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# What's Hot for 2018: Capitalizing on Current and Upcoming Travel Trends

# Top Travel Trends for 2018

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Prioritizing the traveler experience



Managing direct sales by airlines/hotels



Integration of sharing economy products



Capturing bookings outside of the TMC platform



Industry consolidation and corporate consolidations/mergers



Multi-generational mix of employees and travel program impact



Hotel negotiations in a challenging environment



Duty of care concerns



Continuing globalization trend



Virtual card issues and potential solutions



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# Prioritizing the Traveler Experience

# Prioritizing the Traveler Experience

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- New entrants:
  - Freebird (Air), SpotHero (parking), etc.
  - Established players continue to innovate with mobile apps, wearables, etc.
- Future: mobile-first, instant solutions to pain points experienced on the road
- Social Integration
- Next level: Parking, Dining



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# Prioritizing the Traveler Experience

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PRE TRAVEL	IN TRANSIT	POST TRAVEL
<b>Buyer wants</b> Access to content and fares to be presented in a seamless, integrated fashion and compliant with policy	<b>Buyer wants</b> Health, safety, well-being and security of the traveler, and the reputation of the company, to be assured	<b>Buyer wants</b> Analytics that enable travel patterns and behaviors to be explored, and business opportunities and risks identified
<b>Traveler wants</b> A simple, efficient booking process that presents the information needed to make an informed decision	<b>Traveler wants</b> A hassle free travel experience, in a safe and secure environment.	<b>Traveler does not want</b> A complex or time consuming administration processes or have to think about anything that distracts them from the business trip

- \* Quality/shopping booking tool
- \* Traveler apps

- \* Quality support during travel disruption
- \* Convenience of travel solutions
- \* Reliable internet/data connection
- \* Traveler apps

- \* Easy expense reporting
- \* Traveler apps

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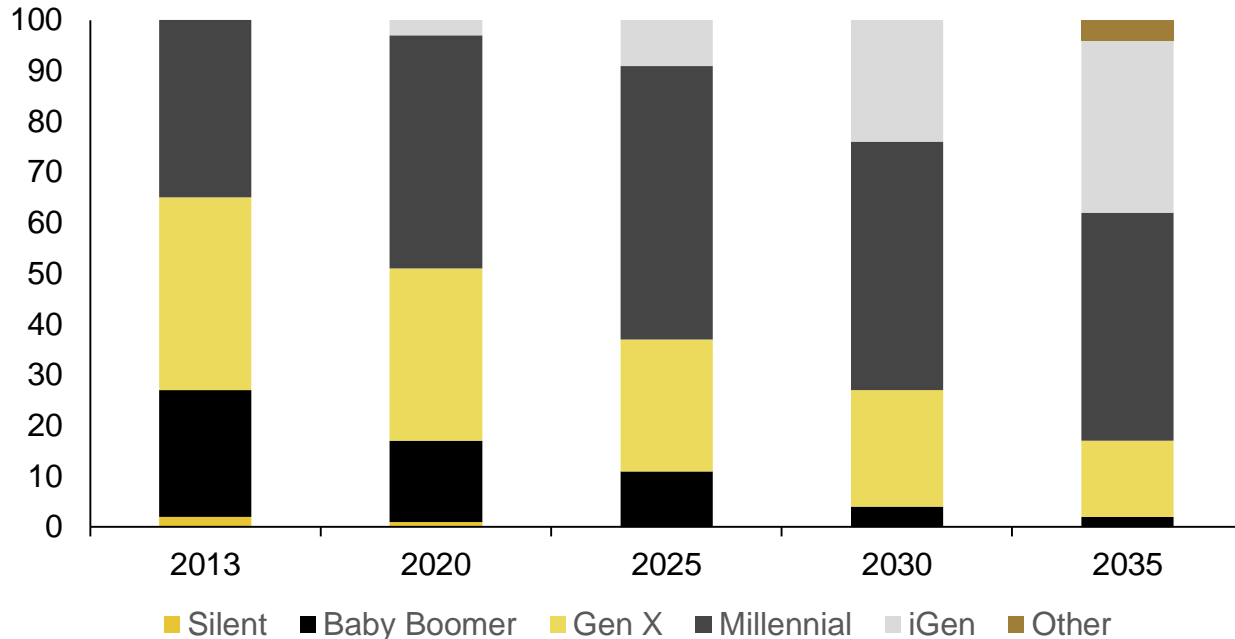
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# Multi-Generational Mix of Employees and Travel Program Impact

# Multi-Generational Workforce

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## Business Flight Spend by Generation

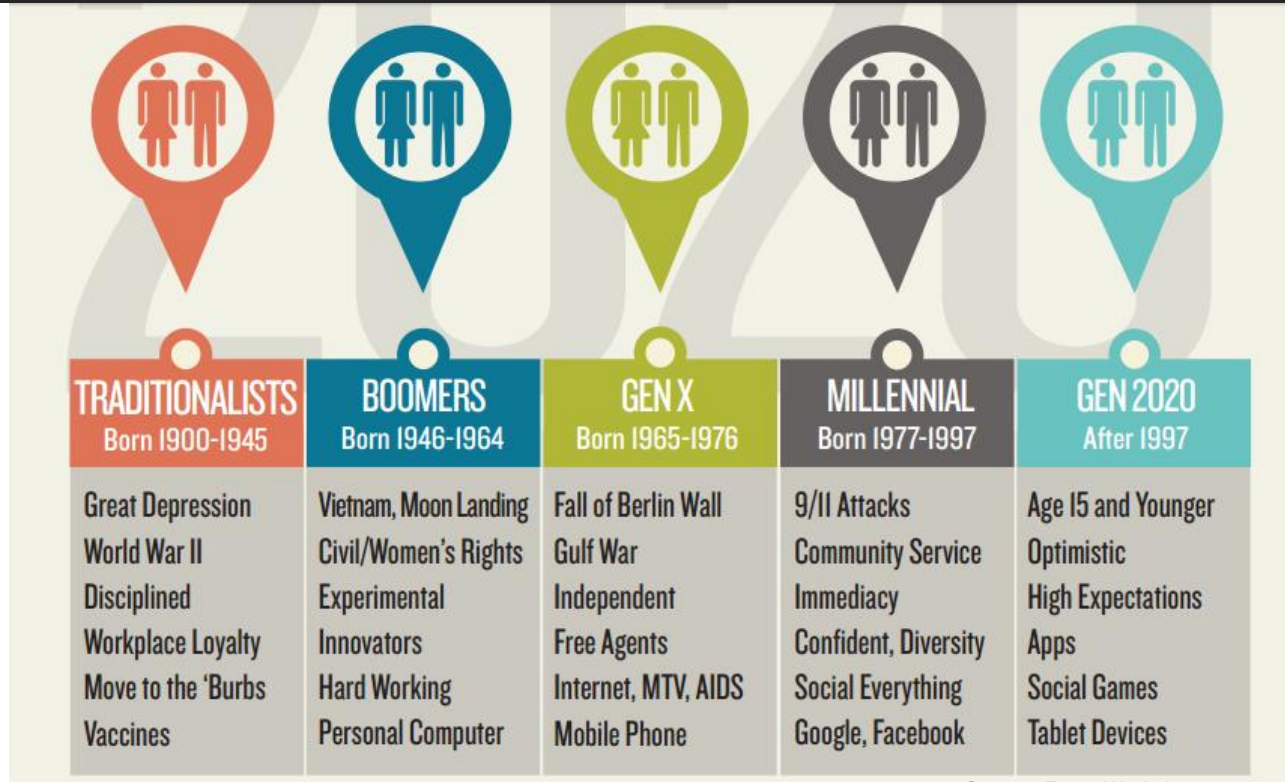


Source: BCG Research

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# The Generations in the Workplace

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Source: FutureWorkplace.com

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# Managing Generational Differences

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- Educate on the “Why”
- Utilize Technology
- Value vs. Cost
- Address Bleisure
- Embrace Diversity



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# Internal Program Marketing

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- Highly competitive marketplace for attention from travelers, potential customers, etc.
- Are you getting the right message to the right people?
- Strategic positioning and messaging increasingly important, both externally and internally



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# Hotel Negotiations in a Challenging Environment

# Industry Trends

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- Consolidation
- Dynamic Pricing
- Amenities
- Increased Fees
- Customer Experience
- Industry Disruptors
- 48-Hour Cancellation Policies & Better Inventory Management



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# Key Metrics

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- Bid to Accept Ratio
- Churn Rate
- Measure Brand/Chain Loyalty
- Benchmark Information



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# Capturing Bookings Outside the TMC Platform

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- Duty of Care – Traveler Tracking Issues
- Use of Technology
- Steps for Travel Managers to Take Now
  - Assess
  - Evaluate
  - Communicate



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# Easier Data Consolidation

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- Domo, Traxo, TripLink and others will make data more transparent and complete
- Allow both buyers and suppliers to:
  - Optimize negotiations
  - Drive program improvement
  - Increase cost savings



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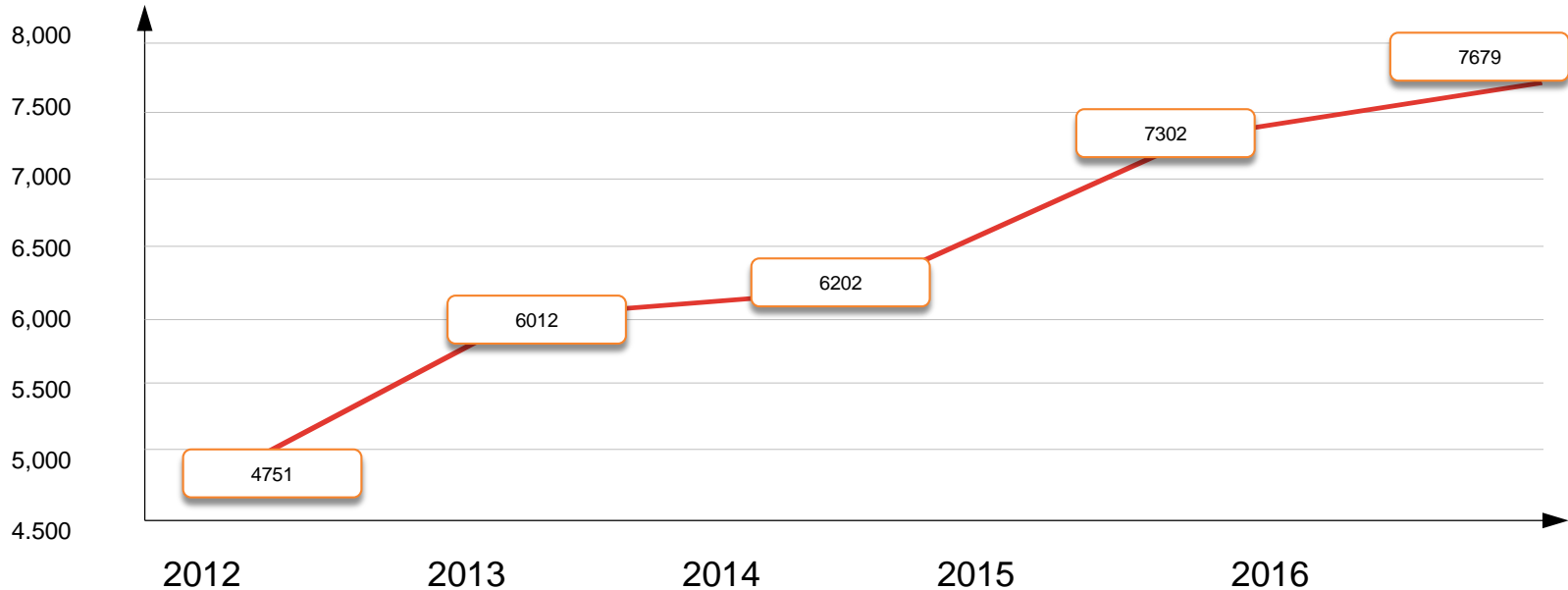
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# Duty of Care Concerns

# Ever Increasing Focus on TRM

Alerts Published 2012-2016

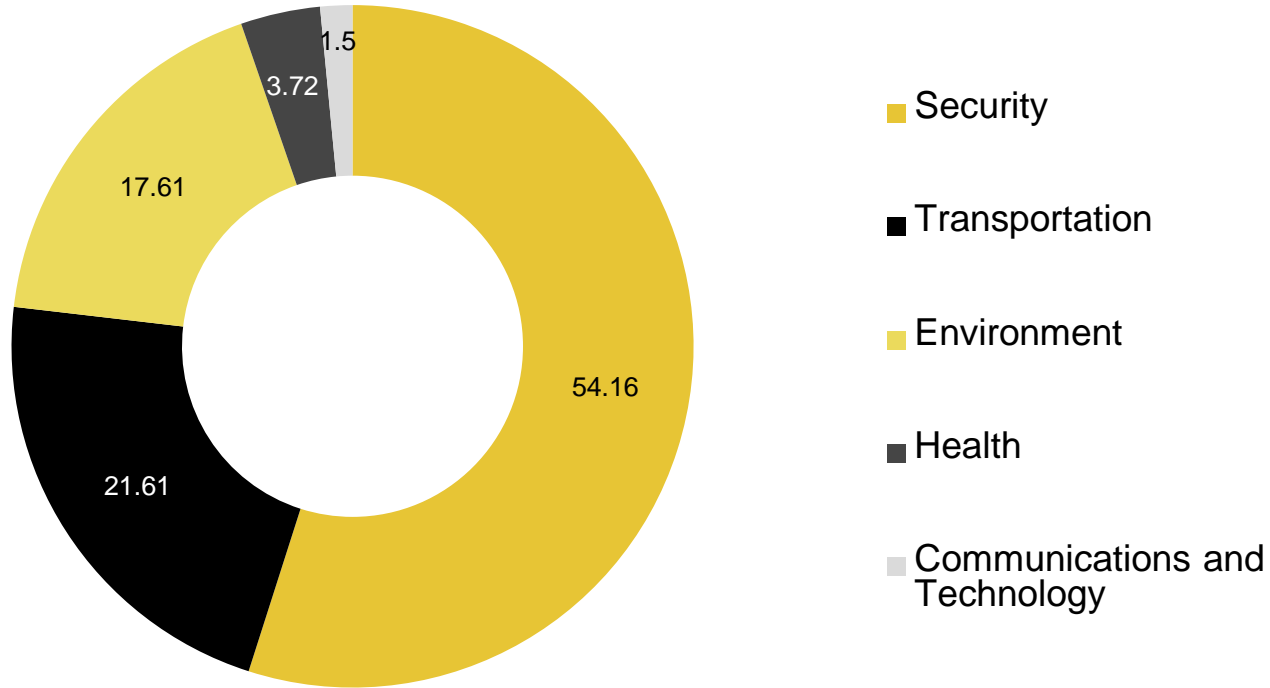


Sources:

- The Digital Business Traveler, Sabre & GBTA Foundation Report, June 2016
- iJET Risk Intelligence Alert Data

# 98% of Alerts in Past Five Years

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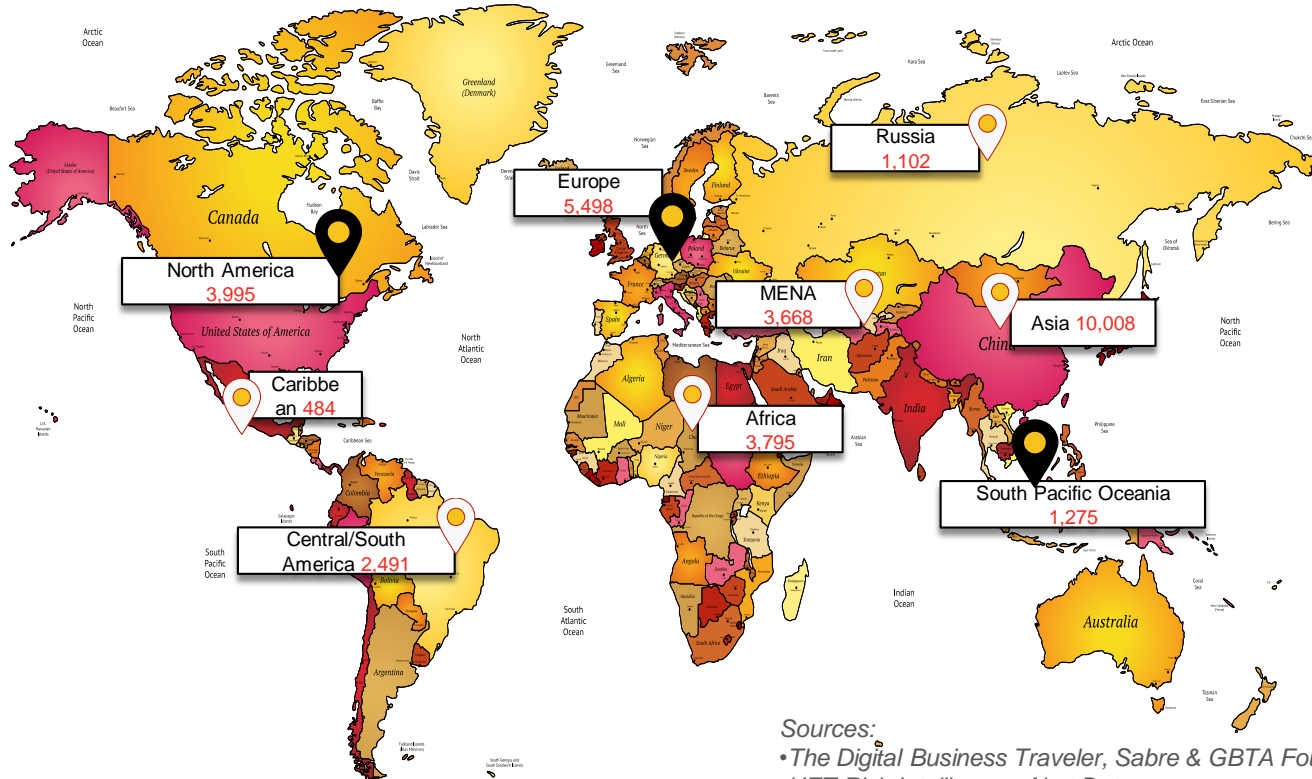


Sources:

- The Digital Business Traveler, Sabre & GBTA Foundation Report, June 2016
- iJET Risk Intelligence Alert Data

# Debunking “Not in my Backyard”

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Sources:

- The Digital Business Traveler, Sabre & GBTA Foundation Report, June 2016
- iJET Risk Intelligence Alert Data

# Duty of Care: Are You Doing Enough?

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Document a plan



Educate your people  
on that plan



Practice emergency,  
medical & cyber  
protocols



Revisit plan to  
incorporate lessons  
learned

**Duty of Care (DOC)** is the *overarching plan* that a company has in place to meet their legal obligation around the safety and security of people, assets, and operations.

- 1) PLAN AHEAD
- 2) EDUCATE
- 3) PRACTICE
- 4) REVISIT PLAN



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# Managing Direct Sales by Airlines/Hotels

# Managing Direct Sales by Airlines/Hotels

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- Address in Travel Policy – What does your organization allow?
- Make sure any bookings are tied to your corporate code so you get credit
- Be aware of the limitations
- Educate and Communicate



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# Distribution Incentive Changes

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- The carrot or the stick?
  - Some have added a surcharge
  - Others have added a bonus for using NDC
- Need to evaluate key historical program concerns (competitive shopping, policy enforcement, channel compliance, duty of care, among others)



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# Integration of Sharing Economy Products

# Integration of Sharing Economy Products

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- Policy Considerations
- Legal Department Approval
- HR Department Approval
- Traveler Communication
- Authorized Payment Methods
- Risk Management – Tracking



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# Industry Consolidation and Corporate Consolidations/Mergers

# Industry Consolidation and Mergers

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- Continue with airlines and hotels and TMCs
- Effect of reducing competition
- Need to re-evaluate your data to redefine the sourcing opportunities
- May need to source category based on the impact on your spend

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# More Sophisticated Inventory Management

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- Airlines testing programs to offer complimentary rebookings a few days in advance of trips
- Benefits could include:
  - Better experience for the leisure traveler
  - Better experience for the last-minute business traveler
  - Boosting the airlines' bottom lines



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# Continuing Globalization Trend

# Continuing Globalization Trend

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- Consolidation Continuing to Increase
- Benefits of Consolidation
- Defining Company Goals



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# Virtual Card Issues and Potential Solutions



# Digital Payment

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- Virtual
- Mobile
- Transparent



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# Disruptors or Enablers?

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# The Rise of Blockchain

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- Not limited to the payment space, but will touch many other areas within travel
- Moving from a traditional hub-and-spoke to an interconnected web model
- Potentially cutting out traditional suppliers from the hub position – “rent seeking” payment companies, GDS, for example



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# Questions and Discussion



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