



The 21st Century Travel Advisor





Travel with
Peace of Mind

■ AGENDA

- 'Keen but cautious' The new profile of leisure traveller
- Forever changed? The new profile of corporate traveller
- Crossroads - Where the profile of the leisure and corporate traveller meet
- The opportunity for Travel Advisors



‘Keen, but cautious’ – The new profile of the leisure traveller

ASATA

Travel with
Peace of Mind



Travel with
Peace of Mind

Unpredictable vs Predictable

- COVID impact on travel industry was unpredictable, unimaginable, immediate, pervasive, and devastating.
- But we lean on what we know:
 - Humans are social animals and want to connect with each other
 - Travel will return, albeit perhaps in a different shape than before
 - Traveller demands have shifted; travel brands will have to adapt





Travel with
Peace of Mind

■ LEISURE TRAVEL SHIFTS

- Demand for flexibility
- Reduced booking windows
- Destination choice



Travel with
Peace of Mind

Demand for flexibility

- A shift in value from price to flexibility and spend protection. With a focus on lenient cancellation, rebooking and refund policies.
- Travellers expect travel companies to shoulder the burden of this flexibility and to establish them as an ongoing standard.





Travel with
Peace of Mind

Reduced booking windows

- The unpredictable travel environment during the COVID era has shrunk the advanced planning window (the number of days between when a trip is planned and when the trip takes place). Consequently, travellers are eager for last-minute getaways.





Travel with
Peace of Mind

Destination Choice

- Reconnecting with the people that matter and finding meaning in experiences is fuelling the desire to travel again.
- Avoiding crowds and enclosed spaces, leisure travellers moved their travel from urban centres to less populated nature destinations.
- Meanwhile, domestic destinations have certainly led the travel recovery internationally.





Forever changed? The new profile of the corporate traveller

ASATA

Travel with
Peace of Mind



Travel with
Peace of Mind

■ BUSINESS TRAVEL SHIFTS

- A hybrid approach
- Return on investment
- Tech is tops
- SMEs lead the way



Travel with
Peace of Mind

Zoomed out

- COVID has seen the emergence of new communication tools that allow corporates to connect. The ease of these tools combined with a desire to reach carbon-zero has forever altered the corporate landscape.





Travel with
Peace of Mind

Corporate Travel will survive

- Travel priorities have shifted with a strong focus on risk management; duty of care and environmental concerns.
- Traveling employees consider client meetings, team-building events and sales meetings as the most important to be conducted face-to-face.





Travel with
Peace of Mind

A hybrid approach

- Hybrid working is the next big thing.
- But, work from home however has led to:
 - Difficulty monitoring team performance
 - Unengaged teams
 - Difficulty providing training
 - Ineffective communication
- In our new 'hybrid' world, expect business trips to be well-considered and longer.





Travel with
Peace of Mind

Return on investment

- Travel budgets declined by 90% or more beginning in early 2020 (Deloitte).
- Companies restricted travel to essential trips, and added layers of executive approval.
- As the return accelerates, many executives are expected to tap the brakes to shore up the bottom line.

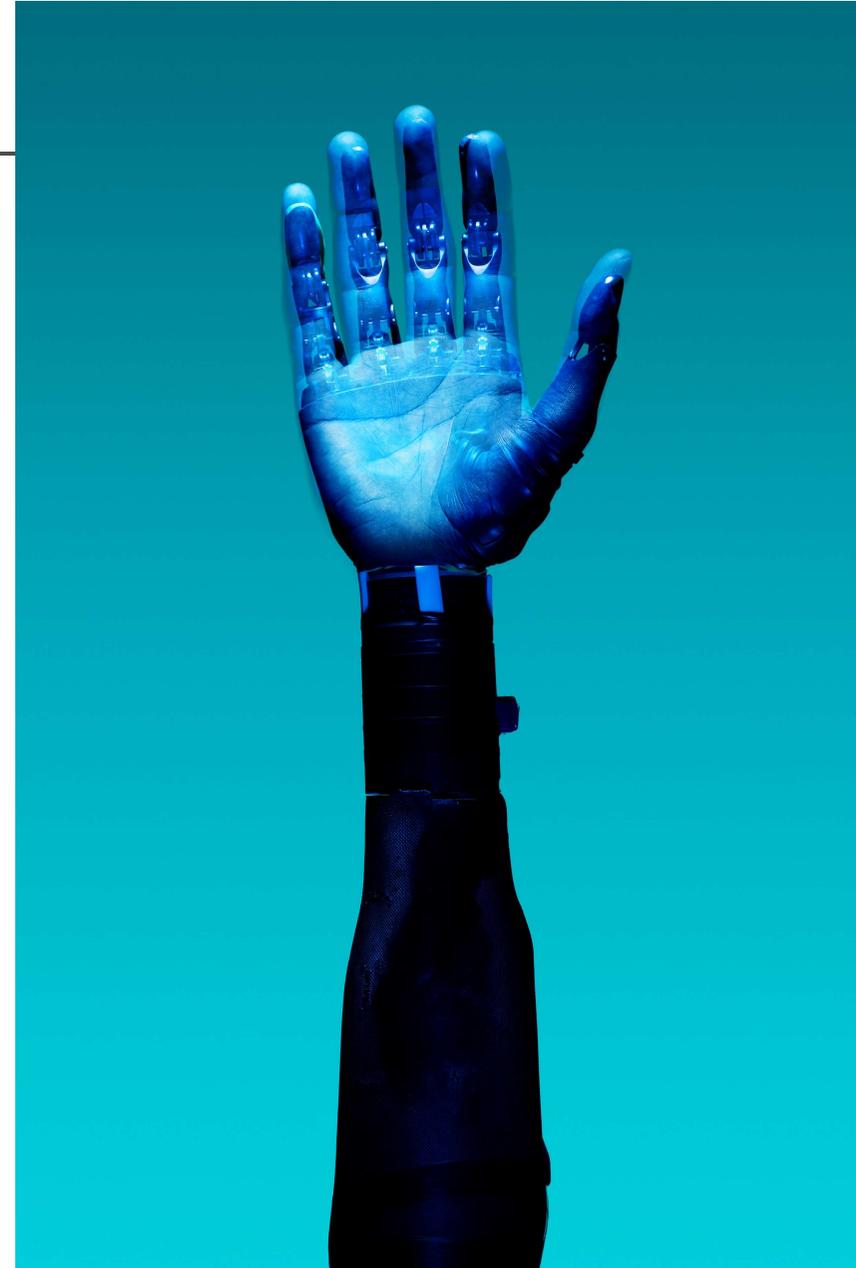




Travel with
Peace of Mind

Tech is tops

- Technology is paving the way. New functionality allows companies to analyse their travel behaviour, spend, bookings and programme compliance quickly and easily.

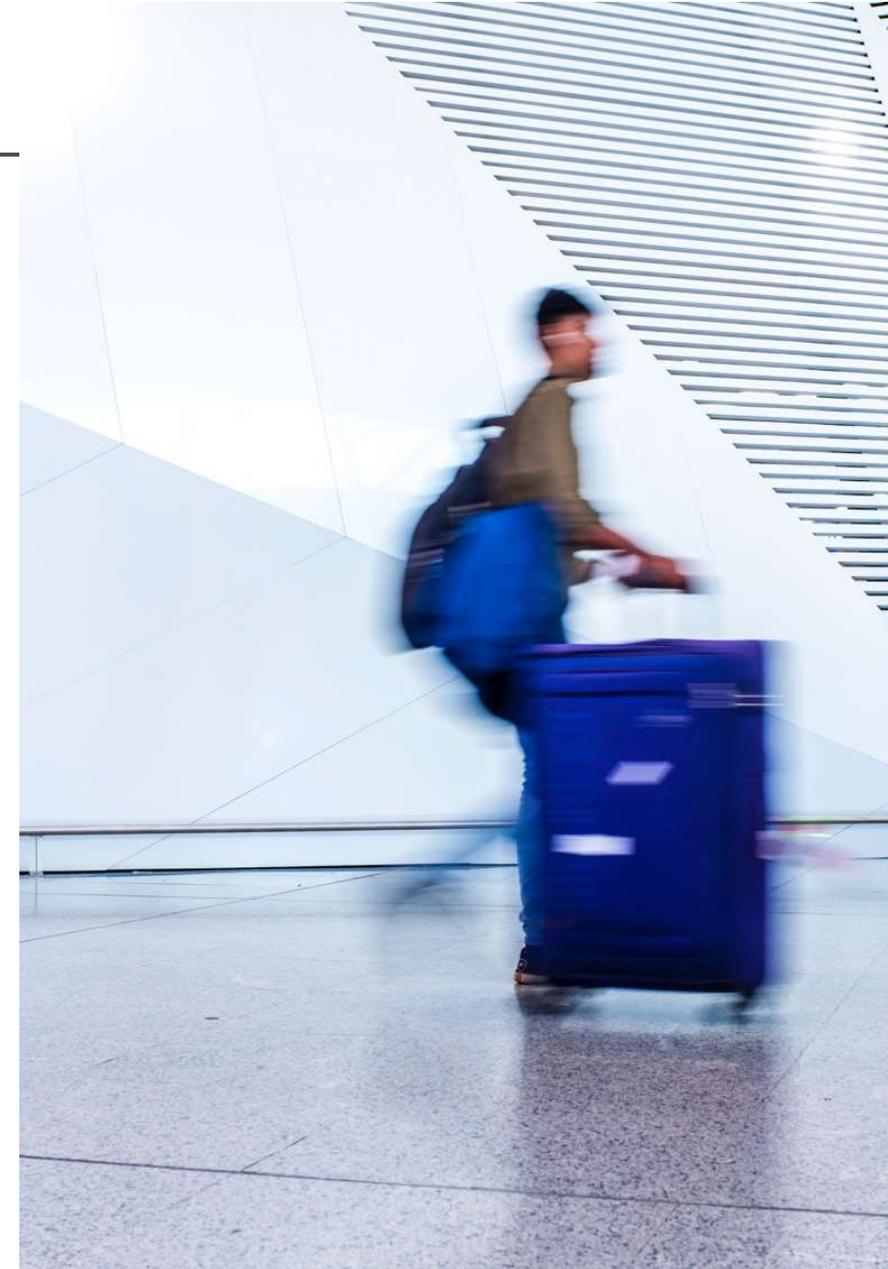




Travel with
Peace of Mind

SMEs lead the way

- Agile, flexible, and unencumbered by legacy systems. Small-and-medium enterprises (SMEs) are leading the way in an ever-fluctuating post-COVID world.
- SMEs are travelling because they can't afford not to. There is no financial buffer or rainy-day fund. They need to get back to normal. (United CEO, Scott Kirby)





*Crossroads - Where the profile of the
leisure & corporate traveller meet*

ASATA

Travel with
Peace of Mind



Travel with
Peace of Mind

■ LEISURE & BUSINESS TRAVEL SHIFTS

- Safety, health and hygiene
- Better travel
- Remote work
- Rapid digitalisation
- A return to the travel advisor



Travel with
Peace of Mind

Safety, health and hygiene

- From improved sanitation procedures and social distancing measures to PCR testing and contactless technology, travel brands reassure customers that travel is safe.
- A combination of personal vaccination, vaccine availability in the destination, lower infection rates and safe travel advisories has restarted travel.
- Travellers are largely comfortable with the concept of a vaccine passport.





Travel with
Peace of Mind

Better Travel

- Pre-pandemic focus areas such as climate change, sustainable travel back on the radar.
- The worldwide pause in travel demonstrated how travel serves as a force for good.
- Travellers are aware of the climate issues associated with travel and they are demanding solutions.
- Nearly three in five travellers are willing to pay additional fees so their trip can be more sustainable (Expedia).
- 53% of travel decision makers rated sustainable choices as one of the critical factors when approving services for their corporate travellers (SAP Concur).





Travel with
Peace of Mind

Remote Work

- The work-from-anywhere trend exacerbated by COVID work-from-home policies will likely permanently blur the lines between leisure and business travel, making “bleisure” travel even more relevant in a post-pandemic era than before.
- A similar trend is the flexcation. Instead of travelling somewhere ‘for work’, employees now travel to a destination of their choice and extend their holidays by working ‘on location’.

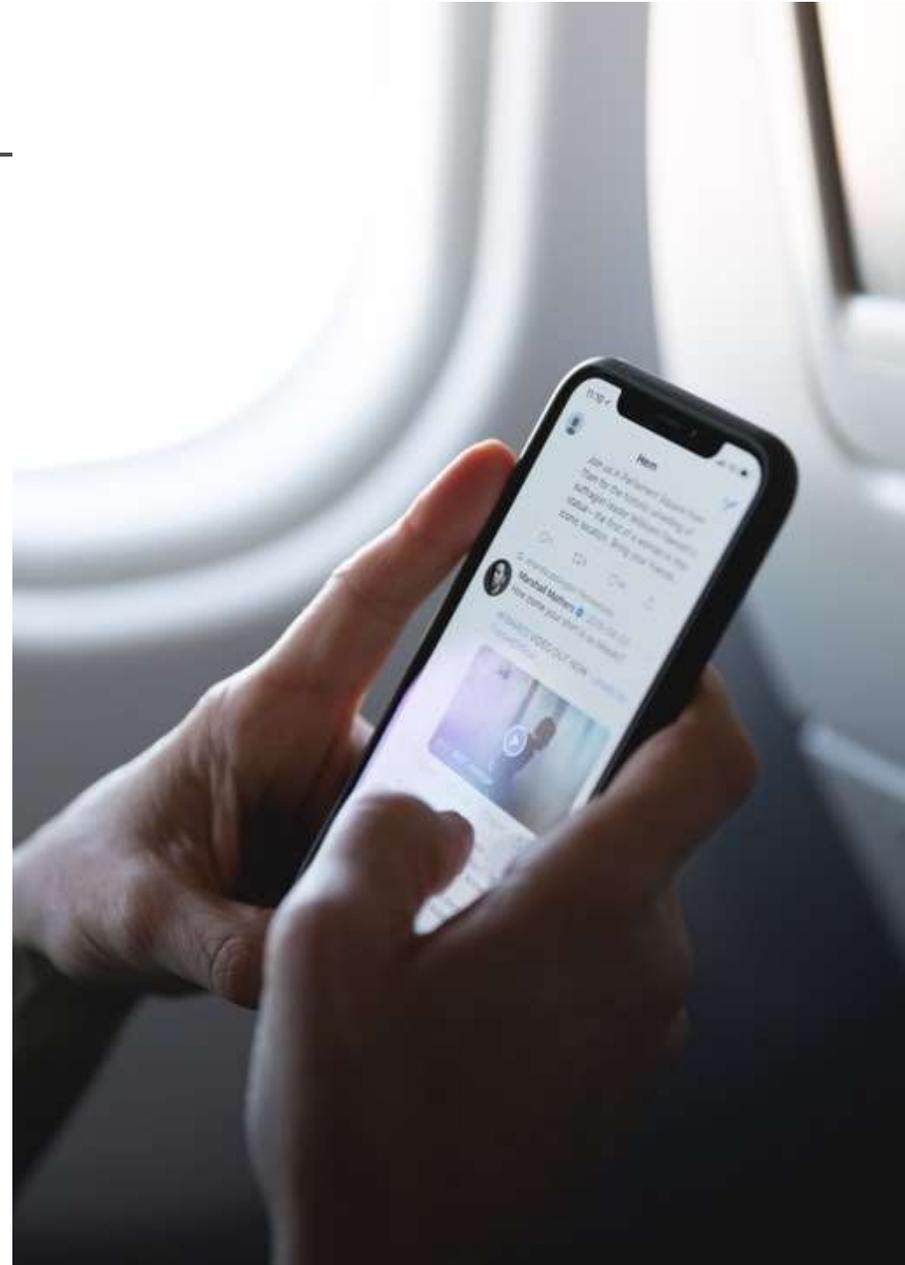




Travel with
Peace of Mind

Rapid digitalisation

- Even the less digital-savvy customers have become more digital as COVID-19 has accelerated the digitisation of everyday life for most consumers, from grocery delivery to traditional e-commerce.
- Travel brands will need to ensure that their digital channels live up to ever higher expectations.

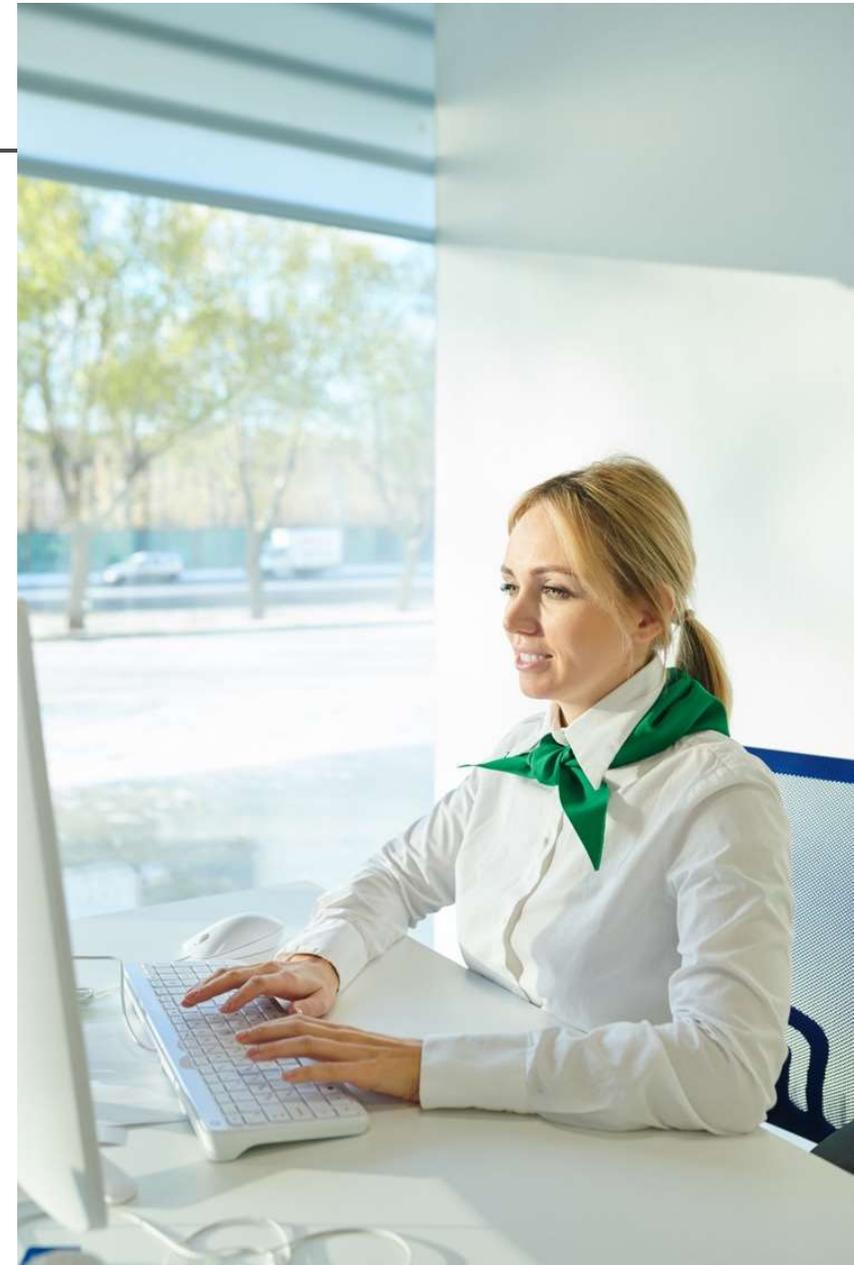




Travel with
Peace of Mind

A return to the Travel Advisor

- Despite this trend towards online, uncertainty and volumes of information about travel during COVID ensures that travellers increasingly recognise that expert travel advisors can be relied upon to help them sift through all the opportunities to find the right option for their specific needs.
- According to Google, this reliance on travel advisors is much greater compared to the pre-pandemic experience.





Travel with
Peace of Mind

■ OPPORTUNITIES FOR TRAVEL ADVISORS & TRAVEL MANAGEMENT COMPANIES

- Delivering peace of mind
- Industry collaboration for recovery
- Low-hanging fruit
- Commit to change
- Stay agile and nimble
- Sharpen client's travel policies
- Focus on the whole customer journey
- Focus on risk management
- Remove friction
- Shape your business for the new customer
- Work on your real skills



Travel with
Peace of Mind

Delivering peace of mind

- For travel experts, easing traveller worries in this predictable travel environment is key, helping experts boost client engagement, attract new clients and drive sales.
- Travel advisors need to make travel as easy as possible for their clients and remove as many pain points as they can.

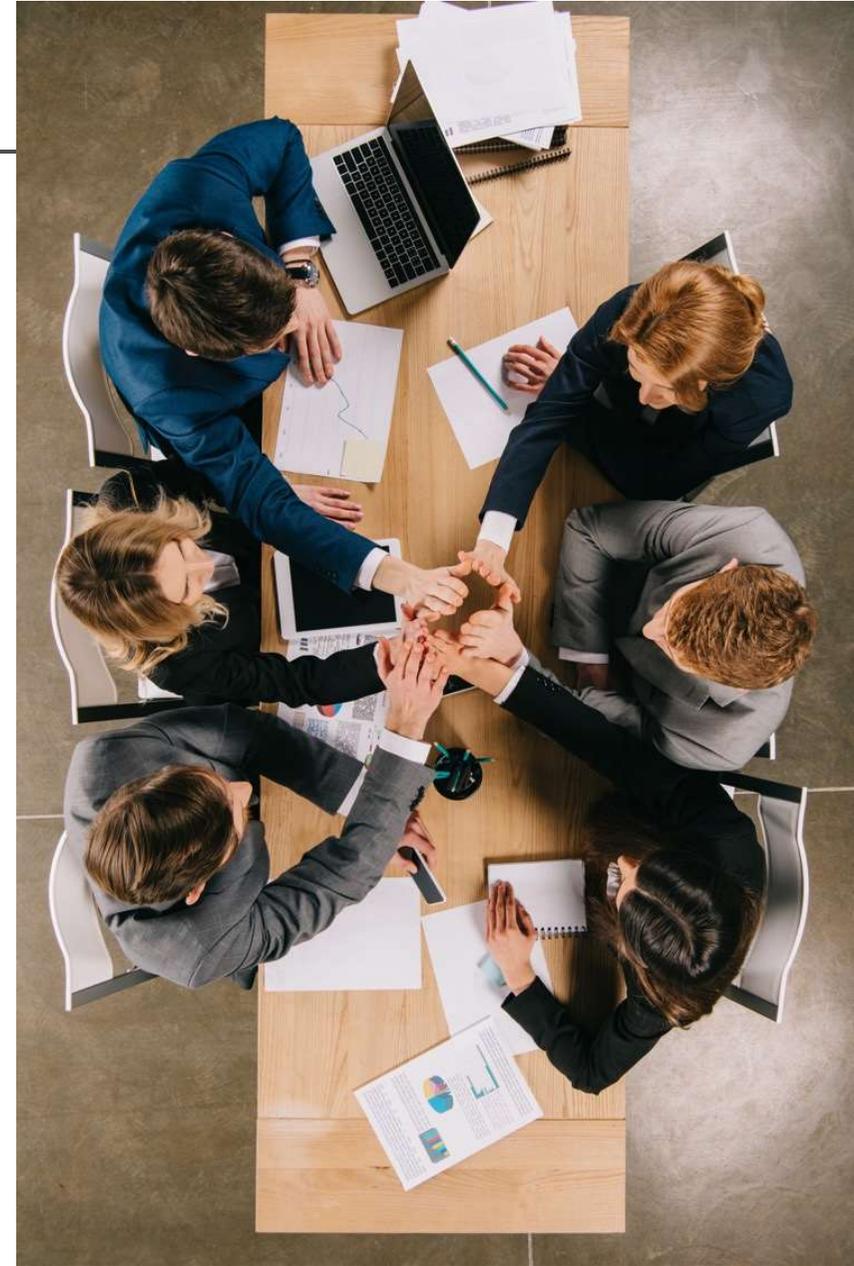




Travel with
Peace of Mind

Industry collaboration

- The inter-dependence of the travel value chain requires the industry to employ a cohesive, collaborative approach to secure a recovery that builds back better and stronger than pre-pandemic levels.





Travel with
Peace of Mind

Low-hanging fruit

- In the medium to long run, the family-holiday and FIT travel (particularly youth and adventure) segment will likely continue to be the engine propelling demand for leisure travel.
- Leisure travel players must provide product offerings that cater to their preference for these segments.





Travel with
Peace of Mind

Commit to change

- Sustainability is no longer an option, but a responsibility.
- With a travel-related emissions baseline of close to zero in 2021, companies around the globe will now need to reimagine their return to business travel while actively managing their carbon footprint.
- Be the expert and provide guidance around economy vs. business class fares; direct routes; greener fleets; the use of public transport; and greener hotel programmes.





Travel with
Peace of Mind

Stay agile and nimble

- Of the many lessons travel brands learned during COVID it was how to be nimble and agile in the face of uncertainty. This should be leveraged as we scale our businesses to meet the increasing demand, train our staff, structure our businesses and prioritise working with industry partners which share these values.





Travel with
Peace of Mind

Sharpen Travel Policies

- The travel landscape has changed which means your travel policy, including approach to duty of care, negotiations with suppliers and communication with your travellers will need to change.
- Help companies navigate essential travel questions, approval policies and compliance.





Travel with
Peace of Mind

Focus on the whole customer journey

- Hyperconnected traveller expects more than a trip. They demand a convenient, personal and all-encompassing experience from inspiration phase, to planning to booking – instantaneous response, 24/7 service and seamless customer experience.





Travel with
Peace of Mind

Focus on risk management

- Travel risk management is a proactive, comprehensive approach to dealing with travel risk to protect your organisation and its travelling staff.
- It comprises measures that mitigate the risk travellers may encounter when they're travelling for business and outlines steps that must be followed consistently to ensure that they are kept safe.





Travel with
Peace of Mind

Remove friction

- Solve pre-existing and COVID-19-induced pain points. As many travel companies move from immediate crisis management and protocol implementation to looking forward, it is important to remember that traveller journeys had many pain points before COVID-19.



Shape your business for the new customer

- Travel brands need to throw out many of their pre-COVID-19 customer lenses and invest in understanding customers' new perspectives and behaviours.
- This will enable them to find the most effective ways to meet their customer needs and therefore capture the available demand.
- Travel advisors who listen to their customers' pain points and develop solutions will reap the rewards.

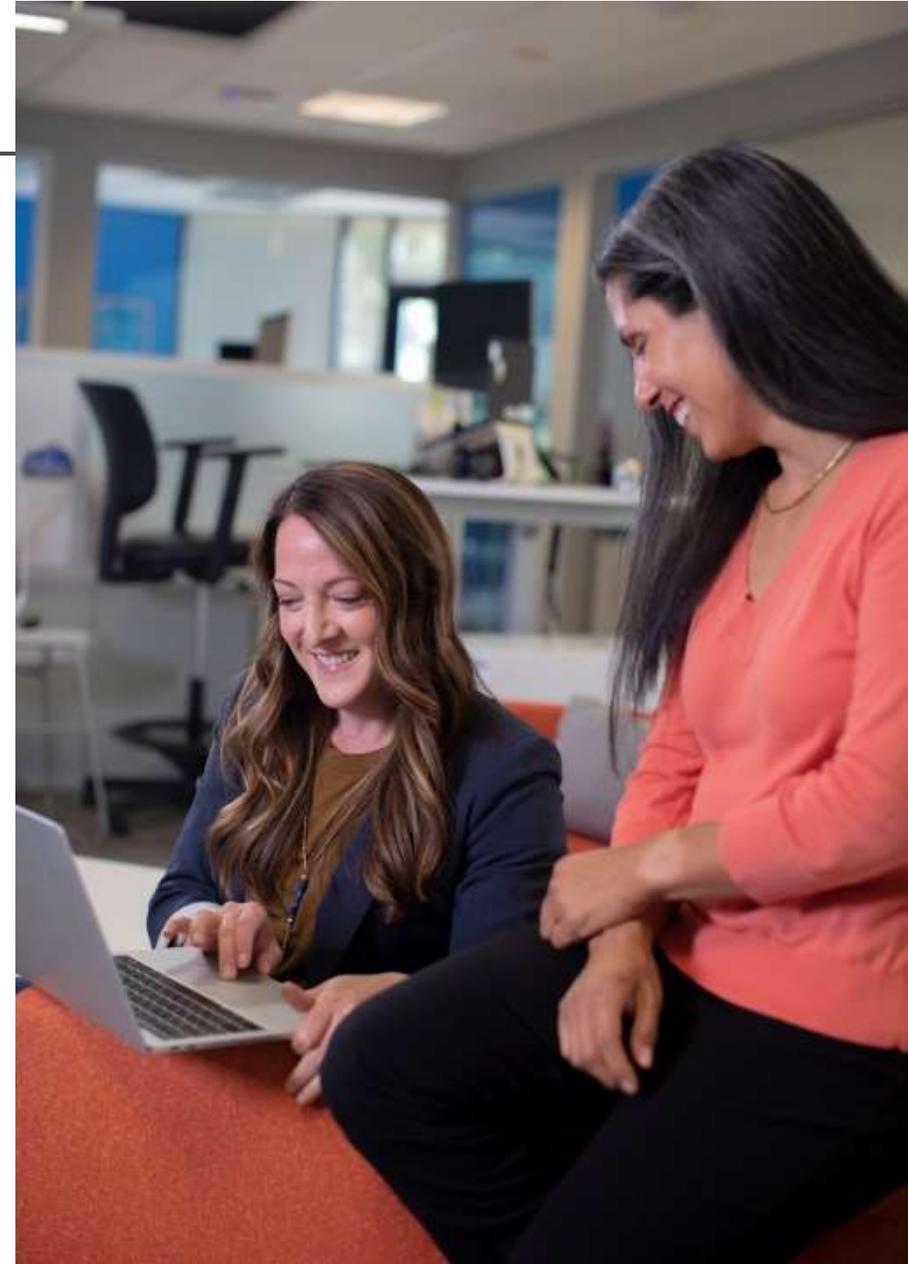




Travel with
Peace of Mind

Work on your 'Real Skills'

- Among those skills that travel advisors have had to hone during times of COVID are high emotional intelligence, flexibility, stress management, problem-solving skills, ability to prioritise, ability to research, team building, resourcefulness and leadership.





Thank You

ASATA

Travel with
Peace of Mind