

IT ALL STARTS HERE.

2017 CONFERENCE WRAP UP

The
Phocuswright^P
Conference

November 7 - 9, 2017
Ft. Lauderdale/Hollywood, Florida

CONFERENCE

OVERVIEW

Each year, The Phocuswright Conference embodies the major trends shaping travel, presents a mandate that transcends buzz and challenges industry leaders to rise to the occasion.

Over 1,600 of the travel industry's most influential leaders, visionary thinkers and promising innovators from around the world attended the 2017 Phocuswright Conference in Ft. Lauderdale/Hollywood, Florida to learn and connect at the intersection of digital, innovation and travel.

The four-day event was packed with insightful content, including:

- [Phocuswright Innovation Platform presentations](#) from some of the most innovative travel startups in the world during Summit, and from established travel companies during Launch
- Executive Interviews with C-level executives from Priceline, Expedia, trivago, Ctrip, TripAdvisor and MakeMyTrip
- Topical panel discussions such as The Next Big Thing, Investor Street Talk, Travel in the Age of Trump and Tourism in a Time of Crisis
- Talks from leading technology thinkers about the power of Snapchat, digital assistants, blockchain, and what makes startups successful
- Phocuswright research presentations on the state of digital travel and metasearch
- Workshops from leading software vendors on artificial intelligence, chatbots, blockchain, geographic trends, content strategy, marketing strategy and payments
- Showcase featuring over 50 exhibitors

In his opening [Center Stage presentation](#), Douglas Quinby, senior vice president, research, Phocuswright, noted that we are now in the third decade of online travel, and that "digital travel is travel". Quinby updated the audience that Phocuswright recently added private accommodation and activities to its market sizing data, and now pegs the global travel market at \$1.6T.

To learn more about The Phocuswright Conference visit:
www.phocuswrightconference.com

INTRODUCING

PhocusWire[®]

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PhocusWire is Phocuswright's new digital news platform, giving an editorial-led focus to the trends that Phocuswright has been overseeing with our market-leading events and research for more than two decades. PhocusWire covers and analyzes technology, distribution and the digital economy - the backbone of the travel, tourism and hospitality industry.

PhocusWire launched at the conference with editor-in-chief Kevin May [conducting three days of interviews with top executives in the PhocusWire studio](#).

Read about the launch here:

www.phocuswire.com/Welcome-to-PhocusWire

See all PhocusWire coverage of the conference here:

www.phocuswire.com/Phocuswright-Conference-2017

INNOVATION

The recently-launched Phocuswright Innovation Platform events showcase the most innovative companies in travel across the globe. A total of 34 companies (24 at Summit and 10 at Launch) demonstrated groundbreaking applications and solutions set to change the travel landscape, competing under the big lights of Center Stage for the most coveted innovation awards in travel.

The startups who presented at Summit represented the best of the best from a pool of applicants as well as winners of Phocuswright's 2017 regional events: Battleground: The Americas, APAC and EMEA.

Redeam, one of the two winners from Battleground: The Americas, connects resellers and suppliers of tours and activities electronically in an effort to remove the burden of dealing with paper vouchers for invoicing and payment. Redeam took home an unprecedented three prizes at Summit, driving home the message that the tours and activities market is ready for prime time and may well represent the next billion-dollar opportunity in travel. Conichi, the winner of Battleground: EMEA, came in as the runner-up for the Award for Travel Innovation – Startup Category under Redeam.

Summit winners were chosen by a panel of Dragons comprised of travel and technology veterans. The General Catalyst Award for Travel Innovation, which comes with a \$100,000 convertible bridge loan, was determined by the Dragons with an increased emphasis on whether the company's innovation has the potential to create breakthrough value in the travel industry. Brand USA selected the winner for their Travel Marketing Innovation Award, and OAG selected the winner for their AI Innovation Award.

Phocuswright Conference attendees voted to determine the People's Choice Awards for both Summit and Launch.

"We created the Phocuswright Innovation Platform to identify and recognize the entrepreneurs and ideas that are shaping the future of the travel industry," said Pete Comeau, Phocuswright's senior vice president, sales and marketing. "We are proud to have once again brought to the stage a world-class group of startups and established companies who are leveraging the latest technology to create breakthrough value across major travel industry segments."

334 innovators have now taken the stages at Phocuswright's innovation events since 2008. This esteemed group of companies has brought countless innovations to market and collectively raised over \$2.3B in the process.

Learn more about the Phocuswright Innovation Platform here: www.phocuswright.com/Events/Phocuswright-Innovation



AWARD FOR TRAVEL INNOVATION – STARTUP CATEGORY
Winner: Redeam
Runner-Up: conichi

THE GENERAL CATALYST AWARD FOR TRAVEL INNOVATION
Winner: Redeam

AWARD FOR TRAVEL INNOVATION – EMERGING CATEGORY
Winner: UpLift
Runner-Up: Mezi

BRAND USA MARKETING INNOVATION AWARD
Winner: Beach-Inspector.com

OAG AWARD FOR AI INNOVATION
Winner: Mezi

SUMMIT PEOPLE'S CHOICE AWARD FOR INNOVATION
Winner: Redeam
Runner-Up: TWIP and Wanup

LAUNCH PEOPLE'S CHOICE AWARD FOR INNOVATION
Winner: ixigo
Runner-Up: Sift Science

Learn more about the winners and all of the innovators here: www.phocuswrightconference.com/Whos-Coming/Innovators/2017





CENTER STAGE

SPEAKERS

Mike Premo, President & CEO,

Airlines Reporting Corporation

Brad Gerstner, CEO, Altimeter Capital

Jenny Wu, Managing Partner, Baidu Capital

Chris Thompson, President and CEO, Brand USA

Sophie Forest, Managing Partner, Brightspark Ventures

Cindy Wang, Chief Financial Officer,

Ctrip.com International, Ltd.

Lloyd Walmsley, Director, Deutsche Bank Securities Inc.

Patrick Bosworth, Co-Founder and CEO, Duetto

Mark Okerstrom, President and Chief Executive Officer,

Expedia Inc.

Lawrence Hester, CEO, FareHarbor

Sam Lessin, Co-Founder, Fin

Joel Cutler, Managing Director, General Catalyst Partners

Oliver Heckmann, Vice President, Travel and Shopping,

Google

John Kim, President, HomeAway.com Inc.

Frederic Lalonde, Founder and CEO, Hopper Inc.

Joan Vila, Executive Chairman, Hotelbeds Group

Sam Shank, Co-Founder and CEO, HotelTonight

Steve Hafner, Co-Founder and CEO, KAYAK

Oliver Dlouhy, CEO, Kiwi.com

Paul English, CEO, Lola

Deep Kalra, Founder and Group CEO, MakeMyTrip

Christy Delafield, Senior Global Communications Director,

Mercy Corps

Ritesh Agarwal, Founder & CEO, OYO

Jose Izquierdo, Executive Director,

Puerto Rico Tourism Company

Mark Mahaney, Managing Director, RBC Capital Markets

Peter Sellis, Director, Revenue Product, Snap Inc.

Rachael Rothman, Senior Analyst, Gaming, Lodging, and

Leisure, Susquehanna Financial Group

Woody Marshall, General Partner,

Technology Crossover Ventures

Glenn Fogel, Chief Executive Officer and President,

The Priceline Group

John Yonce, Director of Community Advancement &

Engagement, Tourism Cares

Stephen Kaufer, President and CEO, TripAdvisor

Johannes Thomas, Managing Director and Chief Revenue

Officer, trivago N.V.

Roger Dow, President & CEO, U.S. Travel Association

Eric Sheridan, Managing Director, UBS

Ben Johnson, Partner, Vitruvian Partners

Gloria Guevara Manzo, President & CEO,

World Travel & Tourism Council

Tammy Peter, Vice President, Hotel Distribution Strategy

and Support, Wyndham Hotel Group

TALKBACKERS

T.J. Clark, President & CEO, Turnkey Vacation Rentals

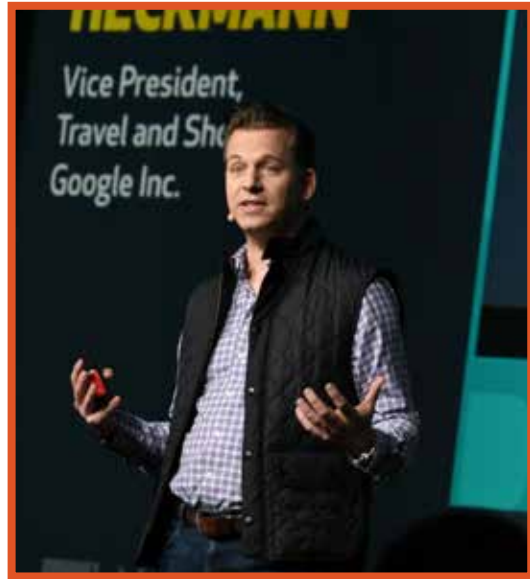
Scott Gutz, President and CEO, Amadeus North America

Robert McDowell, Chief Commercial Officer,

Choice Hotels International

Tobias Wann, CEO, @Leisure Group





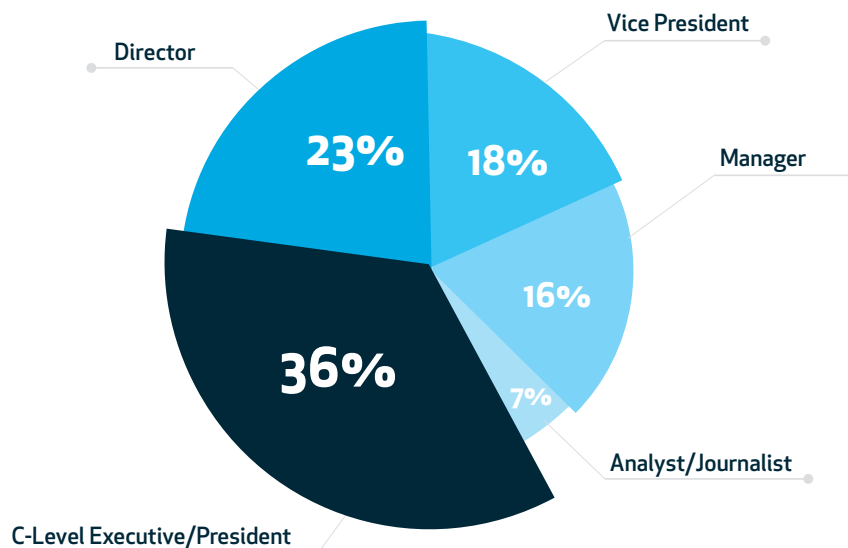


2017 ATTENDEE PROFILE

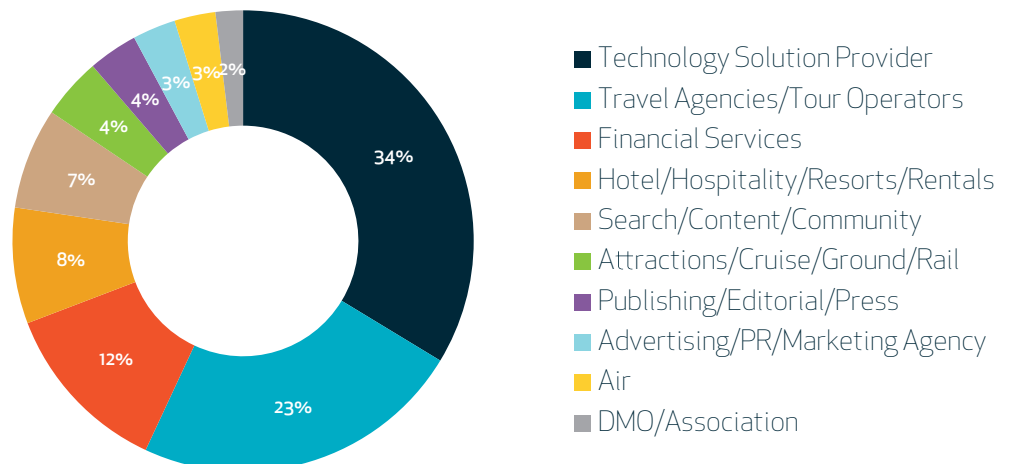
ATTENDEES BY COUNTRY

Argentina	Chile	Greece	Italy	Puerto Rico	Switzerland
Australia	China	Guatemala	Japan	Romania	Thailand
Austria	Colombia	Hong Kong	Luxembourg	Russia	United Arab Emirates
Bolivia	Czech Republic	Iceland	Mexico	Singapore	United Kingdom
Brazil	Denmark	India	Netherlands	South Africa	United States
Canada	France	Ireland	Norway	Spain	Uruguay
Cayman Islands	Germany	Israel	Poland	Sweden	

ATTENDEES BY TITLE



ATTENDEES BY SEGMENT



EPILOGUE

Douglas Quinby, senior vice president, research, Phocuswright, closed the conference with an epilogue that captured some highlights:

Expedia
Priceline
Trivago and Trip
\$20B market cap slip

Markets up ... Well, mostly down
What the heck is going on?
Is online travel slowing down?

Hotel direct
Google threat
Meta retreat

Steve Hafner's new retreat
Paul English buys Twitter
That would be a treat

The camera is my new UI
Voice, messaging chat, AI
Machine learning
Machine learning
Machine learning

I don't want a new device
I'd rather have an upgraded life

Blockchain, Bitcoin
Digital assistant
Hype cycles or innovation?
Travel craves reinvention

Conichi
Splitty
Mezi
Beachy
Bizly
How peachy
I just don't believe Joel Cutler's lazy

Startup stories
Investment themes
Congrats to all winners
And three-peat Redeem

PhocusWire launches
The Conference closes
But not for long - have no fear
In Gurgaon. Amsterdam.
And L.A.
We'll see you next year

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