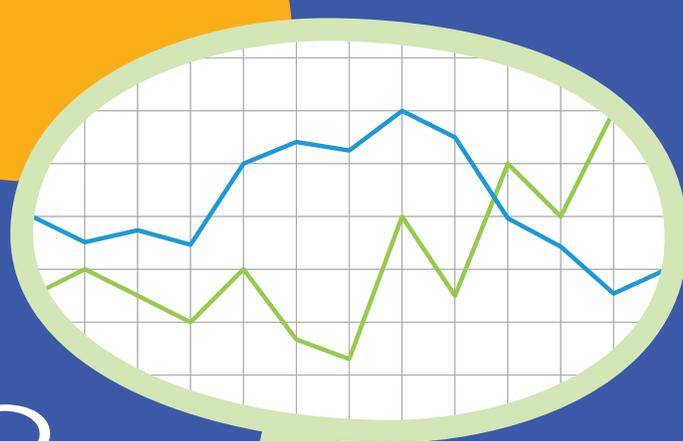


Europe 2016: Unsettled Yet Undeterred



Conference
Wrap Up



Phocuswright Europe[®]
Dublin, Ireland • 10 – 12 May 2016

CONFERENCE

OVERVIEW

The sister event of Phocuswright's two-decade-running U.S. conference, *Phocuswright Europe* drew the continent's top players around our rigorous and unbiased research to discuss the trends, technology and turmoil affecting the European travel market.

Europe's economic issues – a fragile and uneven recovery, high unemployment, lagging consumer spending, weak tax revenues – and geopolitical conflicts are having a major impact on Europe's travel landscape.

As companies hunker down and governments talk austerity, suppliers look for ways to navigate what has become a very uneven course. Technology innovations continue to emerge to recreate the travel landscape, fueled by a growing population of millennial adventurers who seem impervious to the uncertainty.

Phocuswright Europe gathered hospitality, travel and tourism's most innovative thinkers and leaders to connect, share and move the industry forward.

"While the current environment has its challenges, the European travel landscape remains optimistic as evidenced by the mood and dialogue at this year's conference," said Phocuswright managing director, Tony D'Astolfo.

"Our program was designed to spotlight how Europe is coping and in some cases adjusting, as reflected by our theme 'Unsettled yet Undeterred' and our speakers didn't disappoint. It was a whirlwind, jam-packed program that included every sector of the industry. The dialogue was thought provoking, illuminating and in some cases confrontational!"

Learn more about *Phocuswright Europe* at www.phocuswrighteurope.com

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NOVEMBER 14 - 17, 2016

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THEME

Europe 2016: Unsettled Yet Undeterred was supported by five tenets:

Go Big or Go Home: In unsettled times, size has distinct advantages ... or does it? As Expedia and Priceline grow, what challenges do they face? How are the other OTAs better equipped to handle the European travel environment?

King Traveler: Tracking the technology enabled, elusive yet engaged traveler is the key to success, with big data serving as a compass.

Conflicts as a Way of Life: The barbarians at the gate are hitting hard at the traditional travel ecosystem, often at the behest of a demanding consumer.

Crossroads Abound: Products get more complex; distribution options increase; suppliers avoid intermediaries; consumers become more fickle, harder to find and keep happy ... how does one cope and – dare we say – thrive?

Drama is the New Normal: Maybe we should get used to an environment filled with challenges created by external factors. Black clouds abound, but so do silver linings for the innovative and resourceful.

EUROPEAN

INNOVATION SUMMIT

Twelve innovators took the stage to demonstrate applications and solutions set to change the European travel industry at the third European *Travel Innovation Summit*. The winners represented the best of this elite group.

“The innovations from startups and legacy companies coming out of Europe this year are some of the most exciting the industry has seen,” said D’Astolfo. “We showcased the best of the best this year at The *Travel Innovation Summit* Europe and we’re looking forward to

seeing how these products change travel in the years to come.”

WINNERS

European Travel Innovator of the Year: Oasis Collections

Runner-Up: Unravel Analytics Ltd.

People’s Choice Award: TravelerCar



CENTER STAGE

SPEAKERS

Olivier Grémillon, Managing Director, EMEA, Airbnb

Peter Verhoeven, Managing Director, EMEA, Booking.com

Vincent Lebunetel, Vice President, Corporate Innovation, Carlson Wagonlit Travel

Michael Levie, Chief Operations Officer, citizenM Hotels

David Gunnarsson, CEO, dohop Ltd

Alex Gibson, Senior Lecturer, Dublin Institute of Technology

Christophe Peymirat, Senior Vice President, EMEA, Egencia

Bruno Tourme, Managing Partner, Eurohold

Gary Morrison, Senior Vice President and Head of Retail, Expedia Worldwide

Neasa Costin, EMEA Travel Vertical Lead, Global Marketing Solutions, Facebook

Morgann Lesné, Partner, Financiere Cambon

Johannes Reck, CEO, GetYourGuide Inc.

Oliver Heckmann, VP, Travel and Shopping, Google

Feargal Mooney, CEO, Hostelworld Group PLC

Jan Valentin, Managing Director, KAYAK Europe GmbH

Dean Forbes, CEO, KDS

Yann Raoul, CEO, KelBillet

Fabio Cannavale, CEO, lastminute.com group

Hugo Burge, CEO, Momondo Group

Alessandro Petazzi, CEO, Musement

Mark Avery, Head of Business Services, PricewaterhouseCoopers LLP

Sean Seton-Rogers, General Partner, PROfounders Capital

Ian Brown, CEO, Rentalcars.com

Rod Cuthbert, CEO, Rome2Rio

Kenny Jacobs, CMO, Ryanair

Frank Skivington, Chief Commercial Officer, Skyscanner Ltd.

Will Phillipson, Co-Founder and President, SilverRail Technologies

Stephan Ekbergh, Founder and CEO, Travelstart

Steve Kaufer, CEO, TripAdvisor

Charlie Osmond, Chief Tease, Triptease

Johannes Thomas, Managing Director, Trivago

Barrie Seidenberg, President and CEO, Viator

TALKBACKERS

Alan Clarke, CEO, Homestay

Charuta Fadnis, Senior Director, Research & Intelligence, BCD Travel

Kevin May, Co-Founder and Senior Editor, Tnooz

Tahnee Perry, Vice President, Marketing, Travel Group, Phocuswright Inc.

Frank Reeves, Founder and CEO, Avvio Inc.

Dori Stein, CEO, Fornova

DRAGONS

Suzanna Chiu, Principal, Amadeus Ventures, Amadeus IT Group S.A.

Vincent Lebunetel, Vice President, Corporate Innovation, Carlson Wagonlit Travel

Bobby Healy, CTO, CarTrawler

Mat Orrego, CEO, Cornerstone Information Systems

Dean Forbes, CEO, KDS

Sean Seton-Rogers, General Partner, PROfounders Capital

Rod Cuthbert, CEO, Rome2Rio

Joakim Everstin, Head of Innovation & Tech Evangelist, EMEA, Sabre Travel Network

Polina Raygorodskaya, CEO, Wanderu

KEYNOTE: EXPEDIA WORLDWIDE

GARY MORRISON

“We’re trying to compete for other people’s attention with our products so that when they think about buying travel they are going to come to us.”

“When you look at all of the Expedia brands within Expedia Inc. collectively, that corresponds to the largest diversified travel platform in the world. Today, if you look back across 2015, there’s about 450 million visitors across 75 countries.”

“The first part about scale is it means you have more traffic.

And why is traffic important? Traffic is fundamentally the lifeblood of how many tests you can run concurrently. The more tests you can run concurrently ... means you can create better experiences. Better experiences for your customers, better experiences for your partners, and with those better experiences, we hope that we get more repeat business. That, in turn, helps our bottom line which means we can invest in more traffic. At its most basic level, our business model is comprised of trying to create that largest single platform.”



EXECUTIVE INTERVIEW: RYANAIR

KENNY JACOBS



“Small businesses have been choosing Ryanair for years because we just simply have the lowest cost base. I think the biggest thing you can do is just fly to the right places and fly at the right times.”

“We are moving all of the travel extras and ancillaries that we sell onto our app. The app has been a great success in terms of people booking flights. Getting all of those ancillaries and extras into the app so customers can book with one click ... that’s going to be a big earner.”

On public battle with Google and eDreams:

“Enough is enough. It’s bullshit. Google needs to do a better job ... if you come to Google and you’re looking for Ryanair, give people Ryanair and don’t let people pretend they are something they are not. They’re impostors ... If I were Google, I would sort my shit out before it gets sorted out for you by other courts in Europe.”

KEYNOTE: GOOGLE

OLIVER HECKMANN

On Google Trips App:

“Well, we don’t know if it’s going to work or not, but I think it’s an area where the consumer experience is clearly short of where it should be ... There’s no reason why it shouldn’t work. We just need to figure out the right way of doing it and building it. I am very optimistic. We’ve put a strong engineering team and a strong product team against it. You’ve seen the demo of it, it has a beautiful UI, it’s very resistant. We’re trying to do the right things here.”

“I think that it’s good if there are multiple in-destination apps that target the different user needs. The comparison that I would make here is Triplt, which has some similar functionality of some of the stuff that we’re doing ... I am a fan of Triplt and have been using it for many years, but it targets a different use case. It’s much more of a business use case ... with very different design language that will be good for some users and will not speak to other users in the design language that we are using in our trips app.”



EXECUTIVE INTERVIEW: BOOKING.COM

PETER VERHOEVEN



“The power of reviews is increasing and increasing ... 50% of leisure travelers today say they are likely to leave a review. Not only because they enjoy doing so, but because they think it’s their obligation to contribute ... To ensure that the transparency that’s at the core of the customer psychology keeps on winning, we at Booking.com try to innovate and experiment. We try to ensure that we go from the core of the transaction to the experience during the entire customer journey”

“83% of the people we researched said it has become easier to travel like a local, getting a local experience, eating local, not feeling a part of mass tourism as before. 82% acknowledge that technology enables them to be more adventurous in choosing destinations and choosing the types of trips they take. This is the future that we think we can contribute to: doing the heavy lifting for our partners on technology, on mobile, ensuring that every fear or friction on the communication path is taken away.”

KEYNOTE: AIRBNB

OLIVIER GRÉMILLON

“The goal (with our new campaigns) is really to launch what we call the ‘act two’ of Airbnb, and really to show the shift from being an accommodation provider to providing a bigger part of the trip experience. We are starting with these campaigns to show that the reasons why most guests use Airbnb is to live like a local where they are.”

“If you are looking for room service at 2:00 AM, you are not going to find it on Airbnb. If you want to go in your bathrobe to the spa, you are not going to find

that on Airbnb either. Hotels are very good at many things, and people are still going to continue to go to hotels for a long time and we don't plan to compete in some of these items with hotels, but some of our people don't really care about having the newspaper delivered in front of their door in the morning ... they want to have a fast Wi-Fi connection, they want to have an espresso machine to make their coffee when they arrive, and they want to be in their own space, so these people might be more amenable to book an Airbnb listing.”



EXECUTIVE INTERVIEW: TRIPADVISOR

STEPHEN KAUFER

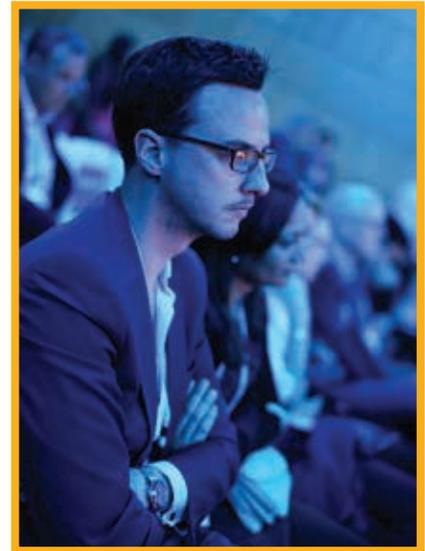


“When you look at what we are trying to do with instant booking, it really is kind of another big change for the company. I know there are enough folks out there that are tired of watching TripAdvisor continuing to evolve and change, but it's just in our DNA.”

“We have a little more data now as our rollout has progressed and it's been (unsurprising) that the longer we've been in the market, the more likely someone is to come back and finish their

booking on TripAdvisor. If they start down our instant booking path, they are more likely to come back and finish in that instant booking path, which is what we want. Which means it's working – it's just going to continue to take a while. We've been out in the U.S., partially rolled out for over a year now, fully rolled out as of now. In February, we rolled out to major European markets, so now that clock starts to tick as we start to change that behavior, but it's going to take us a while. “





To everyone who helped make the *Phocuswright Europe* a success – especially our speakers, innovators, attendees and sponsors – **thanks.**

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