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
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.

**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.

**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.

**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
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.

$1.099 billion

Media and advertising revenue generated by Expedia Group, 2018

Expedia, 2019

Download the ebook
The Digital Traveler: Using Data and AI Towards the End to End Journey

Presented by Tracie Carillo, SVP of Business Development & Marketing
Making up >50% of Business Travelers by 2020
Balance of Immediacy & Service

Mega Event Worldwide 2019, #MegaEvent19
Capturing the Data and Applying A.I. to Accelerate the B2B Buyer Journey

Capture initial interest to purchase - expanding emotional attachment

Moving from interest to ease of purchase by tailoring to end user

Ensuring ongoing relevant contact for repeat purchasing
Chatbots

Gartner forecasts that by 2020, over 85% of customer interactions will be handled without a human.
Hotel: Catching Up & Running Fast

- Digital Assistance
- Voice-Activated Services
- Travel Experience Enhancers
- Automatic Data Processing
- Concierge Robots

Knowing Your Travelers:
Easy Guide to Information

Knowing Your Travelers:
Easy Guide to Information

Knowing Your Travelers:
Easy Guide to Information

"Know my secrets. Text me," and "I am the answer to the question that you never asked."

Las Vegas – Cosmopolitan Hotel offers “Rose” Concierge Robots

Digital Assistance

Voice-Activated Services

Travel Experience Enhancers

Automatic Data Processing

Concierge Robots

Knowing Your Travelers:
Easy Guide to Information
A.I. - Leading the Industry

“What’s my yearly travel spend?”  “Did I book a car?”  “When’s my next flight?”

Duty of Care

“Who is Traveling to Tampa, Florida?”
Stakeholders

Corporation:  Integrity of Travel Policy

Suppliers:  Open Source with Data Security

Traveler:  Efficiency and Perceived Control
Single Touch Planning Options

Company Preferred Itinerary

- Tues, Oct 8
  - 3:00pm (BNA) > (AUS) 7:21pm 1 Stop (IAH)
  - National Rental Car (Emerald Club)
  - Choice Suites 4.1 Miles from Destination
- Wed, Oct 9
  - 5:55pm (AUS) > (BNA) 9:48pm 1 Stop (IAH)
  - Choice Suites 4.1 Miles from Destination

Total: $774.24

Your Preferred Itinerary

- Tues, Oct 8
  - 3:00pm (BNA) > (AUS) 7:21pm
  - National Rental Car (Emerald Club)
- Wed, Oct 9
  - 4:32pm (AUS) > (BNA) 8:18pm
  - Marriott Austin Cedar Park 5.5 Miles

Total: $998.19

Best Times

- Tues, Oct 8
  - 1:00pm (BNA) > (AUS) 5:26pm
  - National Rental Car (Emerald Club)
- Wed, Oct 9
  - 11:21pm (AUS) > (BNA) 3:36pm
  - Choice Suites 4.1 Miles from Destination

Total: $1045.41

Mega Event Worldwide 2019, #MegaEvent19
Predictive Booking Preferences
Pre-Trip Itinerary Portal

Time to Gate

Wait Times

Concourse Map

Mega Event Worldwide 2019, #MegaEvent19
Arrival Itinerary Portal

AUS 7:21 PM - Landed On-time
No More Connecting Flights

AUS 7:30PM Pick-up

13681 N. US Highway 183
Directions

Meeting Location
1305 Four Points Drive
Austin, TX 78726

Baggage Claim Map
Carousel (D5)

Optional RideShare

Access to Room Key

Space (A9)

Reservations

Directions

Reservation Portal

Mega Event Worldwide 2019, #MegaEvent19
Are you using your real time data to...

Ensure **Best** Customer Experience?

**Engagement** to buy more?

**Improve** the end-to-end Journey?
The Speaker

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