

Travelling in a new way

Johnny Thorsen
Co-founder & CEO
conTgo

Do we want to travel?

Hans Cristian Andersen said “To travel is to live” back in the 1850’s when the methods of travel were fairly limited

How and why will we travel in 2015

As informed as possible

- No matter where you go, your mobile device will be your ticket

As little as possible

- The virtual travel alternatives will become increasingly popular

As green as possible

- The awareness of CO2 emission will evolve to an active policy level

As fast as possible

- Reliable and stress-free direct travel options will be preferred

As safe as possible

- Personal safety and risk avoidance will become critical

As cheap as possible

- The low cost and service model has been programmed into the new travellers

Fragmented buying will dominate

Buy from
any source

But
consolidate
the data

And apply
central
rules

To deliver
on-trip
services

Knowledge sharing will be king

Travellers
will know
more than
the TMC

Suppliers will
operate
closed
premium
networks

Bad service
will be
punished
instantly

Technology
will overtake
service in
importance

Do we need a travel manager ?

The “travel manager” will be replaced by the “corporate communication manager” (CCM)

The CCM objectives

Manage and support the fragmented buying program

Control the cost and policy of communication (mobile device, social network, travel, safety)

Develop and maintain relevant content and services

Ensure suppliers comply with guidelines