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on

The Digital Travel Revolution

Travel • Technology • Transformation

By

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Anchored by

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It is the world's largest industry.

Travel, tourism and hospitality industry accounts for

- **8 percent of worldwide employment**
- **9 percent of invested capital, and**
- **10 percent of global GDP.**

Every year, millions of citizens leave their borders for the first time. And now, the travel industry has gone digital.

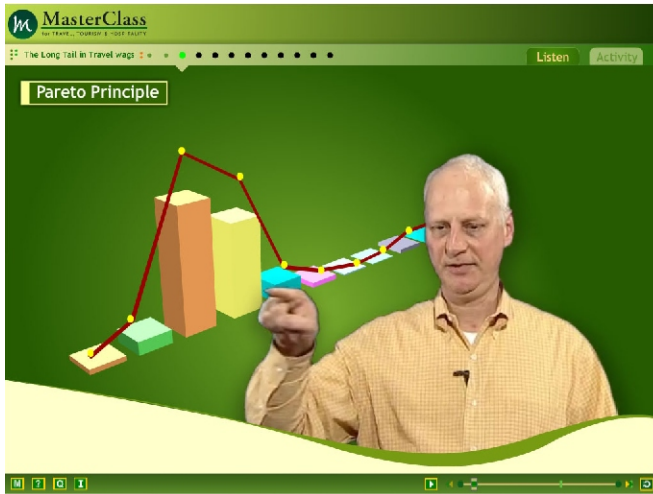
PhoCusWright presents an exceptional course designed to capitalize on the phenomena that has been quietly transforming the very way we do or buy travel: The Digitization of Travel Distribution.

PhoCusWright has leveraged two decades of industry expertise in analyzing travel industry supply and distribution to bring you a unique interactive learning experience for the travel industry. Learn the history, drivers and opportunities of digital travel and online distribution with **MasterClass**.

MasterClass is a group collaborative learning (GCL) based solution for the travel, tourism and hospitality industry. The signature elements of the workshop are:

- The course is enriched with multimedia elements that make knowledge transfer seamless and intuitive.
- An interactive learning environment encourages participation and engagement.
- Team-based activities reinforce the main course content and provide a learning environment for intra-group collaboration and inter-group competition.
- Course flow is controlled by a specially trained facilitator apart from the actual travel expert.
- At the end of workshop, attendees may interact with the travel expert to answer their questions (using teleconferencing).
- In order to facilitate an individual assessment, all attendees take a quiz at the end of the workshop.

The Digital Travel Revolution Course



The Scope

The Digital Travel Revolution (DTR) is the first course in the PhoCusWright MasterClass series. This course covers the following aspects of the travel industry in detail:

- Basic concepts of the travel industry
- Impact of the Internet on the way consumers plan, search, book and share travel
- Prevalent and emerging business models in online travel
- Application of business strategies in exploring new opportunities
- Changes in the elements of the travel value chain

The Expert

The travel experts for this course are **Philip Wolf**, President and CEO, PhoCusWright Inc., and **Ram Badrinathan**, General Manager, Asia Pacific and Vice President, Learning Solutions, PhoCusWright Inc. Ram will serve as the anchor, introducing and explaining concepts discussed by Philip. Ram will be available virtually at the end of the course to clarify any unanswered questions.

Course Structure

The Digital Travel Revolution course is divided into six modules which will be covered in three sessions (two modules per session). The course contents are covered in the first five modules. Quiz and interaction with the expert comprise the last session of the course.

Session 1	Session 2	Session 3
Introduction Travel 1.0	Travel 2.0 The Long Tail	The Perfect Storm Travel IQ & Interaction with Expert

Modules

Module I - Introduction

In this module, the basic concepts of the travel industry will be discussed by Philip in a unique manner. The topics covered include:

- Salient features of the industry: size, fragmented nature, dynamism, uniqueness
- Travel value chain
- Impact of the Internet on the travel distribution landscape
- Key takeaways

Module II – Travel 1.0

This module begins with understanding the emergence of online travel agencies and the strategies adopted by them to overcome market resistance and gain market share. Topics such as emergence of search, metasearch, and low-cost carriers (LCCs) will be discussed. Other topics include:

- Origins of online travel and the emergence of online travel agencies (such as Expedia, Travelocity and Priceline)
- Business models - agency model, merchant model
- Dot com bubble
- Emergence of search / metasearch and LCCs
- Key takeaways



Module III – Travel 2.0

The Travel 1.0 era was mostly about price and enabling consumer shift to online channels. This module discusses the shift in consumer focus from “the cheapest trip” to “the perfect trip.” The topics covered include:

- Emergence of Web 2.0 technology
- Tenets of Travel 2.0
 - Transparency, peer collaboration, real-time sharing of information, and predictive personalized information
- Key takeaways

Module IV – The Long Tail

This term was coined by Chris Anderson in his groundbreaking book "The Long Tail: Why the Future of Business is Selling Less of More." This module discusses the applicability of this principle to the travel industry and how Long Tail economics can be applied to redefine existing businesses. Topics include:

- Pareto Optimality or the 80/20 rule
- Tenets of the Long Tail
 - 80/20 rule is debunked
 - Long Tail embraces the sum of niches
 - The small guy has influence
 - The size of your reputation matters more that the size of your marketing budget
 - Value of distressed inventory increases
- Long Tail as a business strategy
- Key takeaways

Module V – The Perfect Storm

In this module, the focus will be on the various concurrent digital forces that are affecting the travel value chain. The issues covered in this module include:

- Google – advent of new power, emergence of new business models such as referral model and media model
- Understanding the search, shop, buy process
- The digital perfect storm in travel
 - Traveller diaspora
 - Business model blur
 - Disrupted value chain
- Leveraging the perfect storm in travel for business
- Key takeaways



Module VI – Travel IQ

This last module aims at assessing, on an individual basis, the knowledge that has been assimilated by the attendee during the course via:

- Quiz (individual assessment)
- Interaction with the expert through a teleconferencing facility (if feasible at the location)

Key Takeaways

MasterClass participants will come away with advanced understanding of the travel industry that they can put to practical use in their career. The Digital Travel Revolution course teaches the principles which are driving growth and innovation in the travel industry today so participants can position themselves at the leading edge in travel. Specifically, they will:

- Have a clear understanding of how the Internet has changed the way travelers search, shop and buy travel.
- Advance their skill-sets and decision-making capabilities to benefit their organization and career.
- Establish a foundation for working more effectively in this rapidly shifting business landscape.
- Gain greater clarity about the evolving relationship between travelers, suppliers and intermediaries.
- Benefit from a unique format that brings together a global perspective with local insight.

For More Information:

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