2019 Mega Event Presentations
For a Full List of 2020 Event Dates & Locations visit:

www.AiEventDates.com

Check out the website if you wish to SPEAK and/or SPONSOR a 2020 Event
Guestlogix Travel Commerce Platform

The Guestlogix travel commerce platform enables airlines to significantly increase ancillary revenues while improving traveler satisfaction across their entire journey.

- Increase Ancillary Revenue
- Improve Traveler Satisfaction
- Quick to Deploy
- Success-Based Pricing

Visit guestlogix.ai to book a demo today!
CarTrawler | Bringing opportunities to life
Through a global online marketplace bringing partners, customers and suppliers together.

B2B MOBILITY PLATFORM
The only B2B mobility platform providing end-to-end connections to every significant mobility provider globally.

B2B FOCUS
Delivering long term, sustainable growth by building your brand and improving customer ownership. We never compete to acquire your customers.

CHOICE
Customers can shop the market without leaving your site. We provide them with multi-modal content including car rental, private transfer, taxis, shared shuttle and bus in 50,000 locations.

ONLINE RETAILING EXPERTISE
Maximising conversion and revenue through bespoke partner solutions focused on cross-selling the right product at the right time.

PERSONALISATION
Pricing, content and display is personalised based on each customer’s itinerary and powered by data science.

TECHNOLOGY
CarTrawler technology is built in-house specifically with B2B in mind. Our understanding of travel distribution supports seamless integration of our partners.

Discover CarTrawler
www.cartrawler.com/partnerships

Mega Event Worldwide #megaevent
About CarTrawler

Our market-leading B2B mobility platform brings opportunities to life for our partners and their customers, building long term sustainable growth. We maximise market share and in turn revenue for our partners by building their brands not our own.

CarTrawler connects in real time to every significant mobility supplier globally including car rental, private transfer, taxis, shared shuttle and bus. We make that content available to over 900M airline passengers through our 100+ airline partnerships.

We power over 85% of European airline’s online traffic using an aggregator solution, including Ryanair, Vueling, Norwegian Air Shuttle, SWISS and KLM. We also work with other key partners such as Emirates, Virgin Australia and Volaris powering their mobility solutions.

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Mega Event Worldwide #megaevent
‘The Next Big Ancillary: The untapped potential of media revenue for airlines

Travel brands are full-fledged retailers, including airlines. Forrester has said it, and now the IATA has declared it, too. Ancillary revenue is expected to reach close to $100 billion in 2019, with even more growth in 2020.

There’s a massive opportunity for airlines to think more like retailers. To better serve, upsell and monetize their users like retailers. It doesn’t have to be just more of the same. In fact, it can be easier, and more lucrative.

Download the ebook
In the period 2007–2017 ancillary revenue grew $2.5 billion per quarter – initially due to baggage, then other fees. Growth from new revenue streams has been sustained largely by introducing new product. That can only go so far. A new stream is needed that can provide reliable, consistent revenue. For ambitious airlines that want to compete in the same space as other digital retailers, media can do just that.

Download the ebook

$1.099 billion

Media and advertising revenue generated by Expedia Group, 2018

Expedia, 2019
Applying personalization best practices from terrestrial retail

4 pillars airlines should to drive next level ancillaries
Imagine...

The 4 CPG/retail personalization pillars that would ensure they’d crush it
1. Meet them where they are...
2. Remove stress by giving control

BTW... giving the illusion of control is just as powerful as giving control
Mega Event WorldWide #MegaEvent19
3. Engineer to leverage how we make purchase decisions
Exclusive Lounge Area
AT JOHN F. KENNEDY AIRPORT

Jump the Line
BE THE FIRST TO BOARD

Upgrade Your Seat
PRIORITY SERVICE, EXTRA COMFORT

Douro Valley
DISCOVER DOURO WITH LUNCH AND WINE

Porto By River
HOP ON, HOP OFF RIVER TOUR OF PORTO

Porto By River
Starting at $49.99/per person

Culture
Art Fair $45.00
Theatre: Frozen $208.00

Dining
Rolling Rock Kitchen $$
RIJKS $$

Nightlife
Mega Event WorldWide #MegaEvent19
4. Create tailored experiences
The weather at your destination has changed. Check out our recommendations for exciting activities in Lisbon based on these changes.

Weather
- Temperature: 23°C
- Conditions: Scattered Thunderstorms
- Location: Lisbon, Portugal
- Date: November 8, 2019

Things to Do (Indoors)
- Lisbon Oceanarium: $15.92
- Lisboa Story Centre: $5.17

Mega Event WorldWide #MegaEvent19
The cold start
The running start

PLANNING
(RESEARCHING, BOOKING, PLANNING)

TRAVELING

EXPERIENCING

Mega Event WorldWide #MegaEvent19
The payoff

Potential Ancillary Revenue

$7B
$42B
$49B
$125B
$195B
$418B+

ANCILLARIES OPPORTUNITY

RESEARCHING
Recommend bookings based on interests in various ancillary products.

BOOKING
Booking upsell, cross sell and bundling ancillaries like inflight meal, transportation, etc. with ticket purchase.

PLANNING
Personalized offers of things to do as travellers plan their trip – lounge access, activities, tours, ground transportation...

TRAVELING
Personalized a la carte and other offers relative to where the traveller is in their day of journey.

EXPERIENCING
Continued digital concierge services while in destination recommending things to do, places to see, events, etc.

Mega Event WorldWide #MegaEvent19
Questions?
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