

Travelport is a Travel Commerce Platform providing distribution, technology, payment, mobile and other solutions for the global travel and tourism industry.

It has a presence in 180 countries, over 3,700 employees, and an additional 1,200 employees at IGT Solutions, which provides development services. Net revenue in 2015 was over \$2.2 billion.

Travelport is headquartered in Langley, UK. The company is listed on the New York Stock Exchange and trades under the code 'TVPT'.

Travelport comprises:

- A Travel Commerce Platform which facilitates travel commerce by connecting the world's leading travel providers with online and offline travel buyers in a business-to-business (B2B) travel marketplace.
- Technology Services through which it provides IT services to airlines, such as shopping, ticketing and departure control, enabling them to focus on their core business competencies and reduce costs.

PROFILE ONE

Name: Claire Osborne

Role: Solutions sales director

Claire's 20-plus years' experience in the industry spans many sectors. Her previous roles have included managing UK agency sales for STA Travel, commercial and marketing manager at Resorthoppa and business analyst at Tui, where she defined change across the main tour operator and retail businesses.

Claire joined Travelport almost five years ago, working initially as director of product support (Europe). In her current role as solutions sales director, she leads the team of solutions experts throughout northern Europe, providing support and direction to customers utilising the wide range of Travelport products and services.



PROFILE TWO

Name: Heli Salmons

Role: Head of new business development

Heli has worked in the UK travel industry for 25 years. Before joining Travelport, she held sales and business development positions at Stena Line and Virgin Media. Previously, Heli lived in Sweden where she worked for Iberia, Sabena and Silja Line.

Heli joined Travelport four years ago. She now develops new business opportunities with her team across all sectors including leisure, travel management and OTAs. Heli is responsible for providing customers with the tools to grow their businesses, giving them access to Travelport's Travel Commerce Platform which offers unrivalled travel content via the award-winning agency point-of-sale solution, Travelport Smartpoint.



The Travelport story



TRAVOLUTION 10TH BIRTHDAY: PARTNER SHOWCASE



supporters of

Travelport 
Redefining travel commerce





PAUL BROUGHTON

managing director,
UK and Ireland,
Travelport

Q. What or who has been the biggest disruptive influence in travel over the last decade?

A. I believe smartphones and tablets have had a big disruptive influence and have shaped innovation in the travel industry today. The proliferation of this technology has meant that travel companies and travel suppliers have had to adapt the way they operate to meet changing consumer demand and the consumption of smartphone travel applications.

Q. What or who do you think will be the biggest disruptive influence in travel in the coming decade?

A. The mobile space continues to evolve at a rapid pace so I believe that companies which have the ability to combine social media, mobile and travel will reap the rewards. For example, WeChat, the Chinese mobile messaging service, has 450 million users. It features flight search, payments and even the ability to order room service from WeChat-enabled hotels, all from one integrated app. So travel companies' mobile strategies need to evolve to reflect these changes.

Q. What today about the travel industry surprises you the most given the predictions made about



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Apple or PC? Apple

Which of your gadgets do you most worry about losing?

Smartphone

What was your first online travel purchase?

Rail tickets from London to Manchester

Who makes the best smartphones? Samsung

Atari or Sinclair Spectrum? Atari

What's your favourite travel app?

Uber

How many travel apps do you have on your phone? Seven

Who has made the biggest impact on travel in the last decade?

TripAdvisor

what we should expect 10 years ago?

A. I'm surprised that we haven't seen more disruption in the corporate travel management space and I expected technology to have a bigger impact. In addition, I believe we all thought that wearable technologies would be more popular than they have turned out to be. Technology in both is on the rise but have progressed slower than I thought. I'm also slightly surprised that we haven't had a replacement for Concorde yet!

Q. Do you think the pace of change will quicken in the coming decade compared to what we saw in the last 10 years, and what will influence the speed of change?

A. I think the pace of change will definitely quicken because a higher proportion of the workplace will be more technology-savvy than it was a decade ago. Additionally, as we move into a more cloud-based environment, some of the areas that held us back in the past, such as storage, have almost disappeared. There are also more people working in the fields of technology and mobile these days. This means that there is much more of a strategic focus around these areas and more investment is being put into them.

Q. How do you think travel rates against other areas of business and commerce in terms of how it has met the challenges of the digital era?

A. In certain areas I believe that travel is at the forefront – for example, the extent to which travel dominates the mobile applications space. However, I would also say that there are more opportunities out there for travel companies in

general when it comes to mobile and social media but particularly in the corporate travel sector. One could also argue that the distribution sector has been slow to change. This is why Travelport has evolved in recent years from a traditional GDS into more of a 'Travel Commerce Platform', in order to respond the needs of its customers.

Q. Do you think travel is well placed to meet the challenges of the coming decade? If yes, what gives you that confidence? If no, why not?

A. We recently attended the Travel Technology Europe event and I found the debates and sessions encouraging. Coming away from the show, I felt that the travel industry is well placed to meet future technology demands and challenges. While we who work in the travel industry can and do achieve great things, we are undoubtedly impacted by things that are out of our control – from natural disasters and terrorism to economics and politics. So, all things considered, it shows how resilient this industry is and how flexible we are to react and adapt to these events. We bounce back stronger each time.

Q. What has been the most disappointing aspect of the travel industry over the past 10 years?

A. Coming from a corporate travel background, I have been disappointed that a large number of organisations view business travel spend as a cost and not an investment. This could also be part of the reason why the corporate travel sector hasn't been as 'disrupted' as other sectors.

Q. And what has excited you most about the industry over the past 10 years?

A. I would have to say the evolution of the global distribution system, and the part that Travelport plays in this has been fascinating. I would go as far to say that it is more of a distribution revolution and that Travelport is leading the way by redefining itself as a Travel Commerce Platform and providing so much more than just distribution services. Also, clearly, we are continuing to see big growth in demand for air travel and, in addition, growth in a population which has more disposable income and time to travel. The world continues to shrink as a consequence, and our industry is at the forefront of that.

Q. Has the internet proved to be a broadly positive force for travel intermediaries or are the forces of disintermediation still at work?

A. The internet has created more opportunities which far outweigh the challenges and we have all been forced to change our approach as a result. Airlines want to maximise revenue and customers want more choice and value, so the airline industry has responded by unbundling products and we are now in the position to sell them more effectively. The internet has also enabled a number of disruptors, such as low-cost carriers, to enter the industry, which has increased demand and given customers more choice. These developments have also opened up a lot of opportunities in ground transportation and hospitality.

Q. If you were given £1 million to invest in a travel start-up today, what would you look for?

A. I would invest in a system which enables sophisticated voice recognition for mobile applications so that smartphone users can have a more intuitive response to instructions they give verbally.



I'm surprised we haven't seen more disruption in the corporate travel sector, that wearable technology has not proved more popular and there's been no replacement for Concorde yet!