Passenger Distribution and Sales
Welcome

Chuck Fischer
Managing Director, Carrier Services
ARC
Case Study:
Leveraging Distribution Data through Intermediary Providers

Thomas Gregorson
VP Products & Solutions, ATPCO
Case Study: Leveraging Distribution Data Through Intermediary Providers

Tom Gregorson
Vice President, Products & Solutions
Data makes the world go round
Data makes the world go round

“Some 40% of companies worldwide use Big Data analytics, citing benefits such as the ability to make better strategic decisions and improved control of operation processes.” (May 2017)

“The vast majority of retailers, including airlines and airports agree: data is a necessary business enabler to master. Thanks to data, airlines can dynamically tailor and perfect personalized digital experiences that increase customer satisfaction and yield, while simultaneously reducing integration and operational costs. But that data is only useful when it is complete, reliable and instantaneous.” (Sept. 2017)
Core Tenets

• Comprehensive coverage
  (no major data gaps causing inaccurate analysis)
• Real-time content
• Various data sources that cover the customer’s journey and usage
• Processing to normalize, align, and integrate the data appropriately
• Data cleansing and protection
  (data ownership, legal, and commercial)
Comprehensive: Fares

87% of all prices – Over 40% growth in last 5 Years

<table>
<thead>
<tr>
<th>Year</th>
<th>Public Fares</th>
<th>Private Fares</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>48</td>
<td>18</td>
</tr>
<tr>
<td>2012</td>
<td>57</td>
<td>24</td>
</tr>
<tr>
<td>2013</td>
<td>69</td>
<td>32</td>
</tr>
<tr>
<td>2015</td>
<td>98</td>
<td>14</td>
</tr>
<tr>
<td>2016</td>
<td>113</td>
<td>7</td>
</tr>
</tbody>
</table>
Timely Data

Growth triples the volume within the next 3 years

Hourly updates – 3.9M updates per day

Average (in millions) weekday subs recorded
### Various Data Sources

<table>
<thead>
<tr>
<th>Service</th>
<th>2006</th>
<th>2009</th>
<th>2015</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carrier-Imposed Fees (2005)</td>
<td>282</td>
<td>336</td>
<td>328</td>
<td>348</td>
</tr>
<tr>
<td>Ticketing Fees (2007)</td>
<td>N/A</td>
<td>24</td>
<td>92</td>
<td>121</td>
</tr>
<tr>
<td>Optional Services (2008)</td>
<td>N/A</td>
<td>14</td>
<td>137</td>
<td>201</td>
</tr>
<tr>
<td>Branded Fares (2009)</td>
<td>N/A</td>
<td>1</td>
<td>18</td>
<td>94</td>
</tr>
<tr>
<td>Baggage Allowance and Charges (2011)</td>
<td>N/A</td>
<td>N/A</td>
<td>397</td>
<td>418</td>
</tr>
</tbody>
</table>
Various Data Sources:
Industry Sales Record (ISR)

1.3 billion ticket sales (from 01JAN16 to 31DEC16)
122 customers
77 providers
Over 1.7 million EMDs a month
Various Data Sources: NDC: 45 capable airlines by 2017

- Inception phase
- Airlines, early adopters
- Mass deployment of capability

Source: IATA
Various Data Sources: NDC Exchange
Data Processing

Carrier Comparison
Origin: FAR Destination: WAS

Zoom: 1m, 3m, 6m, All
From: 28 Sep 16 To: 27 Oct 16

Chart View

Total Price Comparison

DL
UA
01 / Case Studies

- Moving from historical pricing to current and onto future pricing – for estimation on market demand, performance, or what needs to be the dynamically generated price
- Marrying published price with available price to determine what is actually on the “shelf” and what is in the “warehouse”
- Merging different data sources: sales data with fares data
ON THE SHELF

How are my available “on the shelf” prices today versus my competitors?
Am I Lower/Matching/Higher than my competitors?

IN THE WAREHOUSE

What is the spread of published prices “in the warehouse” for myself and my competitors?

How are these published prices nested per RBDs and what are their related Fare Basis?
Merging different data sources:
Sales data with fares data

As a manager in revenue management, I want to reduce costs and increase revenue by determining the optimum number of fares in markets. To accomplish this, I want to know what fares are selling or not selling at any given time.

When this analysis was run for one tariff for one airline, during the sampling period, the following information was reported:

- There were 2.8 million unique specified fares across 47,000 directional market pairs
- 72% of the directional market pairs had no sale
- Of the markets without sales, there were 51 fares per market
- Of the markets with sales, there were on average 83 fares per market and 91% of fares in these markets were unsold

Data used for this analysis:
Fares, Fare Class, Rules, and Sales data
How Do We Move Forward?

• Data Ownership
• Data sharing/comprehensive data
• Open API
• Data usability (data dictionaries, data cleansing, data normalization)
• As an industry, we need to look at what governance and mechanisms we need so we can have the **right data at the right place at the right time**
Passenger Personalization, How Do We Get There?

Bayram Annakov
CEO
App in the Air
Passenger Personalisation

Bayram Annakov, App in the Air
“personalisation is like teenage sex: everyone talks about it, nobody really knows how to do it, everyone thinks everyone else is doing it, so everyone claims they are doing it…”

—Anonymous
Traveler’s data is fragmented, duplicate and insecure.
Airline
OTA
GDS
Metasearch
Tours & Activities
Hotel
Ride sharing
TMC
Car rental
Traveler’s Data

- Itineraries
- Loyalty programs
- Travel preferences
- Documents & visas
- Payment data
Users are ready to share data if they benefit
Use Case 1

Look-to-Book

<table>
<thead>
<tr>
<th>Flight</th>
<th>Departure</th>
<th>Arrival</th>
<th>Time</th>
<th>Airline</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>JFK — LHR</td>
<td>7:10 PM</td>
<td>8:00 AM</td>
<td>3 h 50 min</td>
<td>SVO</td>
<td>$399</td>
</tr>
<tr>
<td>IBERIA</td>
<td>10:15 AM</td>
<td>10:10 PM</td>
<td>6 h 55 min</td>
<td>Direct</td>
<td>$347</td>
</tr>
<tr>
<td>IBERIA</td>
<td>5:30 PM</td>
<td>10:30 AM</td>
<td>12 h</td>
<td>DCA, IAD</td>
<td>$351</td>
</tr>
<tr>
<td>IBERIA</td>
<td>8:59 PM</td>
<td>7:25 PM</td>
<td>17 h 26 min</td>
<td>BOS</td>
<td>$351</td>
</tr>
<tr>
<td>IBERIA</td>
<td>5:45 PM</td>
<td>11:30 AM</td>
<td>12 h 50 min</td>
<td>IACH</td>
<td>$361</td>
</tr>
<tr>
<td>IBERIA</td>
<td>5:35 PM</td>
<td>6:20 AM</td>
<td>27 h 45 min</td>
<td>DCA, IAD</td>
<td>$362</td>
</tr>
<tr>
<td>IBERIA</td>
<td>5:00 PM</td>
<td>12:15 PM</td>
<td>14 h 15 min</td>
<td>MAD</td>
<td>$362</td>
</tr>
</tbody>
</table>
Use Case 2
One-click Checkout

Checkout with PayPal

Login with Facebook

eCommerce

Buy with Apple Pay

mCommerce

Social

Travel
Unique passenger != Passenger
Use Case 3
Retention Analysis

<table>
<thead>
<tr>
<th>Quarter First Used</th>
<th>+1</th>
<th>+2</th>
<th>+3</th>
<th>+4</th>
<th>+5</th>
<th>+6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1, '16</td>
<td>23 %</td>
<td>21 %</td>
<td>25 %</td>
<td>12 %</td>
<td>7 %</td>
<td>5 %</td>
</tr>
<tr>
<td>Q2, '16</td>
<td>22 %</td>
<td>27 %</td>
<td>14 %</td>
<td>11 %</td>
<td>9 %</td>
<td></td>
</tr>
<tr>
<td>Q3, '17</td>
<td>27 %</td>
<td>22 %</td>
<td>12 %</td>
<td>7 %</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q4, '17</td>
<td>7 %</td>
<td>5 %</td>
<td>3 %</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Impact on

- **Customer acquisition** - use look-a-like to attract returning customers
- **Competitive intelligence** - MIDT data is useful, but lacks direct bookings info, so it could be enriched by data from the registry
Single registry of traveler’s data with authorised access

- Airline
- OTA
- GDS
- Metasearch
- Tours & Activities
- Hotel
- Ride sharing
- TMC
- Car rental
The Role of Intermediary Providers in Improving Customer Visibility
Slido.com # ADSPAX

Moderator

- Gary Doernhoefer, Former IATA and Orbitz General Counsel

Panelists

- Gianni Cataldo, Director of R&D, Business Development, ATPCO
- Bayram Annakov, CEO, App in the Air
- Emmanuel de Lassagne, Head, Commercial Solutions, Accelya
- Jeremy Jameson, CCO, 3Victors
The “Who is Who” in the Passenger Journey

Frederic Leger
Director, Airport, Passenger, Cargo and Security, Products
IATA
Why do passenger document check?

Airlines must ensure that **each passenger** has sufficient travel documents for their destination and transit points...
How **Document Check** works?
Timatic – An Immigration Regulations database

Passport  Visa  Health  Customs  Currency  Airport Tax

All nationalities
All destinations
All transit points
All airports

50+ Years

www.iatatravelcenter.com
Itinerary Details
- Departure Point
- Departure Date
- Destination Point
- Destination Arrival Date
  - Duration of Stay
- Destination Return/Onward Ticket
- Transit Point(s)
- Transit Date & Time
- Operating Carrier

Document Details
- Nationality
  - Residence Country
  - Birth Country
- Document Expiry Date
- Date of Birth
- Document Type
  - Document Group
- Document Issue Country
- Gender
- Passport Series
- Document Feature
  - Stay Type
## Itinerary Details

- Departure Point
- Departure Date
- Destination Point
- Destination Arrival Date
- Duration of Stay
- Destination Return/Onward Ticket
- Transit Point(s)
- Transit Date & Time
- Transit Return/Onward Ticket
- Operating Carrier
- Nationality
  - Residence Country
  - Birth Country
- Document Expiry Date
- Date of Birth
- Document Type
- Document Group
- Document Issue Country
- Gender
- Passport Series
- Document Feature
- Stay Type

### VISA REQUIRED

- Document Type
- Document Group
- Document Issue Country
- Gender
- Passport Series
- Document Feature
- Stay Type

### OK

### NOT OK
Mining Timatic Data
with Timatic Analytics

- Optimize Self-Service Solutions
- Improve Operational Processes
- Identify Solution Enhancements
- Boost Targeted Marketing
How does Timatic Analytics work?

Manual Operation: The aim is to reduce the No and Conditional responses.
Destination Country Ratios

- USA: 20%
- United Kingdom: 15%
- Hong Kong: 10%
- Singapore: 5%
- China People's Rep.: 5%
- Canada: 5%
- Germany: 5%
- Thailand: 5%
- Japan: 5%
- Australia: 5%

Nationality: French

Airport: CDG

Business: 26%
Leisure: 74%

Average Transit Times
- 4 h
- 3 h
- 2 h
- 6 h
- 8 h
- > 8 h

Passenger Volume

Aviation Data Symposium 2017
What is **Timatic – Big Data?**

**Aggregated & Processed

Market Insights**
<table>
<thead>
<tr>
<th></th>
<th>Nationality</th>
<th>Gender</th>
<th>Age</th>
<th>Transit Info</th>
<th>Stay Duration</th>
<th>Residence</th>
<th>Volumes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism Offices</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>❌</td>
<td>✔</td>
<td>❓</td>
<td>✔</td>
</tr>
<tr>
<td>Travel Agencies</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>❌</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Airports</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>❓</td>
<td>✔</td>
</tr>
<tr>
<td>Retailers</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>❌</td>
<td>✔</td>
</tr>
<tr>
<td>Airlines</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Policy Makers</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>❌</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

Who can benefit from **Timatic - Big Data?**
How can Tourism Offices utilize Timatic Big Data?

Get to know your visitors!

Destination
United Kingdom

Nationality Ratio

<table>
<thead>
<tr>
<th>Country</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>24.57%</td>
</tr>
<tr>
<td>China</td>
<td>10.12%</td>
</tr>
<tr>
<td>Italy</td>
<td>10.49%</td>
</tr>
<tr>
<td>Germany</td>
<td>9.87%</td>
</tr>
<tr>
<td>France</td>
<td>9.12%</td>
</tr>
<tr>
<td>India</td>
<td>9.01%</td>
</tr>
<tr>
<td>Canada</td>
<td>8.45%</td>
</tr>
<tr>
<td>Australia</td>
<td>7.49%</td>
</tr>
</tbody>
</table>

Residence Country Ratios

<table>
<thead>
<tr>
<th>Country</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>20.12%</td>
</tr>
<tr>
<td>Italy</td>
<td>11.14%</td>
</tr>
<tr>
<td>Germany</td>
<td>10.45%</td>
</tr>
<tr>
<td>France</td>
<td>9.76%</td>
</tr>
<tr>
<td>India</td>
<td>6.55%</td>
</tr>
<tr>
<td>Canada</td>
<td>5.43%</td>
</tr>
<tr>
<td>Australia</td>
<td>4.24%</td>
</tr>
<tr>
<td>China</td>
<td>3.12%</td>
</tr>
</tbody>
</table>

Age Group Ratio

<table>
<thead>
<tr>
<th>Age Group</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;60</td>
<td>19.61%</td>
</tr>
<tr>
<td>40-60</td>
<td>34.41%</td>
</tr>
<tr>
<td>30-40</td>
<td>20.85%</td>
</tr>
<tr>
<td>20-30</td>
<td>12.92%</td>
</tr>
<tr>
<td>18-20</td>
<td>6.14%</td>
</tr>
<tr>
<td>0-10</td>
<td>5.86%</td>
</tr>
<tr>
<td>0-0</td>
<td>5.64%</td>
</tr>
</tbody>
</table>

Business 26%

Leisure 74%
How can Travel Agencies utilize Timatic Big Data?
Get real insights into passenger demands!

Country of Residence

- Turkey
- Germany: 18%
- France: 4%
- Italy: 6%
- Russia: 5%

Age Distribution

- 18-30: 42%
- 2-16: 58%
- 16-24: 18-30
- 30-50: 18-30
- >50: 18-30
How can **Airports** utilize Timatic Big Data?

**Improve your catchment area!**

- **Female Passengers**: 44%
- **Male Passengers**: 56%

**Average Transit Times**

- **Passenger Volume**
  - 4h: 60.58%
  - 3h: 12.87%
  - 2h: 10.22%
  - 6h: 7.24%
  - 8h: 4.55%
  - >8h: 3.22%

**Nationality Ratio**

- Germany: 82.44%
- Belgium: 5.23%
- Austria: 4.87%
- Switzerland: 4.76%
- France: 2.31%
- Canada: 1.87%
- China: 1.18%

**Residence Country Ratio**

- Germany: 56%
- Belgium: 5.23%
- Austria: 4.87%
- Switzerland: 4.76%
- France: 2.31%
- Canada: 1.87%
- Netherlands: 1.18%

**Passenger Volume**

- Inbound: 14.1M
- Transit: 16M
- Outbound: 13.8M

**Aviation Data Symposium 2017**
How can **Retailers** utilize Timatic Big Data?

Utilize **demographics** to better target your customers!

**JFK**

**Tuesday 14 Nov.**

<table>
<thead>
<tr>
<th>Time</th>
<th>Passengers</th>
</tr>
</thead>
<tbody>
<tr>
<td>00:00 AM</td>
<td>3K</td>
</tr>
<tr>
<td>06:00 AM</td>
<td>8K</td>
</tr>
<tr>
<td>12:00 PM</td>
<td>5K</td>
</tr>
<tr>
<td>06:00 PM</td>
<td>2K</td>
</tr>
<tr>
<td>00:00 AM</td>
<td>5K</td>
</tr>
</tbody>
</table>

**Nationality Ratio**

- USA: 21.99%
- China: 17.85%
- United Kingdom: 11.80%
- Canada: 11.70%
- Japan: 11.10%
- Singapore: 8.97%
- India: 5.65%
- Australia: 5.09%
- Hong Kong: 4.80%
- Germany: 4.44%

**Age Group Ratio**

- 0-18: 12.92%
- 18-24: 6.14%
- 24-30: 20.85%
- 30-40: 20.85%
- 40-60: 34.61%
- >60: 19.61%

**Forum**

Aviation Data Symposium 2017
How can **Policy Makers** utilize Timatic Big Data? Get insights into **value of passports & passenger volumes!**

- **French Citizens**

  - Denied passenger volumes that require a visa to France
    - **India**
    - **Turkey**
    - **Thailand**
    - **China**

  - Visa Required
  - Visa on Arrival & E-Visa
  - Visa Free
The QNI from Henley & Partners ranks the “quality” of nationalities worldwide using internal factors (e.g. scale of the economy, stability) and external factors (e.g. visa-free) combined with Timatic data. It determines which passports grant the holder maximum access to countries.
Thank You!

Aviation Data Symposium 2017
Networking Coffee Break
Thank you to our Sponsor

mcmillan
Assembling the Personalization Puzzle: Unveiling the Value of Data Aggregation

Tim Lum
Head of Data and Insight
Virgin Atlantic Airways Ltd
Assembling the Personalization Puzzle: Unveiling the Value of Data Aggregation

Tim Lum
Head of Data and Insight
Virgin Atlantic

www.linkedin.com/timothylum
timothy.lum@fly.virgin.com
Hello, my name is Tim

Head of Data and Insight
Virgin Atlantic

Current Obsessions:
Airbus A350-900
Singapore Changi
LGW - HAV

Airplane Enthusiast
Business Economist
Statistical Sociologist
Marketing Technologist
Data Nerd
Travel Geek
Marketing Innovator
Commercial Leader

55 countries
47 states
So who is your customer, and what do they want?
Beth and Ian Wilkinson

- Traveling from Manchester to San Francisco
- They are going for two weeks
- Beth is British, Ian is Irish
- Beth is in Seat 34K, Ian is in 44J
- One PNR E4JPYD
- Both are 28 year olds
- And have purchased their ticket from Expedia
Beth and Ian Wilkinson

How many incorrect assumptions have you made from the PNR data?
Beth and Ian Wilkinson

- Beth is actually lives in Amsterdam
- They aren’t a couple nor related but have the same family name
- They are on a work trip to SFO for the same company
- Beth telecommutes from Amsterdam for their company in Manchester
- She is also a frequent flyer member of another airline
- And… Is Ian’s boss.
Our presumed customer journey

- Customer does research on other airlines
- Customer purchases travel here
- Customer is waiting for our notification of trip
- Customer is just waiting on the trip
- Check-in / Airport Experience

Customer does research on another destinations
The real customer journey

Customer price compares for weeks

How much does it cost to bring my bike?
Bike or extra legroom seat?
Extra legroom seat or upgrade to Y+?
...

Maybe I could still purchase an upgrade?
1st Party Data
1st Party Data

Do you think Customer, not Department?

Customer ID

- PNRs
- Email address
- IROPs
- VOC
- Call Centre
- Crew Apps
1st Party Data

What do you use today to aggregate your customer information?
1\textsuperscript{st} Party Data

150% increase in customer identification using email address
Augmented 1st Party Data
Augmented 1st Party Data

30% of all conversions had a multiple device path
Augmented 1st Party Data
Augmented 1st Party Data

50% of customer information after stitching multiple cookies
2nd Party Data
2nd Party Data
2nd Party Data  Audience Insights

![Image of Facebook Audience Insights dashboard]

- **Top Categories**
  1. Athlete - Kara Goucher, Fitness Model/Writer Jamie Eason
  2. Recreation/Sports - Running on the Wall, RunHaven, I-d to run
  4. Sports Event - The Boston Marathon, RAGNAR Relay Series, Spartan Race, IRONMAN
  5. Sports/Recreational Activities - Eat To Perform, Hot Chocolate 15K & 5K
  6. Health/Wellness - Favorite Run, The Betty Rocker, BodyRockTv
  7. Health/Beauty - Fitness World
  8. Sports League - The CrossFit Games
  10. Company - Rock 'n' Roll Marathon Series, Active.com, Rogue Fitness, Nike+ Run Club

---

*virgin atlantic*
2nd Party Data

Login with Facebook

User Data

Read Permissions - User Attributes
- email
- public_profile
- read_custom_friendlists
- user_about_me
- user_birthday
- user_education_history
- user_friends
- user_hometown
- user_location
- user_relationship_details
- user_relationships
- user_religion_politics
- user_work_history

Read Permissions - User Activity
- user_actions.books
- user_actions.fitness
- user_actions.music
- user_actions.news
- user_actions.video
- user_games_activity
- user_likes
- user_photos
- user_posts
- user_tagged_places
- user_videos
- user_website

Read Permissions - User Events and Groups
- user_events
- user_managed_groups
2nd Party Data

Customer Data Enhancement

• Share of Wallet
• Category Spend Propensity Score
• Share of Visits
• Discretionary Spend Index
• Advanced Buyer Segment
In Summary:

• Don’t look past the power of your own data, stitch it together!

• Think Customer, not Department – each area holds it’s own secrets to unlocking customer value

• Augment your data – Cookie / Multi-device stitching

• Facebook and your credit card company are your friends
LIFE: DOESN'T COME TO YOU SO GO TO IT
The Future of Passenger Data: A Journey or a Destination?

Dominique Perron
Partner
PwC
The Future of Passenger Data: a journey or a destination?
IATA, Aviation data symposium, Miami
The use of big data and advanced predictive analytics seem futuristic but it is already a reality.

1. Are we only scratching the surface of what’s possible?
2. What business challenges can big data and predictive analysis solve?
3. How will it drive better and faster performance management models?
4. What should we do today to reap the benefits tomorrow?
Challenges in adopting predictive analysis and AI techniques

- Too Many starting points
- Machine Learning Magic
- Data Everywhere But Not Really Usable
- Too Many Tools, Techniques, Vendors
- Bias-Prone
- Difficult to Explain
- With No Sense of Morality
- With Societal Disregard

“What is tomorrow’s passengers travel journey and how can I as an airline create value along the entire chain?”
Sample solutions big data and AI can help with ...

- Text Analytics
- Recommendation System
- Cognitive Robotics
- Image Analytics
- Video Analytics
- Chatbot
- Virtual Agents
- Speech Analytics
- Data Visualisation

Getting an understanding of what are existing and future big data and AI enabled applications will help provide a holistic perspective of where and how airlines can create or enhance value.
Three global trends are reshaping travel distribution business models and threaten to weaken the connection between airlines and their customers.

- Shifting passenger behavior on both retail and business sides
- Changing dynamics within direct and indirect sales channels
- The rise of digital technologies

Airlines should develop a holistic travel distribution strategy underpinned by the smart application of technology.
Shifting passenger behavior (focus on retail travel) – four areas to further explore

- The increasing use of online channels for search and booking
- The use of multiple devices during the research and booking process
- The growing popularity of social media to share first-hand experiences
- The increasing relevance of loyalty programs

Airlines should increase their understanding of how passenger behavior is changing in the retail and corporate sectors.
An opportunity to strengthen the relationship with the passenger

Transform the travel distribution business model

Pursue deeper partnerships with channel, content, and technology players

Enhance internal capabilities to engage effectively with customers new distribution trends opportunities

Airlines have an opportunity to strengthen the relationship by offering solutions that personalize travel research and booking across multiple touch points in the direct online channel.
Some application examples in terms of enhancing performance management models

Leveraging social media

Dynamic pricing

New travel distribution business model

How will it drive better and faster performance management models?
The future of direct online is more than selling an airline’s own content.

It is about airline’s leveraging big data and AI to offer all the content travelers need for their entire journey.

But what about TRUST?
Thank you

Dominique Perron
Swiss T&L Leader
Partner
PwC Switzerland
+41 58 792 9448
dominique.perron@ch.pwc.com
PricewaterhouseCoopers SA

http://ch.linkedin.com/in/dperron
The Future of Data: Building the Right Path to Get There

Moderator
- Marc Rosenberg, President, STRATACONNEX & Former VP Sales & Product Distribution, Air Canada

Panelists
- Abhijit Patil, Senior Director, Customer Analytics & Loyalty Data Management, Air Canada
- Carolina Campuzano Sierra, Head of CEM and CRM, Aerolineas Argentinas
- Paul Chen, Founder, Visibility .X Consulting
- Dominique Perron, Partner, PwC
Passenger Distribution and Sales