 9:42 am 1h 42m, nonstop	\$225 Basic	\$253 Economy
JetBlue 8:00 am - 9:46 am 1h 46m, nonstop	\$183 Basic	\$449 Business
American 8:15 am - 9:50 am 1h 35m, nonstop	\$192 Basic	\$442 Economy

SFO - LAX
Jun 5, 1 traveler

Outbound to Los Angeles

Airline

Stars

Depart

Return

Sort by ↑↓

★★

★★★

★★★★

Delta 7:40 am - 9:12 am 1h 32m, nonstop	\$204 Main	\$289 Comfort+
American 7:00 am - 8:52 am 1h 52m, nonstop		
United 8:00 am - 9:42 am 1h 42m, nonstop	\$253 Economy	\$400 First
JetBlue 8:00 am - 9:46 am 1h 46m, nonstop	\$449 Business	
American 8:15 am - 9:50 am 1h 35m, nonstop	\$442 Economy	\$560 First

Outbound to LAX

SFO → LAX

Jun 5 7:40am 1h 32m Jun 5 9:12am

Basic Economy
+\$0/traveler
• Carry-on permitted
• No seat selection
• Last boarding group

Main Cabin
+\$48/traveler
• Free seat selection
• Earlier boarding

Comfort+
+\$133/traveler
• Free alcoholic drinks
• Sky Priority® boarding
• Dedicated overhead bins

Select This Outbound



SO WHAT DOES THE CONSUMER FEEL ABOUT ALL THIS?

Caroline Strachan, Managing Partner, Festive Road

Diane Lundeen Smith, Global Travel Sourcing Manager, Microsoft

Prashanth Kuchibhotla, Global Airline Program Manager, McKinsey

Whey Han TAN, Regional Director, Kayak