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AVIS

Budget
Mega Event Asia-Pacific 23 - 25th August 2017

TREVOR SPINKS
HEAD SALES & DISTRIBUTION
NDC AND METASEARCH
Mega Event Asia-Pacific
23 -25th August 2017
Scoot - A brief history in time

MAY’11  Singapore Airlines intension to launch a medium to long haul LCC
JUN’12  Launched SYD & OOL
OCT’12  Singapore Airlines transfers 20 787’s to Scoot
NOV’12  First interline, with Tigerair Singapore
JAN’13  Fleet grow’s to 5 777’s
DEC’13  Announced Joint Venture of NokScoot (between Nok & Scoot)
JUL’14  NokScoot first flights
FEB’15  1st 787 Dreamliner in service
NOV’15  Scoot & Tigerair Singapore merger announced
MAY’16  Value alliance announced – 160+ airports, 25 Countries and over 175 a/c between us.
- Cebu Pacific, Jeju Air, Nok Air, NokScoot, Scoot, Tigerair Australia & Vanilla Air
JUN’17  Athens 1st flight
JUL’17  Scoot And Tigerair become one (Scoot brand, TR code)
AUG’17 (announced)  Harbin, China (HRB)
- Kuching & Kuantan, Malaysia (KCH & KUA)
- Palembang, Indonesia (PLM)
- Honolulu, US (HNL)

Future
- More growth, 3 or 4 long-haul routes within next 2-3 years
- Plans to double size within the next 5 years

65 Destinations
18 Countries
more to come
NDC
NEW DISTRIBUTION CAPABILITY
NDC….it all depends where your standing.

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API - METASEARCH

APPLICATION PROGRAMMING INTERFACE

"a set of functions and procedures that allow the creation of applications which access the features or data of an operating system, application, or other service"
But first a little about sales channels

**Online (Direct)**
Web/Mobile/API

**Offline (Indirect)**
GDS/GSA/Groups/Airport/Call Centre

![Graph showing sales channel trends]

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1. Online Travel Agents (OTA) Partners

- Sells our fares directly in their web portal.
  - Pro: Reach / benefit from their brand
  - Con: Commercial cost, through commissions given by Sales

Thought for the day / to discuss...
How long will airlines continue to pay.
2. Metasearch Partners

Customer can search and compare the results from their list of collaborated OTAs and airlines

Bookings are not made by them, but their web portal will redirect the customers to the chosen OTA or airline’s website for bookings directly.
Partnerships with airline is often based on;
(CPC) Cost Per Click.
(CPA) Cost Per Acquisition.

Another thought for the day / to discuss...
Cross over of META and OTA.
3. Aggregators

API partners that are connected to various Airlines and GDS’s. They serve as distributors of flights and fares. They provide connection and functionality to OTAs, with little or no technical support, for their bookings.
The future

Overall

• The API channel will play a greater and greater role in airlines distribution strategies in the future, if not already.
• The LCC’s have been quicker to jump on the API bandwagon than FSC’s to date. FSC’s need to catch up.
• Let’s not forget one of API’s greatest assets is the ability to sell ancillaries.
• Facilitated booking is still in the infant stage, there is much more ancillaries upsell to come.
• Google.....

OTA’s

• We will see more and more OTA’s enter foreign markets e.g. DeNA from JP, already spreading into SG and AU.
• The trend now online is that OTAs are starting to bundle ‘Attractions” into their packages on top of the normal inclusion of Hotels and Cars.

META’s

• Skyscanner/Ctrip & Kayak/Momondo/Priceline have aggressive growth plans, worldwide. With the $$$ to support.
• Direct booking will grow further, with fewer people leaving meta-searchers which will strengthen their brand. Already started.
• Fewer and fewer differences between META & OTA’s.

AGGREGATOR’s

• Harder to predict, bigger OTA’s / META will go direct to the airline.
Thank you