In these small-group roundtables, industry leaders exchanged their perspectives on improving customer sentiment in travel and on identifying novel offers for the new realities of flight shopping.

**How?**

By rethinking demand stimulation, redefining relevance and experience, and re-engineering our dream innovation plans to use existing infrastructure.

**New market conditions require tough conversations, both internal and with your partners. Any recovery timeline depends on our collective ability to engage and move quickly.**

**By rethinking demand stimulation, redefining logistics of travel, such as quarantine guidelines.**

**How it's done:**

**1. Demand generation needs to reflect this new reality:**

- **Re-delivering the experience:**
  - Load factors, capacity, and demand won't stay low forever, airlines and partners need to focus on the removal of legacy systems instead of completely replacing them.
  - Designing tech improvements over and around legacy systems can help facilitate affordable innovation.
  - The new reality of flight shopping.

- **Technology providers and airlines can control costs by designing tech improvements over and around legacy systems.**

**2. Innovative offers are critical:**

- Load factors, capacity, and demand won't stay low forever, airlines and partners need to focus on the removal of legacy systems instead of completely replacing them.

**3. The world is slowing down:**

- The world is slowing down, technology providers and airlines can control costs by designing tech improvements over and around legacy systems.

**A NEW DEFINITION OF RELEVANT OFFER**

- **Offering services and options that are tailored to the specific needs of each traveler.**
  - Airlines and partners need to focus on the removal of legacy systems instead of completely replacing them.

**AGILITY: THE KEY TO NAVIGATING A PATH TO RECOVERY**

- **Flexibility is key:**
  - Airlines and partners need to focus on the removal of legacy systems instead of completely replacing them.

**FEATURED PARTICIPANTS**

- **Airlines**
- **Leisure channels**
- **Corporate channels**
- **Agencies**
- **Travel tech**

**We’re going to see a renaissance in real-time travel planners,** said Upflit’s Tom Botts.

**“There’s a lot of spontaneous trips…which means shorter booking windows, in addition to last-minute travel.”**

- **Expedia’s**
- **3:1 pandemic levels of 3:1, to everything through an agent online versus agent corporate bookings went from pre-pandemic to an even split nowadays.**

**Shaping the new reality of flight shopping.**

**Let’s use what we have, innovating on existing systems and working with partners to build new technology during this slower-moving world.**

**If you’re ready to collaborate and innovate, or if you are looking for airline data, contacts, or expertise [email], we can get the word of your unique approach across the board.” — Rosario Phillips.**