

En:VISION

TECHNOLOGY AND THE FUTURE OF TRAVEL

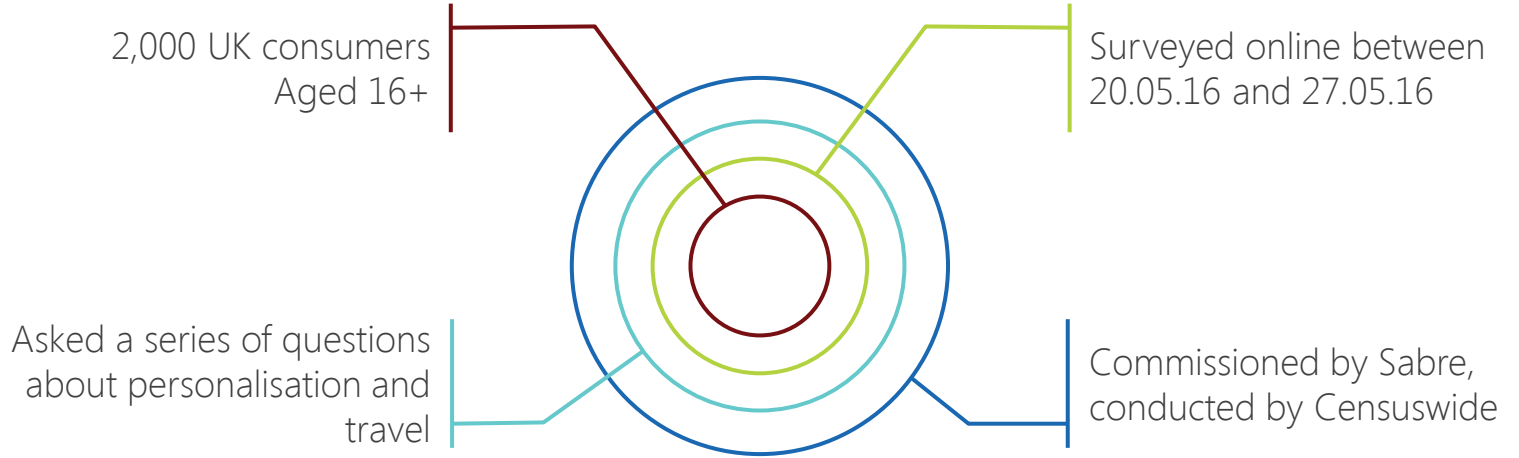
LONDON
TECHNOLOGY
WEEK™

PERSONALISATION AND THE UK TRAVELLER

- LEARN
- MEET
- ENGAGE
- INSPIRE

Sabre

Methodology



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- ENGAGE
- INSPIRE

Personalisation... What does it actually mean to people?

This is what UK consumers say brands do to give them a more personalised service:

52%



Companies address me by name in communications

49%



Companies only send me offers and services that are relevant to my interests / situation

42%



Companies know my past history with them and reflect this in their correspondence with me

27%



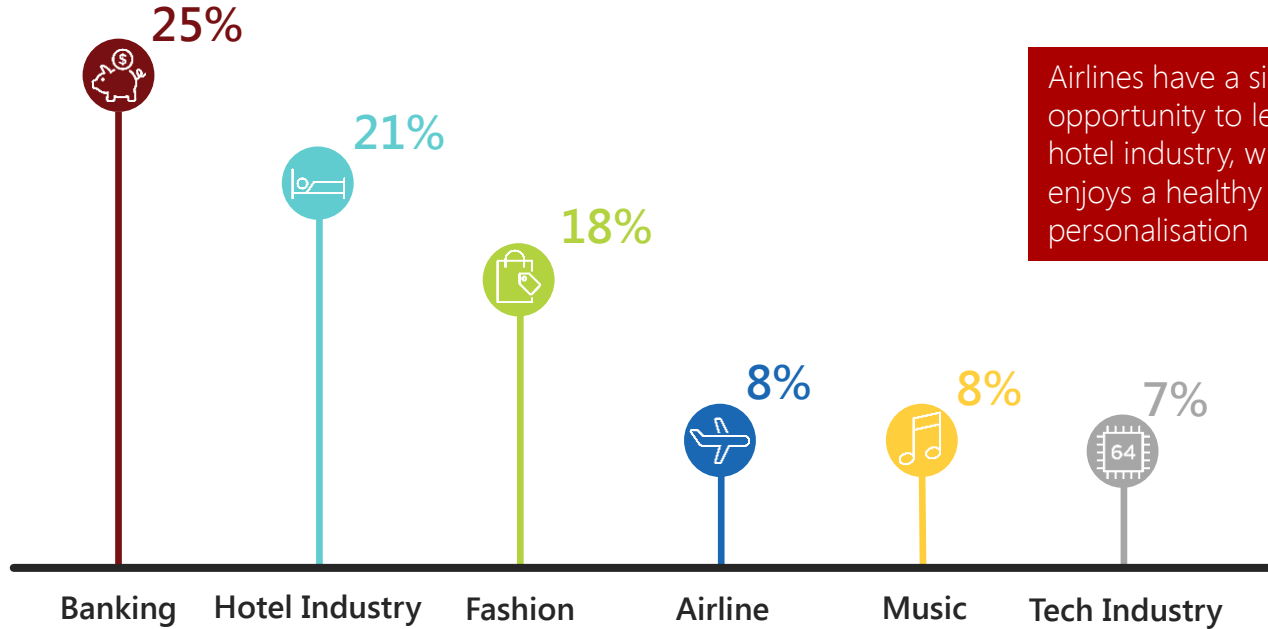
Companies only send me offers and services that are relevant to my location

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69% think it's important to receive travel options catered to their personal travel history and preferences*

Some industries are more associated with personalisation than others

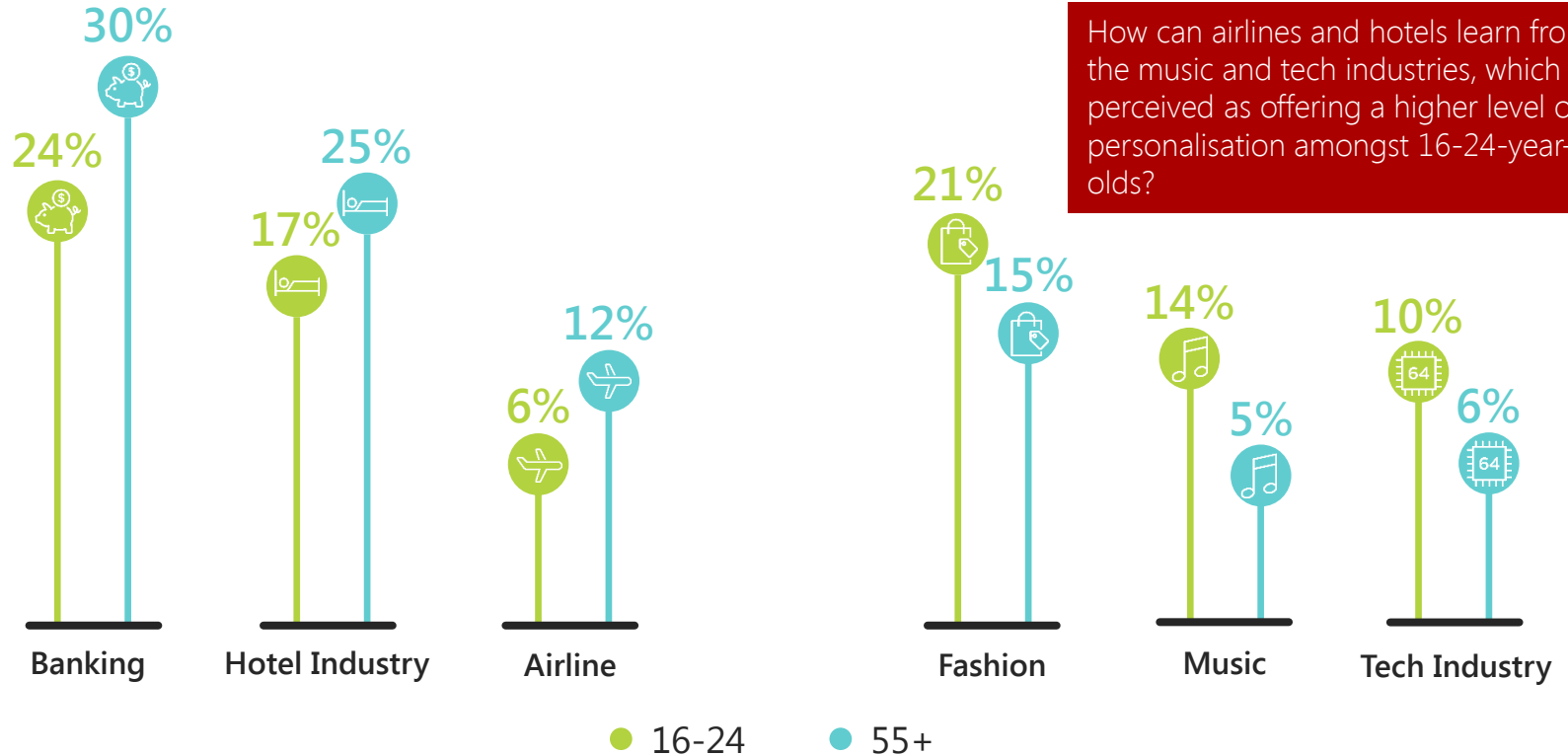
We asked "Which industries do you associate most with receiving personalised service?"



Airlines have a significant opportunity to learn from the hotel industry, which already enjoys a healthy association with personalisation

There are big differences in perceptions between age groups

Over 55s associate hotels and airlines with personalised service more than other age groups. For 16-24-year-olds, it's fashion, music and tech that evoke association with personalisation the most.



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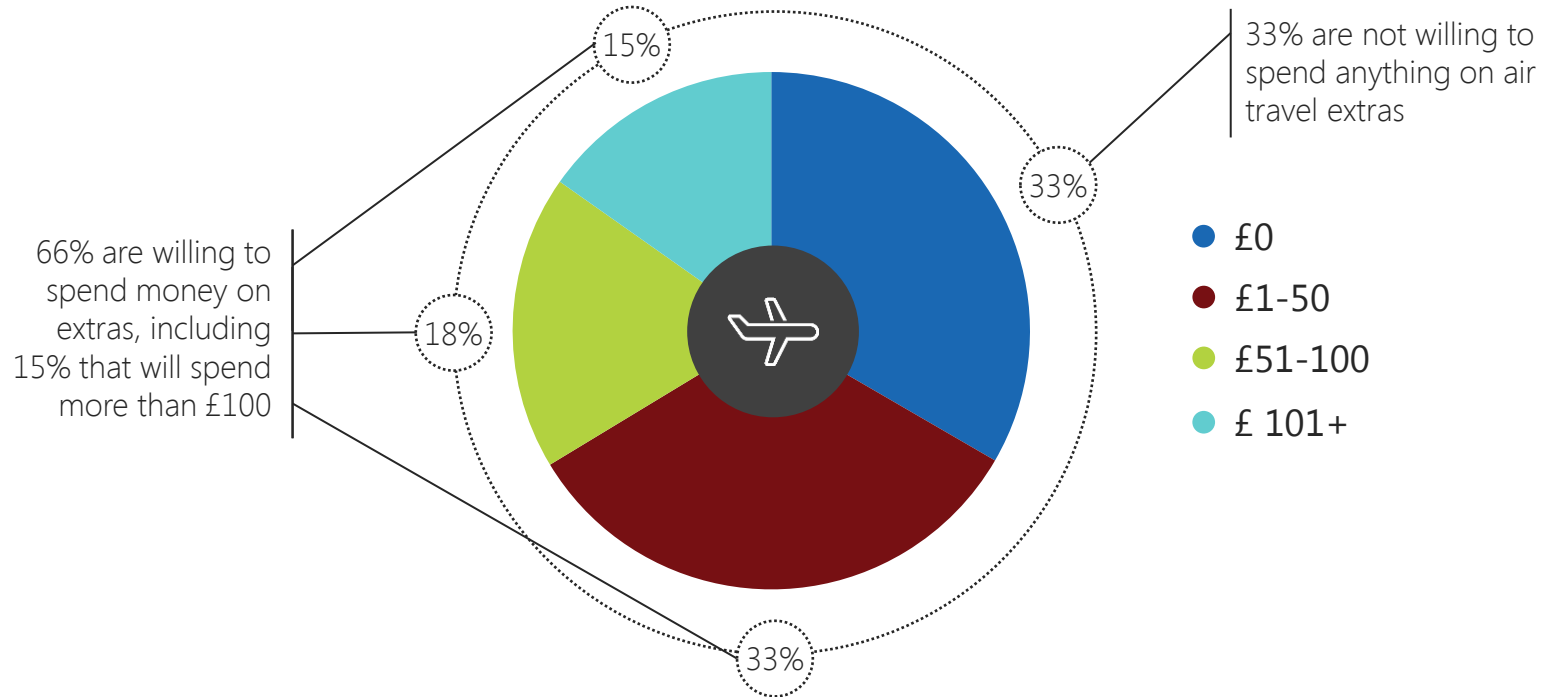
THE TRAVEL RETAIL OPPORTUNITY

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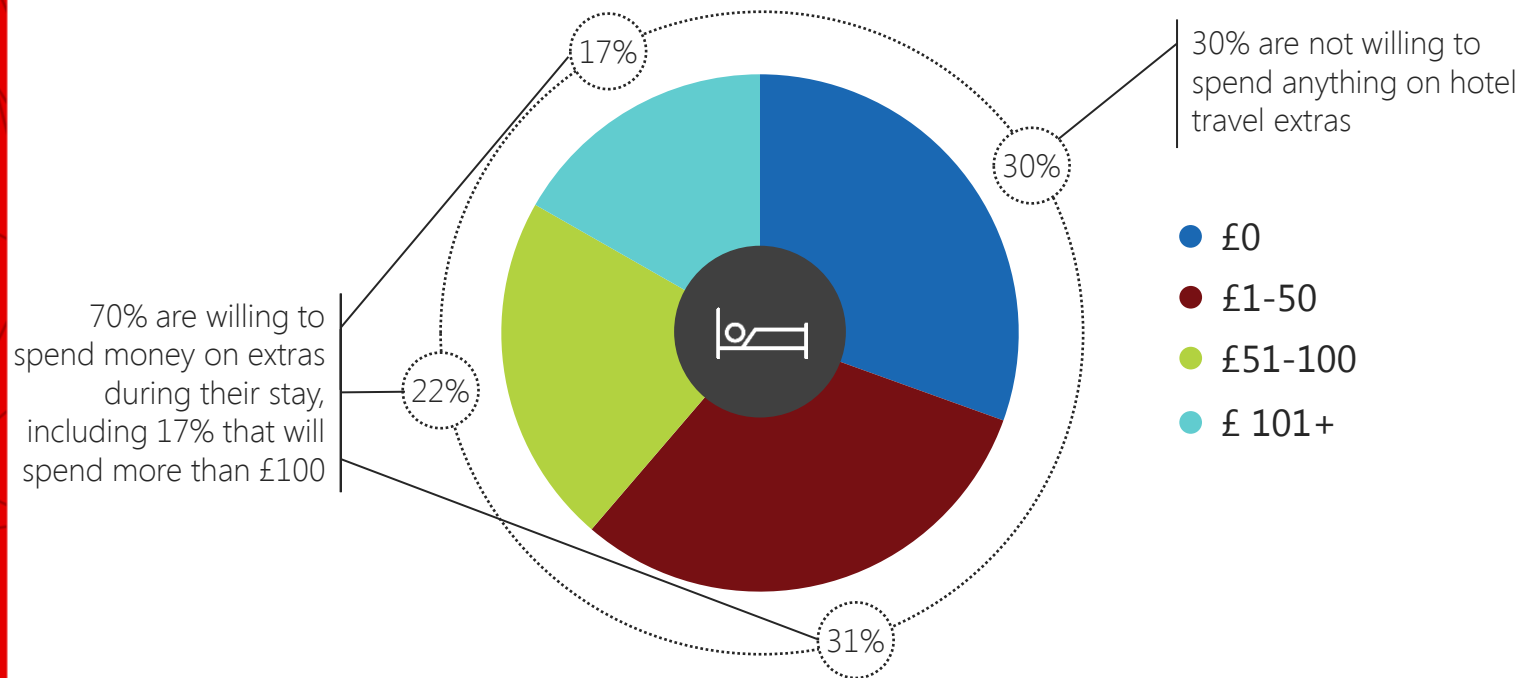
Today's passenger spends an average of £10* on air travel extras

When asked how much money they would be prepared to spend during travel to improve their experience, British consumers stated an average of **£61**



Today, ancillaries account for just 0.5% of overall hotel revenue across European hospitality companies*

When asked how much money they would be prepared to spend during their stay to improve their experience, British consumers stated an average of **£56** each



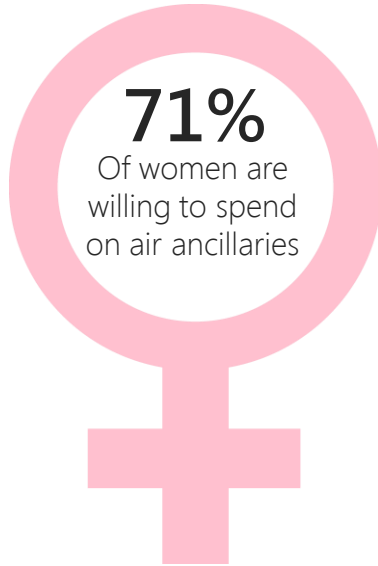
There are significant differences between age groups when it comes to willingness to spend money on extras during travel

Under 35s are willing to spend significantly more in order to receive a personalised service from their airlines and hotels than over 55s

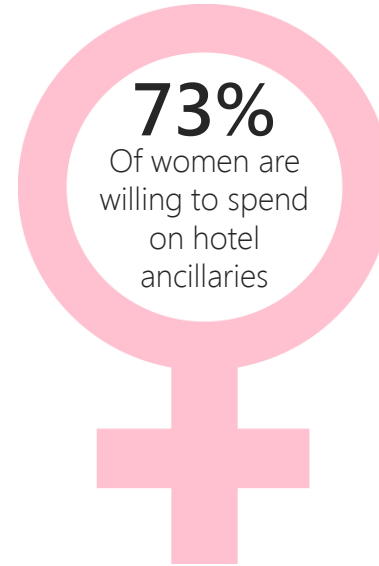
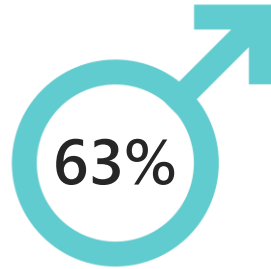


Gender is also a factor when it comes to spending on travel extras

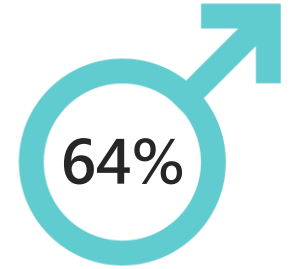
Women are more willing to spend money on extras that improve their travel experience



Airlines



Hotels



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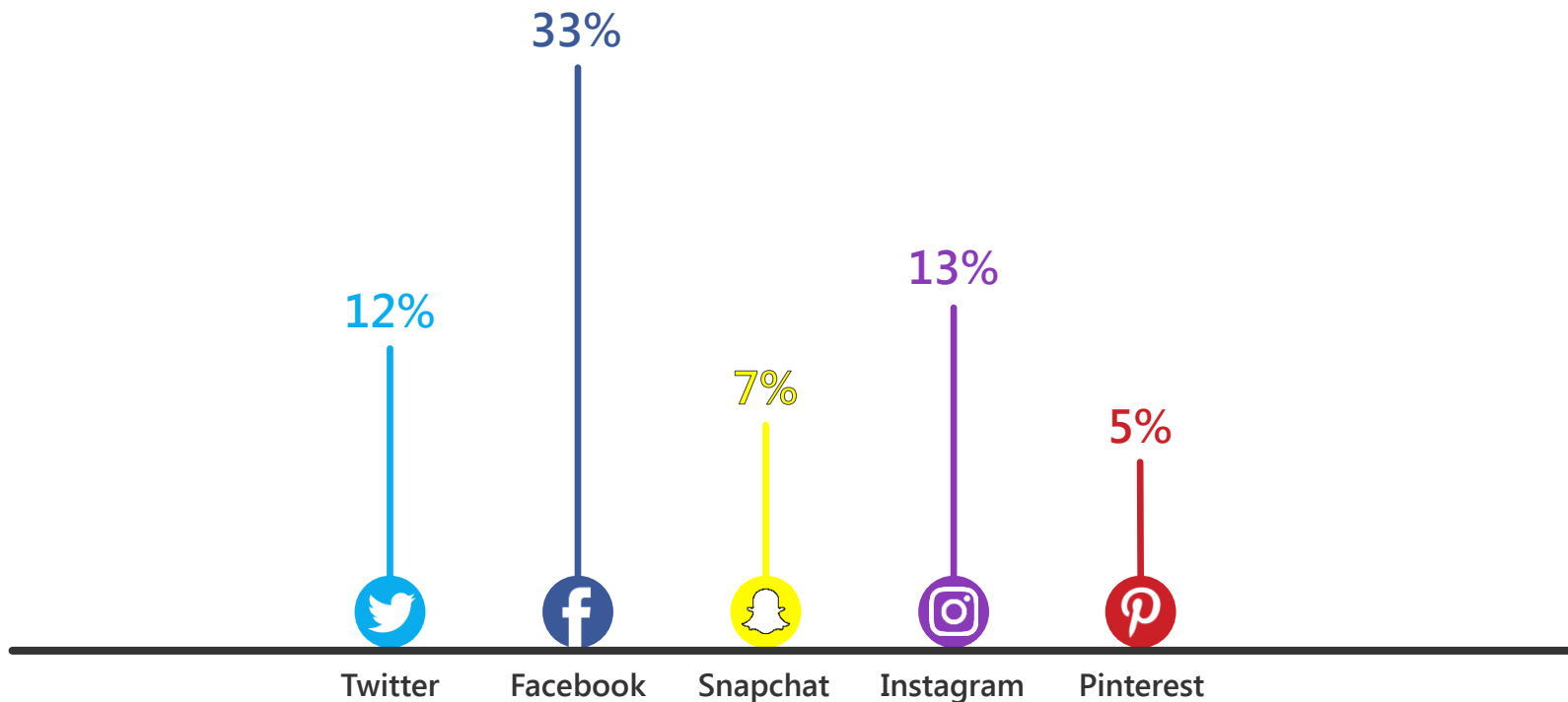
SOCIAL MEDIA... GETTING TO KNOW THE TRAVELLER

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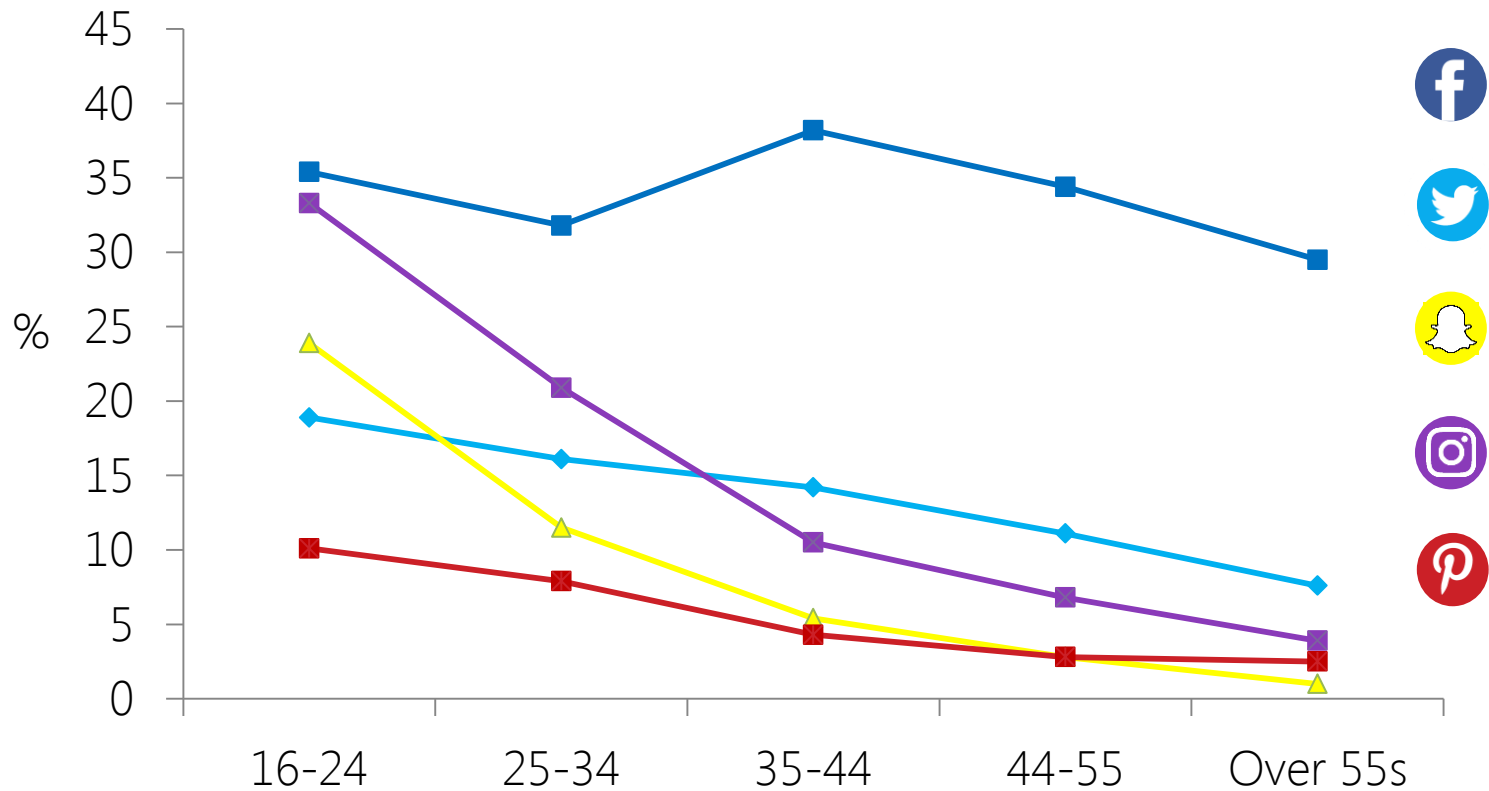
Social media presents an opportunity for brands to get to know their consumers

When asked which social networks they used to share experiences of travel, Facebook emerged as the most popular among UK consumers



Various sites are popular travel sharing tools among the young...

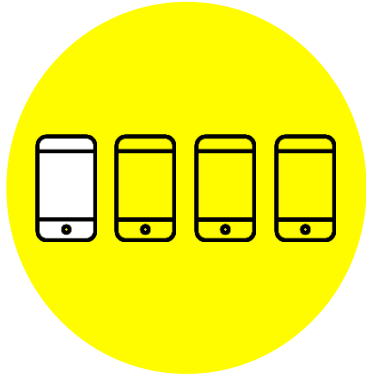
...But Facebook plays an important role in the travel experiences of all age groups



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Snapchat represents new behaviours among UK travellers

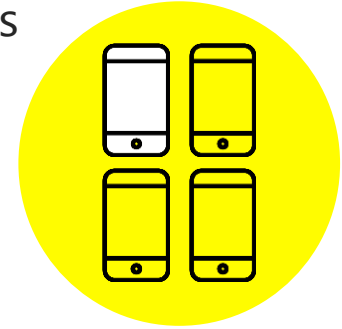
...It's not just younger travellers sharing experiences this way



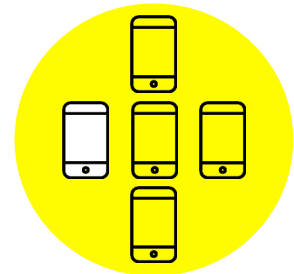
1 in 4 16-24 year olds
use Snapchat to share
experiences of travel



1 in 5 16-24 year olds
is inspired to travel by
Snapchat content

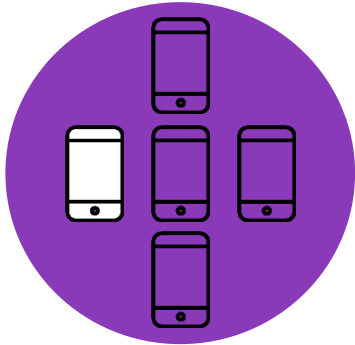


Of those that use
Snapchat to share their
experiences of travel, 1
in 4 is over 35



Today's
traveller lives in
the moment

Photo-sharing is important



1 in 5 16-24 year olds uses Instagram to research travel destinations



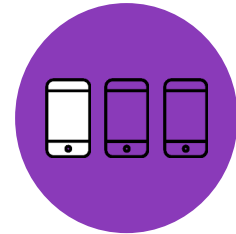
1 in 4 16-24 year olds is inspired to travel by Instagram content



1 in 3 16-24 year olds use Instagram to share experiences of travel



Of those that use Instagram to share their experiences of travel, 1 in 3 is over 35



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Communication with travellers

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Some people are willing to share details about themselves in return for a personalised service

Although there is still a reluctance to share information, those that are willing create additional opportunities for the travel industry to meaningfully engage with them



26%



28%



12%

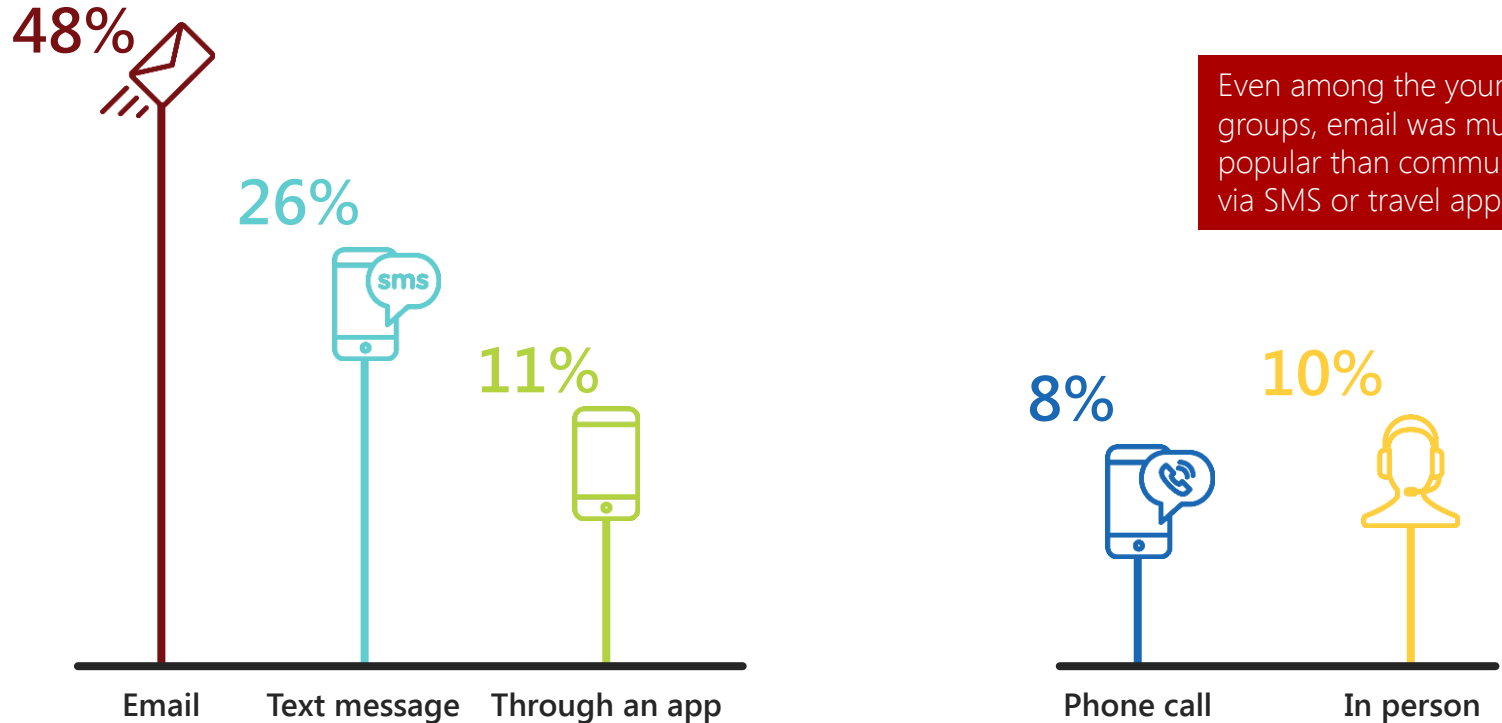


33%

Travel companies that know where their travellers are throughout their journeys can create additional touchpoints with them

The travel industry needs to consider how to interact with its travellers throughout their journeys

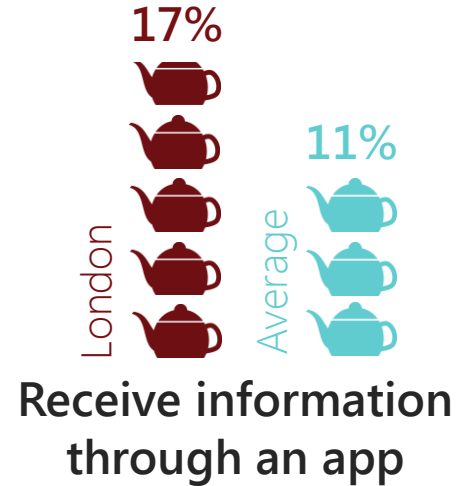
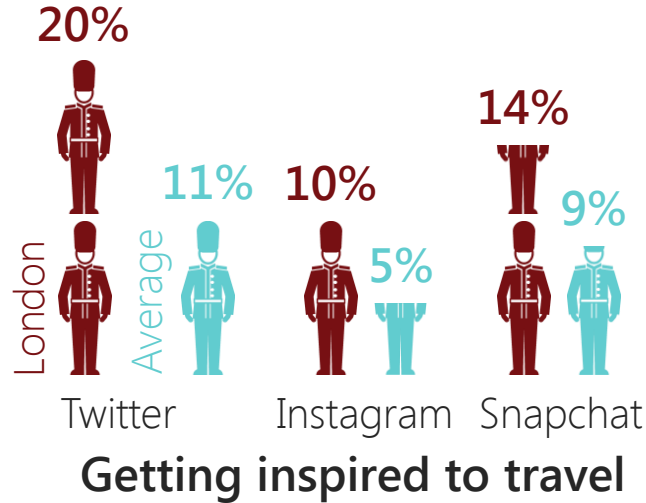
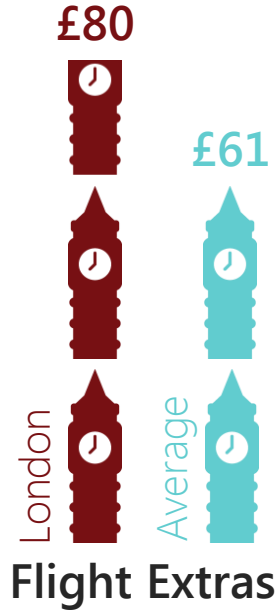
When asked how they like to receive information from airlines hotels during their journey, UK travellers displayed a much higher preference for automated communication



Even among the youngest age groups, email was much more popular than communication via SMS or travel apps

London: Leading the trend for technology in travel

Londoners displayed some varying habits regarding travel spend and use of technology during travel compared to UK national averages



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