Tourism & The Digital World

Trick or Treat?

Graham Leslie - Croatia October 24th 2008
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Background

- IXeo (ICON) is based in Switzerland
- Graham Leslie Founder experienced in hospitality & tourism
- A solution to support hotels and destinations
- To promote countries & drive more visitors & business at supplier terms
- As an Open Gateway without commission fee or transaction charge
- Building destination supplier brand integrity **through product**
- And to maximize image positioning, yield & returns
- Through search engine optimization & keywords
- Through an integrated platform

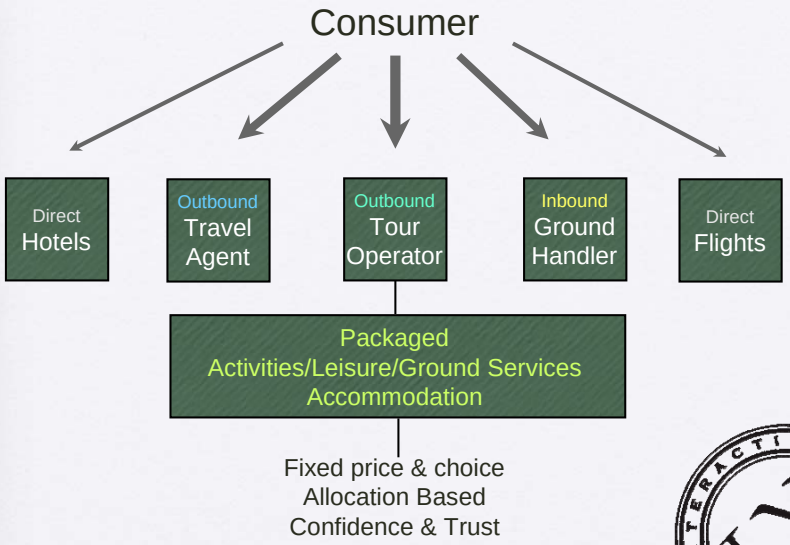
Dobar dan- Overview

Croatia 24th October 2008

- What's Happening Online Today with all the CLUTTER?
- What does this mean to all the stake holder's in travel & tourism?
- What are the threats for customers, retailers, suppliers & countries?
- What are the OPPORTUNITIES?
- What will happen?
- What is the UNWTO doing and what will be the affect?
- Questions & Answers

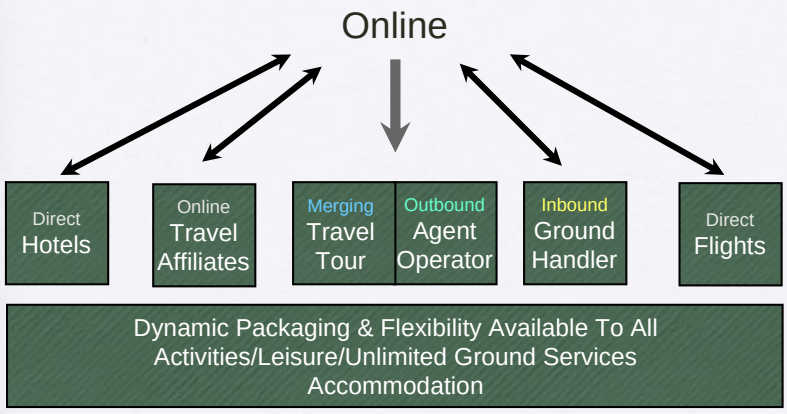
Traditional Travel Model

All Tourism Segments



Digital Travel Shifts

All Tourism Segments



Technology Allows for All to provide Product Online With
Last Minute Pricing & Availability
Tour Operators still key with Charters BUT trust & service will be crucial

This has created more CLUTTER for consumers

Consumers Driving Change

Online Information & Distribution

- Used to be for Information & research only- but no longer
- Bookings used to be discount driven- but no longer
- Consumers now seek one stop for information and booking
- Consumers seek more “product” choice & more direct to suppliers
- VALUE remains key
- Online search is “KEYWORD” generated- 87%
- All Product needs to be search engine optimized
- **Consumers seek a direct gateway for IMPARTIAL choice & TRUST**

Online Bookings Shift

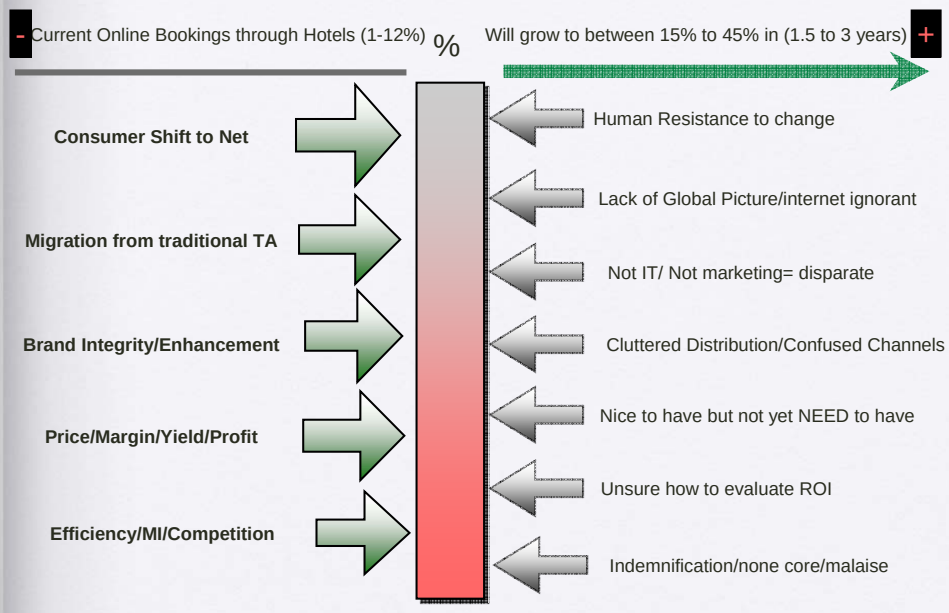
Trend Where Market Is Going

- Over 60% of all transaction in US domestic- now online
- 5 years ago this was under 10%
- This trend to use NET for all destination search will continue globally
- Rest of World between 1% and 12% today
- In 18-24 months this is expected to be from 15% and 45%
- Users seek; easy/efficient/security/choice/value comparison/more supplier direct/insurance/transparency/guarantees/information/up to date- IMPARTIALITY
- Above all users want to be able to TRUST the choice is the best one and KNOW what is offered is best: guaranteed

This shift is unavoidable

Internet Forces

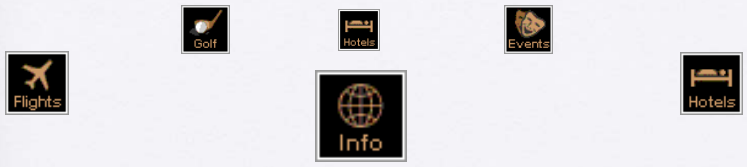
Industry is always slow to change BUT quick to follow



Online Model

Suppliers will get less &
become more of a commodity than ever before if too complacent

Online Travel Agents & Travel Merchants Take (+15% to 50% of Margin)
From mainly SEO/PPC



Access through 'search' keywords & buy through 100's and 1,000's disparate Online Travel Points

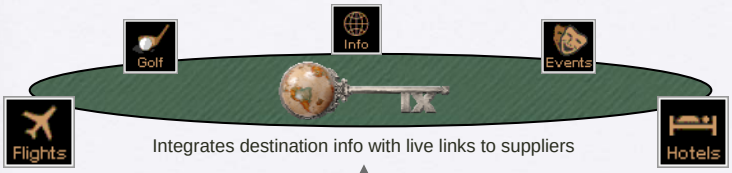
Consumers

Confidence Frustrated/Confused/Biased TA's/Complicated/Disparate/Cluttered Channels

Emerging Model is for A Fully Interactive Gateway

Tourism Boards Will Get
Asset integrity, promotion & image assured & suppliers distribution & increased margin

Online bookings ZERO commission & transaction fees



Integrates destination info with live links to suppliers

Consumer

One Stop Shop for Complete Choice Impartial Selection

Build Confidence as 1st point of any travel planning

Tourism Board & Supplier Partnership

TRANSPARENCY
is changing the way travel & hospitality is accessed world-wide

UNWTO

"A New Type Of Destination & Hospitality Google"
Which will include destination management & promotion
through tourism product capacity building including
All suppliers & agents & tour operators

UNWTO Tourism considerations

Sustainable Tourism Through Enterprise

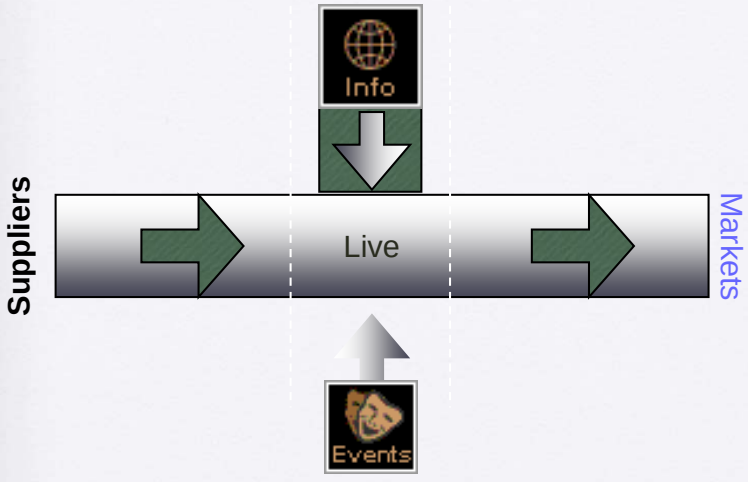
- Over reliance on any one segment or channel to promote a destination's products is considered too fragile
- Country's will need to provide a gateway that allows for full promotion of their tourism assets & suppliers products & services
- Tourism Boards will become key in the promotion of their country's image and realize their country is a BRAND to benefit from the untapped tourism potential in their country
- Tourism Boards will move from passive information providers to facilitators of choice for visitor generation through Product Suppliers direct
- Able to promote their country's assets 'live' with impartial product choice for personalized travel planning

Supplier Considerations

For Improved Online Promotion & Distribution

- The IX gateway allows for direct links to all suppliers in the destination
- Based on decentralized content management to reduce TB resource burden
- This includes; interactive mapping, all hotels & resorts, local activities, events, country guides, flights, car-hire, excursions, transfers, heritage, culture, images, banners & promotions
- Online editorial functionality and tracking for complete content management
- Full SEARCH ENGINE optimization that is KEYWORD driven
- Deep linking directly to product choice
- Using Microsoft technology & applications

Tourism Boards

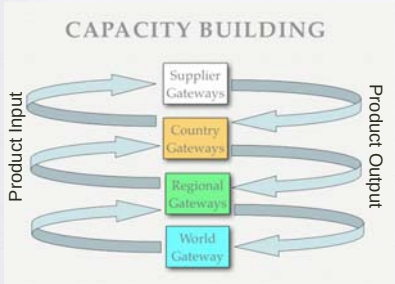


To provide Tourism Boards with the ability to provide the world with all their country's assets as interactive products that reflect the image desired and which are bookable through all suppliers direct.

The Solution

- Must be practical to implement
- Must have destination Supplier support
- Must be cost effective & provide flexibility
- Must drive visitor generation & have sound tracking
- Must deliver 100% of the yield- no transaction fee or commission
- Must be based on a sustainable capacity building model
- Must be able to evolve with various technologies and Sharepoint
- Must be Keyword optimized for advanced online distribution & marketing

Capacity Building



Dynamic
Fully Interactive
Market Access
At All Points

- The IX system provides for full product integration at each level
- Covering all content available with applicable filtering process
- Dynamic growth of product formulating a cohesive capacity building distribution and promotion of all assets
- As well as supporting core supplier services

Climate Initiatives

- IX supplier access on all initiatives with news updates
- IX aggregates the destinations initiatives
- Providing a platform for more strategic country review & UNWTO stewardship
- With EARTH LUNG framework
- For more Strategic Climate Action

UNWTO

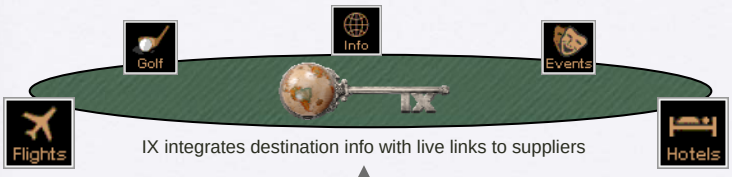
Interactive Tourism Gateways

Graham Leslie

The New Model is To Provide A Fully Interactive Gateway

Tourism Boards Get
Asset integrity, promotion & image assured & suppliers get 100% retained margin

Online bookings ZERO commission & transaction fees



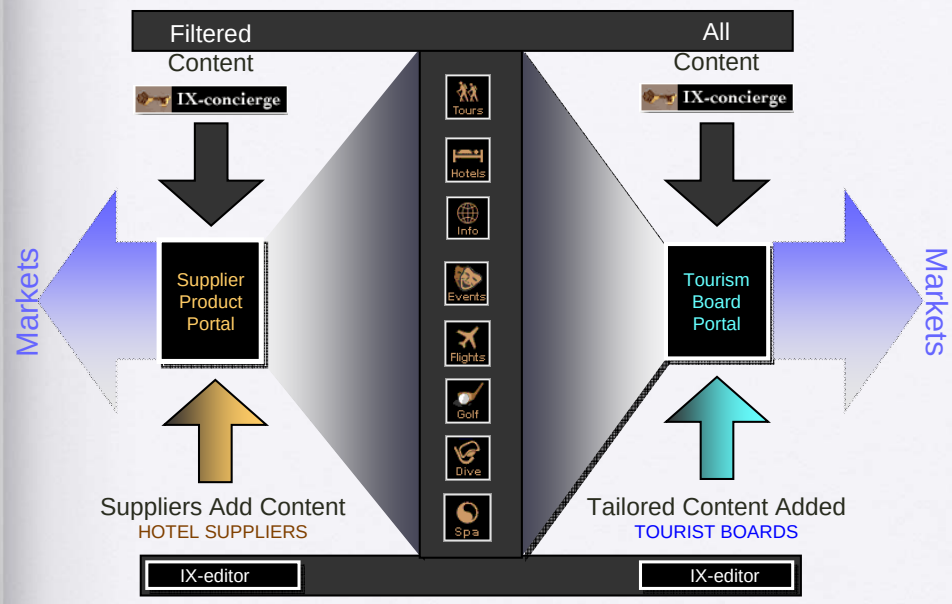
IX integrates destination info with live links to suppliers

Consumer

Easy To Use/Impartial/All Room Types/Last minute prices/Free Travel Planning/Buy Direct or through any channel/Price comparison

Build Confidence as 1st point of any travel planning

Provides Unique Content Growth for Search Engine Ranking

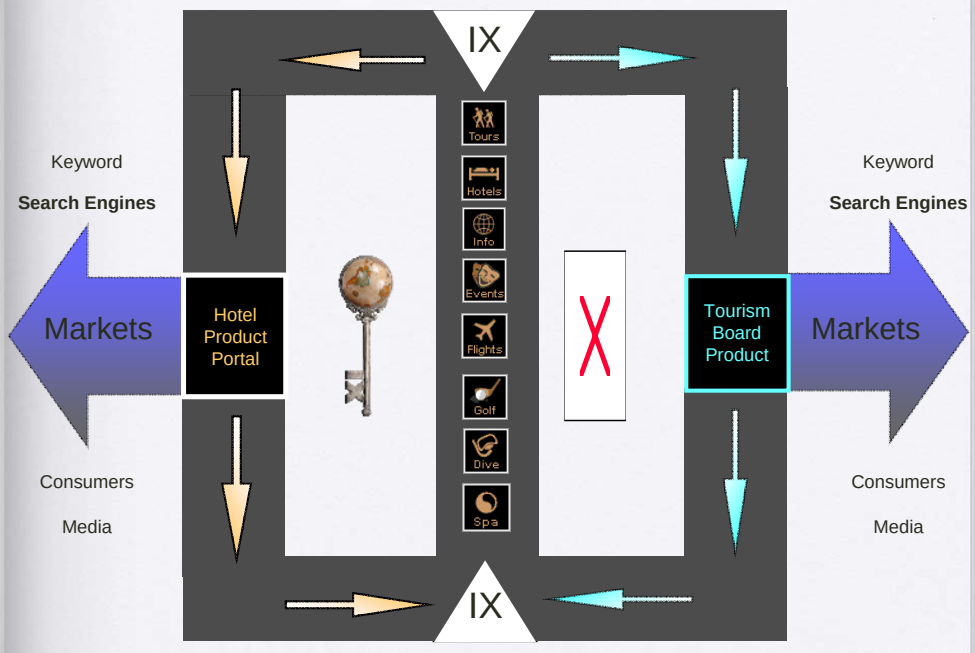


Organic Capacity Building Growth

For online distribution

- The unique element within the platform is the interactive links between main tourism board and suppliers
- Each supplier then promotes the wider tourism product around their respective brand product through their own portal able to add their own localized content
- The Tourism Board then automatically picks up all of the supplier content and able to add country brand content on top that is then automatically picked up live by each supplier
- This creates a very strong product distribution network that strengthens the country brand image at grass roots-sustainable level
- Importantly supported by the suppliers due to 100% retained yield

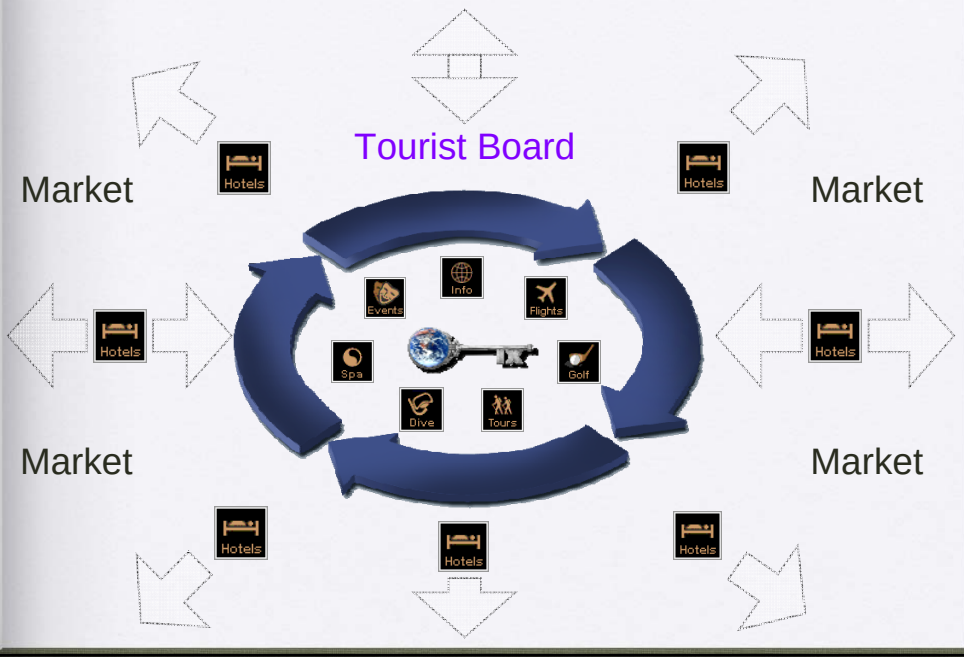
CAPACITY BUILDING & FILTERING PROCESS



INTEGRATOR

Organic Content Growth For Increased Market Penetration

Vastly increasing search engine link proliferation for HIGH natural ranking



Partners

- Exclusive with Micros Fidelio world wide
- Worldspan, Amadeus, Sabre, Galileo (IATA)
- Pegasus, TRUST, iHOTELIER, SynXis, Protel, MF
- Whats On When
- Columbus Atlas Guides
- MultiMap, ZTS, Wikipedia, Wirecard, VISA etc
- All Licenses and IATA

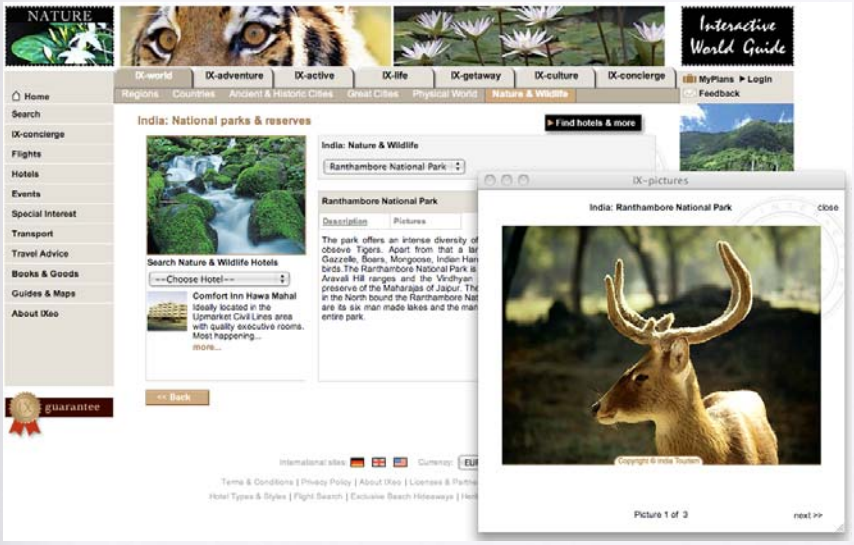
Live Gateways

Special Interest Driven

Over 50 product driven sites in one gateway all around interest of user...you can more

Motive & Activity Driven

Your Own Unique Content



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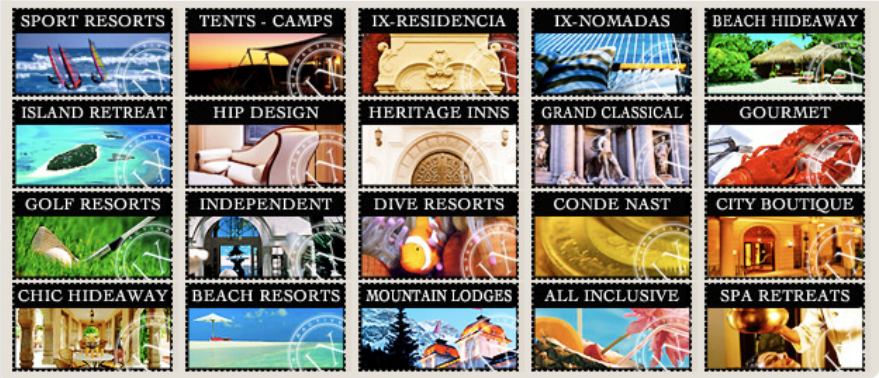
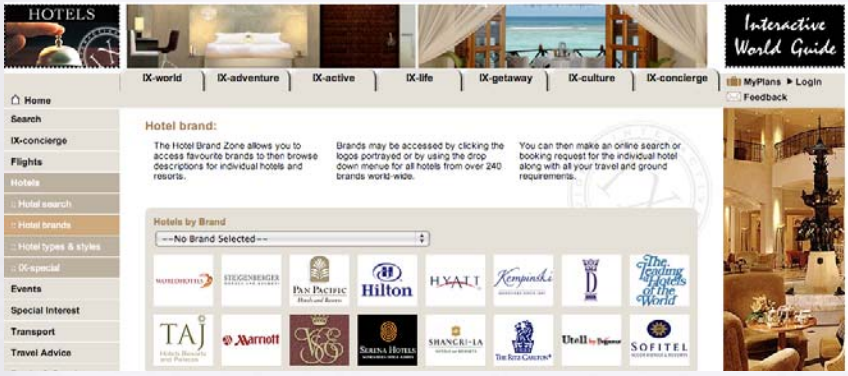


You can add unimited.....

All Brands in the World

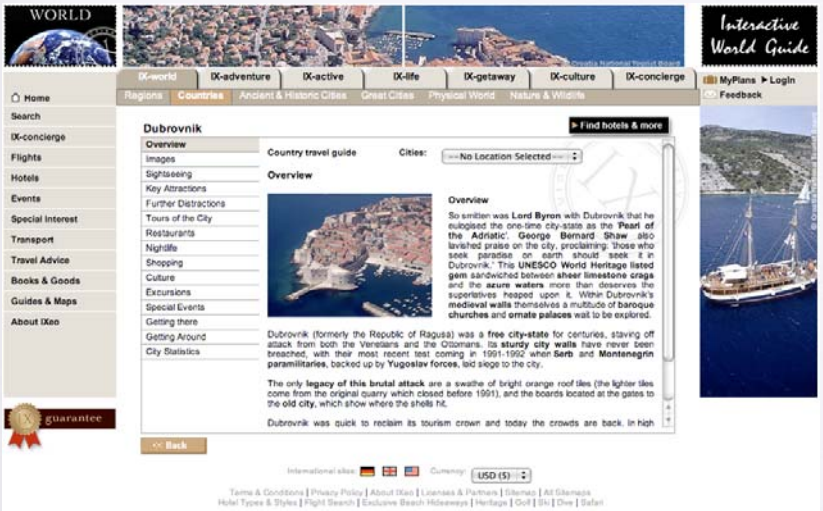


280 hotel brands & 88,000 hotels live direct

Every Country

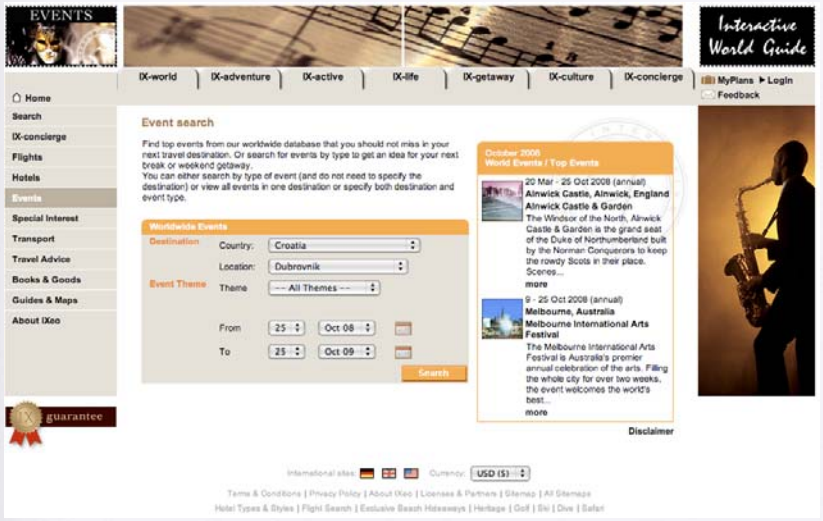
Interactive Guides for over 2500 destinations

And City



Tourist boards & ground handlers can add as many as they want with unlimited images & guide descriptions

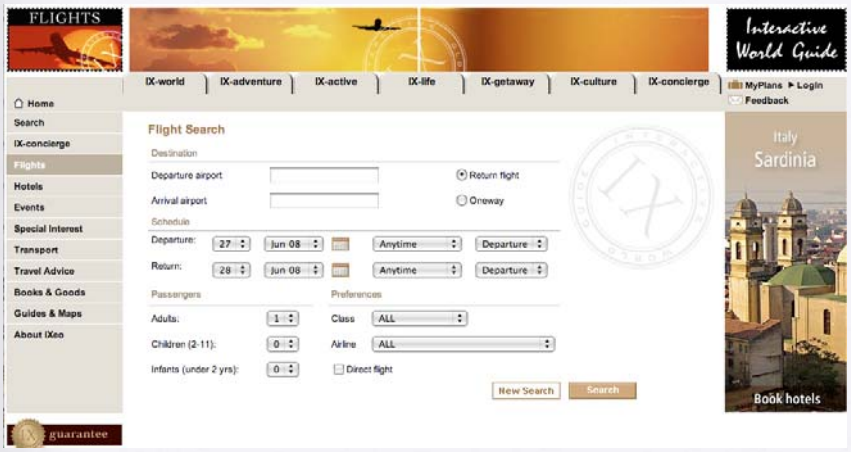
Event Driven



Major included and can be added to daily

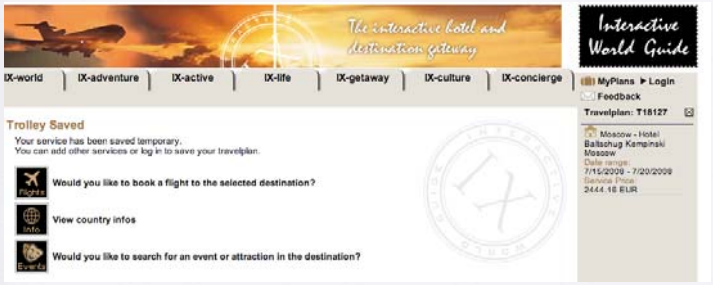
Flight

Will Be Impartial Comparison Shopper



covering every schedule carrier and many low cost

Intuitive Concierge



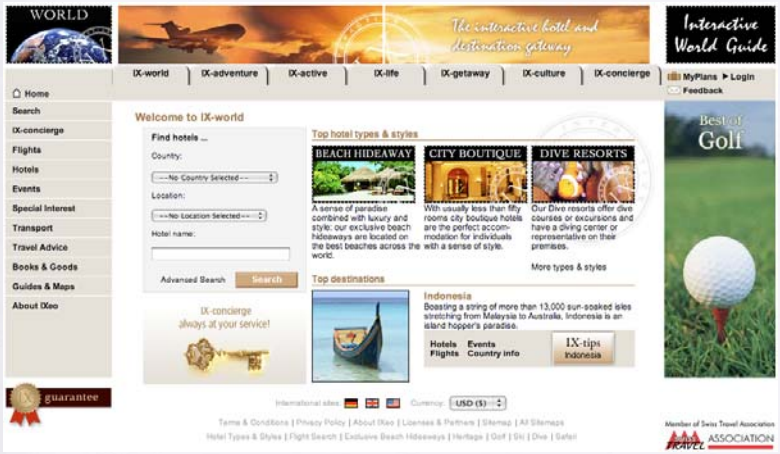
Automatically filters passengers, dates, locations
to give choice of other things to do and
MyPlan to build profile & virtual brochure

Intuitive Concierge

- Based on motive & interest of user
- Filters automatically around interest
- Prompts user for other services
- Saved in MYPLAN
- As a virtual brochure

IX-world

Consumers 1st point for UNBIASED travel planning, product choice & value comparison



Supplier Gateway: Zero Commission & Zero Transaction Fees

Easy to navigate/no clutter/motive based/one stop shop/for information or live booking/product choice/last minute prices/last minute room choice/fully interactive/intuitive concierge

IMPARTIAL: Build Travel Plan for booking through IX or direct or Agent

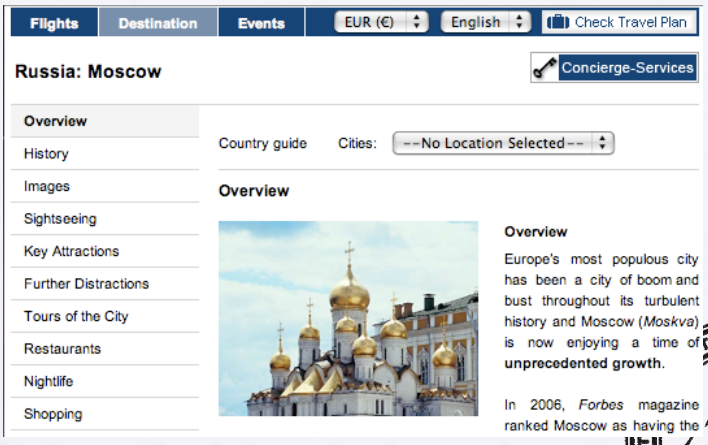
Destinations

Samples

Sits on any portal

Can be a banner or iFrame incorporated in existing portal

Integrated iFrame



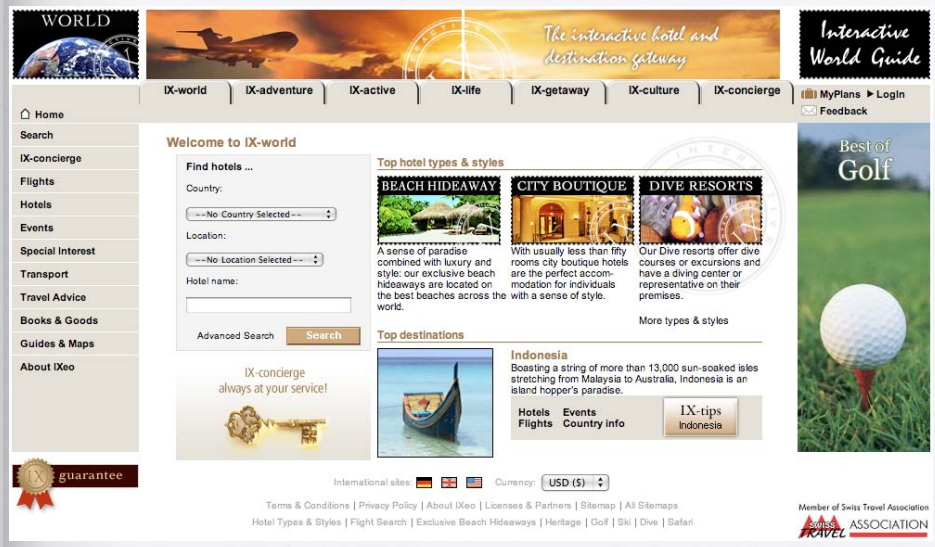
Intuitive Concierge

Online Consumer Tracking Behavior

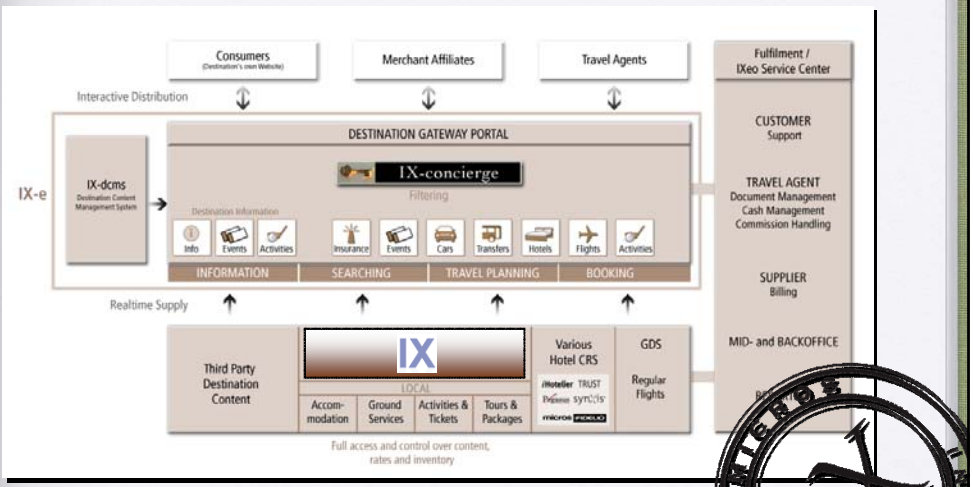
Turn Key Online Solution

- Present more product direct by transforming your own hotel or tourist board portal into a “DESTINATION CONCIERGE”
- Earn none core revenue through localized services
- Pay ZERO for commission and ZERO on transactions
- Control your own content and image archive for brand integrity
- Place unlimited promotions and packages directly online
- All search engine optimized with full tracking & reporting
- Plug & Play application with fully loaded CONCIERGE key

IX-world



Architecture



Today online provides greater
OPPORTUNITY
than threat.

“Embrace it- it is here to stay”

Hvala!