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

Mega Event Worldwide #megaevent
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.

Discover CarTrawler

www.cartrawler.com/partnerships

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.
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.
The Human & Digital Moments that Matter Most Along the Customer Journey

October 31st, 2019

Mega Event Worldwide #megaevent
One of life’s little pleasures ;)
Are the New Currencies of Loyalty.

Time
Convenience
Brain-space
Silence
Confidence
“Thank You”s
Meaning
Discretion
Scott Robinson
VP Loyalty Consulting
Bond Brand Loyalty

Follow Us  LinkedIn  Twitter  @createabond

Mega Event Worldwide #megaevent
Best in class loyalty programs aren’t loyalty programs at all. They’re wicked customer experiences.
Hertz launches biometric lanes to make car renting faster by up to 75%.
Disney revolutionizes trip planning with Disney Genie.

Launches in 2020

Mega Event Worldwide #megaevent
Our Loyalty Report 2019, produced in collaboration with VISA, is the largest study of its kind.
The World’s Largest Study of Loyalty, Engagement and Known-Customer Experience

Sample of more than

55K Consumers

Examining more than

900 Programs

In

20+ Markets

15+ Industry Sectors

- Airline
- Apparel Retail
- Automotive
- Big Box Retail
- Car Rental
- CPG
- Entertainment
- Quick Serve
  Restaurant & Dining
- Gas & Convenience
- Grocery
- Health & Beauty
- Hotel
- Informal
- Online Retail
- Pharmacy
  ... and more.

Across

NORTH AMERICA
SOUTH AMERICA
ASIA PACIFIC
EUROPE

20K Americans provided feedback on nearly 300 Loyalty Programs between December 10, 2018 and March 15, 2019.

Across

50+ Attributes

- Loyalty Mechanics
- Program Influence
- Behavioral Loyalty
- Emotional Loyalty
- Earn Mechanics
- Rewards & Redemption
- Brand Alignment
- Human Experiences
- Digital Experiences
  ... and more.

Mega Event Worldwide #megaevent
Loyalty Program Membership & Activity

Memberships Per Person

- 2015: 13
- 2016: 13
- 2017: 13
- 2018: 15
- 2019: 15

ACTIVE Memberships Per Person

- 2015: 7
- 2016: 7
- 2017: 7
- 2018: 7
- 2019: 7

Mega Event Worldwide #megaevent
Loyalty Program Tracking | Programs Positively Influence Attitudes & Behaviors

- Say
  I am more likely to recommend brands with good loyalty programs.

- Stay
  Programs make me more likely to continue doing business with brands.

- Spend
  I modify amount spent to maximize points.

- Programs are part of my relationship with brands.

- I modify when/where I purchase to maximize points.

- I modify brands purchased to maximize points.

% Strongly/Somewhat Agree

- 2015
- 2016
- 2017
- 2018
- 2019

Mega Event Worldwide #megaevent
Programs are challenged by Keeping Up with Rising Member Expectations

AVERAGE MEMBER SATISFACTION, % “VERY SATISFIED”

<table>
<thead>
<tr>
<th>Year</th>
<th>Satisfaction %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>43</td>
</tr>
<tr>
<td>2016</td>
<td>44</td>
</tr>
<tr>
<td>2017</td>
<td>46</td>
</tr>
<tr>
<td>2018</td>
<td>47</td>
</tr>
<tr>
<td>2019</td>
<td>44</td>
</tr>
</tbody>
</table>
Loyalty Program Satisfaction | Rising Member Expectations

Bank Branded Cashback 50% | US Avg. 44%
Private Label Credit Card 50%
Movie Theatres 50%
Co-brand Airline 48%
Co-brand Specialty 47%
Co-brand Hotel 46%
Bank Branded Points 46%
Cruise Line 45%
Retail Fuel 45%
Grocery 44%
Dining 44%
Online Travel Agency 44%

Co-brand Apparel 44%
Retail Health & Beauty 43%
Airline 42%
Financial Services 41%
Apparel 40%
Co-brand Grocery & Retail Fuel 39%
Auto 39%
Car Rental 38%
CPG Gaming 38%
Hotel 37%
Co-brand Auto 33%
Telco 31%

Very Satisfied: Payment Programs
Very Satisfied: Non-Payment Programs
Somewhat Satisfied
Neutral/Dissatisfied

Mega Event Worldwide #megaevent
The experience accounts for \( \frac{3}{4} \) of what drives Member engagement

- **Earn & Burn**
  - 13% Earn
  - 12% Burn

- **Experience**
  - 14% Ease & Enjoyment
  - 13% Recognition & Support
  - 12% Brand Alignment
  - 9% Personal Relevance
  - 8% Data Usage & Trust
  - 7% Digital
  - 7% Meets Needs
  - 6% Communications

---

Mega Event Worldwide #megaevent
The role of Loyalty is to make the Brand Experience better.
Key Driver | “Makes my Experience with the Brand Better”

- 9.2x LIFT IN Satisfaction
- 32% Strongly Agree
- 7.3x LIFT IN Say
- 10.4x LIFT IN Stay
- 6.8x LIFT IN Spend

Mega Event Worldwide #megaevent
Key Driver | “Program makes my brand experience better”

<table>
<thead>
<tr>
<th>Non-Tender Travel Program</th>
<th>Co-brand Travel Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of Members Strongly Agree</td>
<td>32%</td>
</tr>
</tbody>
</table>

Argentina | Australia | Brazil | Canada | Chile | China | Colombia | Denmark | France | Germany | Hong Kong | India | Italy | Japan | Malaysia | Mexico | Panama | Peru | Poland | Spain | Sweden | Turkey | UK | USA
Key Driver | Level of personalization

% of Members Very Satisfied

28%

All Non-Tender Travel Programs

23%

All Co-brand Travel Programs
Is your Co-Brand a Co-Bland?
What are the moments that matter most across the travel journey, what role can loyalty play to improve the Member experience?
Are the New Currencies of Loyalty.

- Time
- Convenience
- Brain-space
- Silence
- Confidence
- "Thank You"s
- Meaning
- Discretion

Sense of community
Meaning and purpose
Achievement or accomplishment
Sense of control
Familiarity and closeness
A sense of status
Acknowledged and recognized
Access
Peace of Mind

Mega Event Worldwide #megaevent
Opportunity | “Dropping off My Bag”

Mega Event Worldwide #megaevent
Opportunity | “Access to a Comfortable Waiting Area”

Airport Sherpa
We deliver to your gate and more...

Mega Event Worldwide #megaevent
Opportunity | “Finding Room for my Bag Overhead”

Mega Event Worldwide #megaevent
Opportunity | “Collecting my Baggage”

Mega Event Worldwide #megaevent
Opportunity | “Staying Connected”
The role of Loyalty is to make the Brand Experience better.
Let’s create a bond today.