



The new reality of flight shopping.

A unique open industry summit.



A variety of perspectives, from airlines to channels to consultants to media, help us understand the bigger picture of what our industry is going through right now and what we should be doing to prepare for tomorrow.

FEATURED PARTICIPANTS



Mitra Sorrells
Senior Reporter,
PhocusWire



Jorge Andrés Sierra Jurado
Digital Transformation Manager,
LATAM Airlines



Nina Wittkamp
Associate Partner,
McKinsey



Phil Donathy
Senior Product Director,
Skyscanner



George Bryan
Management Consultant,
Distribution, Hawaiian Airlines



Rodrigo Acuna Agost
Head of AI Research,
Amadeus

WHERE WE ARE NOW

Air travel isn't the only industry affected by the pandemic, so rebounding will likely be more complicated and slower. It's important to remember that even if an industry player were to do everything "right," external factors like government border restrictions and customers' personal risk tolerance will stall a calculated recovery.

Aside from the logistics and economics, we know that customers' heightened awareness of health and safety are here to stay. According to a Phocuswright survey, **"When planning leisure trips, fear of contracting COVID-19 is the top concern in nearly every market."** PhocusWire's Mitra Sorrells reiterated that the decisions companies make into 2021 will not only allow them to survive, but also create a safer industry with a smart strategy for the future.



The travel industry will come out of this crisis smaller, but hopefully safer and smarter.

WHAT WE KNOW ABOUT CUSTOMERS



Phil Donathy shared that Skyscanner has talked to more than 6,500 travelers over the last six months and found that **travel decisions, from search to purchase, are happening within one month.** Of the travelers surveyed by Skyscanner, 25% are willing to book travel but have three main questions:

1. Will I be allowed into my destination?
2. Will I be able to get back?
3. Is my money safe?

One-way travel is up, specifically leisure. Leisure, as Mitra points out, "is on the leading edge of recovery." Business travel recovery will lag, having implications on the type of classes being booked (less business and first, more economy).

"Leisure travel is on the leading edge of recovery," said PhocusWire's Mitra Sorrells.



Where we need to go

Nina Wittkamp cited McKinsey's **four main clues for success:**

1. Listening to customers
2. Making it better (not just safer)
3. Expanding horizons
4. Staying nimble beyond the crisis

"We need to expand our horizons and build partnerships across the value chain and across the ecosystem to build confidence and processes that actually work," said Nina.

George Bryan explained that Hawaiian Airlines has been closely listening to customers and sees the increasing demand for more attribute-based shopping, which focuses on the elements a customer wants to make their journey complete rather than price—things like meals, seat type, and change policy.

Traditionally, search engines focused on getting a customer from point A to point B, but ATPCO's Routehappy Rich Content has bridged this need for standardized attributes through UPAs (Universal Product Attributes) and UTAs (Universal Ticket Attributes). When the pandemic hit, ATPCO expanded its rich content offering to help airlines communicate safety and health protocols through Reassurance UPAs.



While the air travel industry can't control all aspects of recovery, we can use this time to be hyper-attuned to consumer needs so we can connect relevant offers to the correct customers from the start, including new offers (ancillaries and UPAs) that meet new demands for health and safety.

INNOVATION FOR THE WIN



Innovation is easier said than done, but Amadeus and LATAM make the investment in innovation sound like a no-brainer, supporting the need to build back smarter.

Jorge Andrés Sierra Jurado explained that LATAM set out in early 2020 to become a fully digital airline, positioned as "an airline in your pocket" with personalized offerings and engagement through direct interaction as well as transformation in assisted channels. LATAM led with a customer-centric UX design and functionality, resulting in successes like a 50% reduction in the average number of clicks required to purchase a flight, 60% faster time for purchase, and a 3% increase in conversion rate.



Rodrigo Acuna Agost, Head of AI Research at Amadeus, understands that in order to test new solutions quickly, open innovation programs like "Amadeus for Developers" are a must. Their developer-centric program helps smaller, agile companies build and test enhanced travel solutions in the market quickly. Amadeus then gets quick feedback on whether ideas gain traction before dedicating years of resources to research. It's a win-win for industry players and customers.

58% of respondents are prioritizing investing in innovation over lowering their budget, according to a poll of the ATPCO Spotlight session audience on 28 September.



What we can do now is digitize and automate as much of the value chain and shopping experience as possible, for both the customer's experience and the industry's need to do more with less resources. Industry collaboration is the key to using this opportunity to push progress.

Take a deeper dive into the [core themes](#) industry partners are focusing on right now

As a neutral party and airline-owned, ATPCO is perfectly positioned to drive the change. Build your updated strategies on our foundation. [Contact us](#) to begin.

