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Get Your Guide
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
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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 ✓ Create significant ancillary revenue
 ✓ Value add for travelers
 ✓ Fast & Easy to Launch
Beyond the Big 3: Converting Destination Content Cost to Ancillary Revenue

Martin O Regan
CEO
InflightFlix International Ltd
Background

2012 Visitor TV

2013 VisitorFlix
- 1500+ Videos
- 8 million + Views
- 150 Countries

2018 InflightFlix

Aer Lingus 🍀
Industry Perspective

Interconnected Trends & Challenges

$1+ Billion Opportunity to Connect
Airlines
Passengers
Destination Experiences
Passenger Trends

Growth 4.1 – 8.2 Billion by 2036

69% Prefer Video to Text / Images

70% Search Destination Video Online
Aviation Trends

Wireless Inflight Entertainment 2016-2024

Aircraft 6K–17.8K

Advertising $41M – $1.28 Billion

Connected Aircraft 23,000 Forecast 2027
Experiences - Trends

Value $200 Billion
(Ex Dining and Shopping)

15% CAGR Growth

Consolidation
Booking.com
Tripadvisor

Figure 3:
Destination Activities Booking Window Distribution

- On the day of service/use: 9%
- 1-7 days in advance: 15%
- 8-14 days in advance: 20%
- 15-30 days in advance: 33%
- 1-2 months in advance: 15%
- More than two months in advance: 13%

Question: What percentage of your sales are booked by travelers within the following time periods?
Base: Total destination activity businesses: (N=1,635)
Source: Phocuswright's Tours & Activities Come of Age: The Global Travel Activities Marketplace 2014-2020
Challenges - Passengers

Limited Time

Maximise Precious Vacation Time

Search Find & Book Best Experiences
Challenges - Experiences

Reach Global Visitors with Limited budget

Engage and Inspire

Convert Lookers to Bookers
Challenges - Airlines

Inspire Travel

Enhance Passenger Experience

Generate Ancillary Revenue

*Cost of Destination Video Content !!!*
Google Customer Journey

5 Stages of Travel
Connect Google Re“Search” & Airline Touchpoints

Stages of Travel
- Dreaming
- Planning
- Booking
- Experiencing

Airline Channel
- Social
- Web
- Email
- Inflight

Micro-Moments
- Time to Get Away
- Time to Plan
- Lets Book Moments
- Cant Wait to Experience

Ancillary Merchandising Conference 2019, #AncillaryMerchandising
Imagine a Solution...

Allows Airlines to Get Ahead of Google

Connects Airlines Passengers & Destination Experiences

Solves All Challenges

Let’s do a little experiment...
Ireland's Wild Atlantic Way
Anyone thinking about going to Ireland?
Passenger Micro Moments & Touchpoints!

**PAX Moments**
- What is the Best Destination?
- What are the Best Experiences?
- Is this the VERY Best Experience?
- Despair to Go Back to Work!

**Airline Channel**
- Social
- Web
- Email
- Inflight

**Destination Videos**
- 30 Seconds
- 3 Minutes
- 10 x 30 Seconds
- 50 Minutes
Airlines Micro Moments & New Ancillary Revenue!

Destination Video Guides
- Showcasing 100 Great Experiences
- Categorised by Passenger Profiles
- Produced in 26 Weeks at Zero Cost
- Presented as Informative Content
- In Right Context At Every Touchpoint
- Generate New Ancillary Revenue
Enhance Passenger Experience Every Step of the Journey

Dreaming: On Social
Considering: Email
Booking: Website
Planning: Confirmation Email
Travel: Inflight
Experience: Mobile App
InflightFlix Partner Revenue Framework

1 – Convert Destination Content Cost to Revenue
   Revenue Per Aircraft per Month $500

2 - Pre-roll & Interstitial Advertising Partnerships
   Revenue Per Aircraft per Month $2500

Industry Level
3 – Destination Experience Direct Commissions
   Revenue (2% of $200 Billion) $4 Billion
Let’s Connect & Unlock $1 Billion Revenue Opportunity Together

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InflightFlix
Destination Video Guides