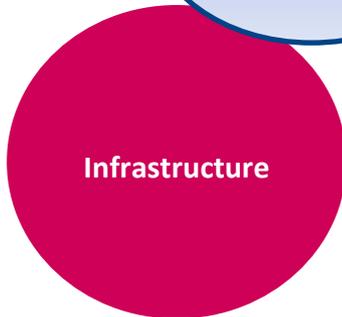
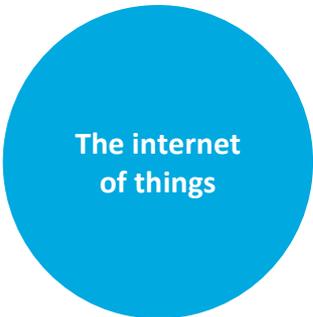
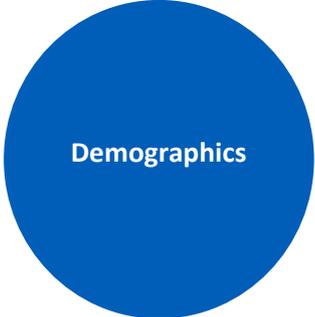


The future of travel

4th February, 2016
Tilburg

Luc Pannecoeck
General Manager
Amadeus Benelux

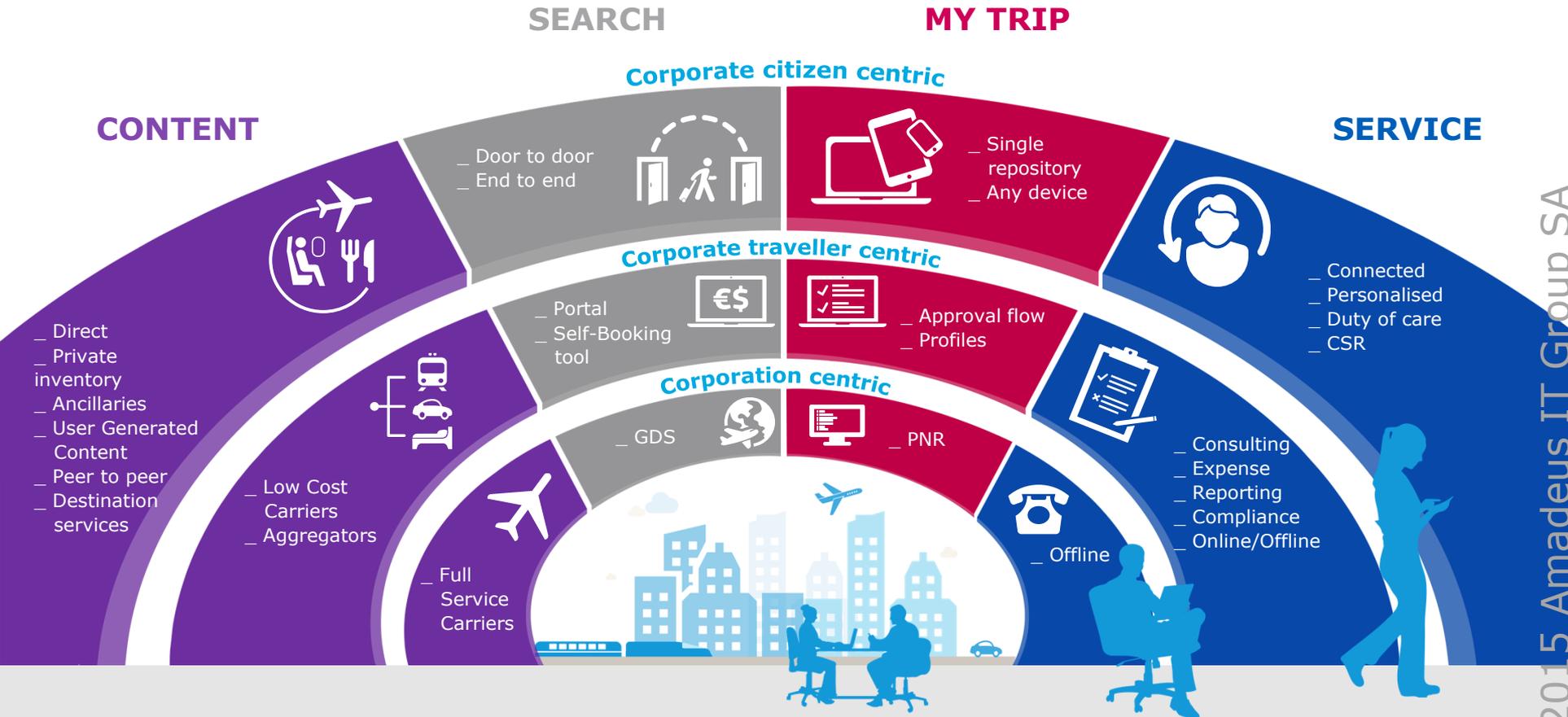
Active seniors Next Gen Corporate citizens



Managed travel is evolving

Evolution is *Faster and Smarter*

amadeus



Welcome to
Managed Travel 3.0

Managed Travel 1.0 > Managed Travel 2.0 > Managed Travel 3.0

Challenge n° 1 Differentiate beyond price

Challenge n° 2 Create sustainable economics

Challenge n° 3 Manage increasing complexity

Efficiency

Content

Service

Mobile

Self actualisation

Legacy

Trust

Smart consumption

Unique experiences

Social interaction

Personalised offer

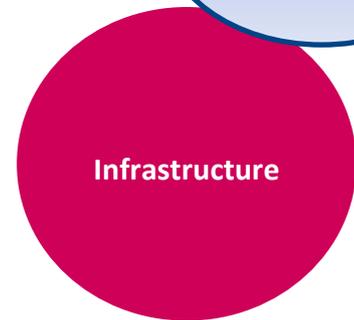
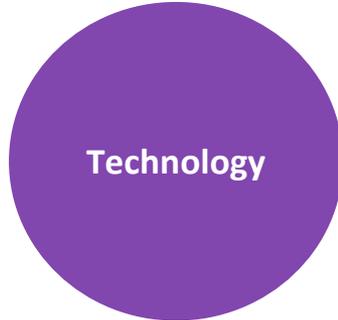
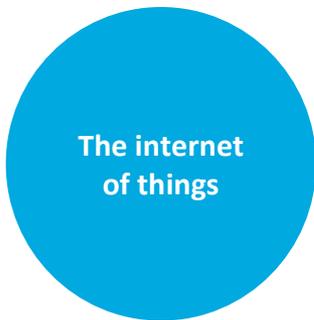
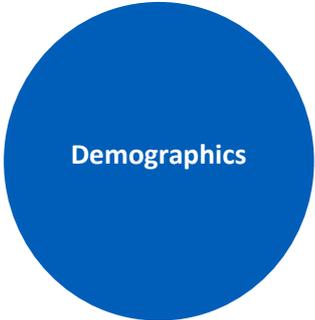
Efficient

Care

Active seniors

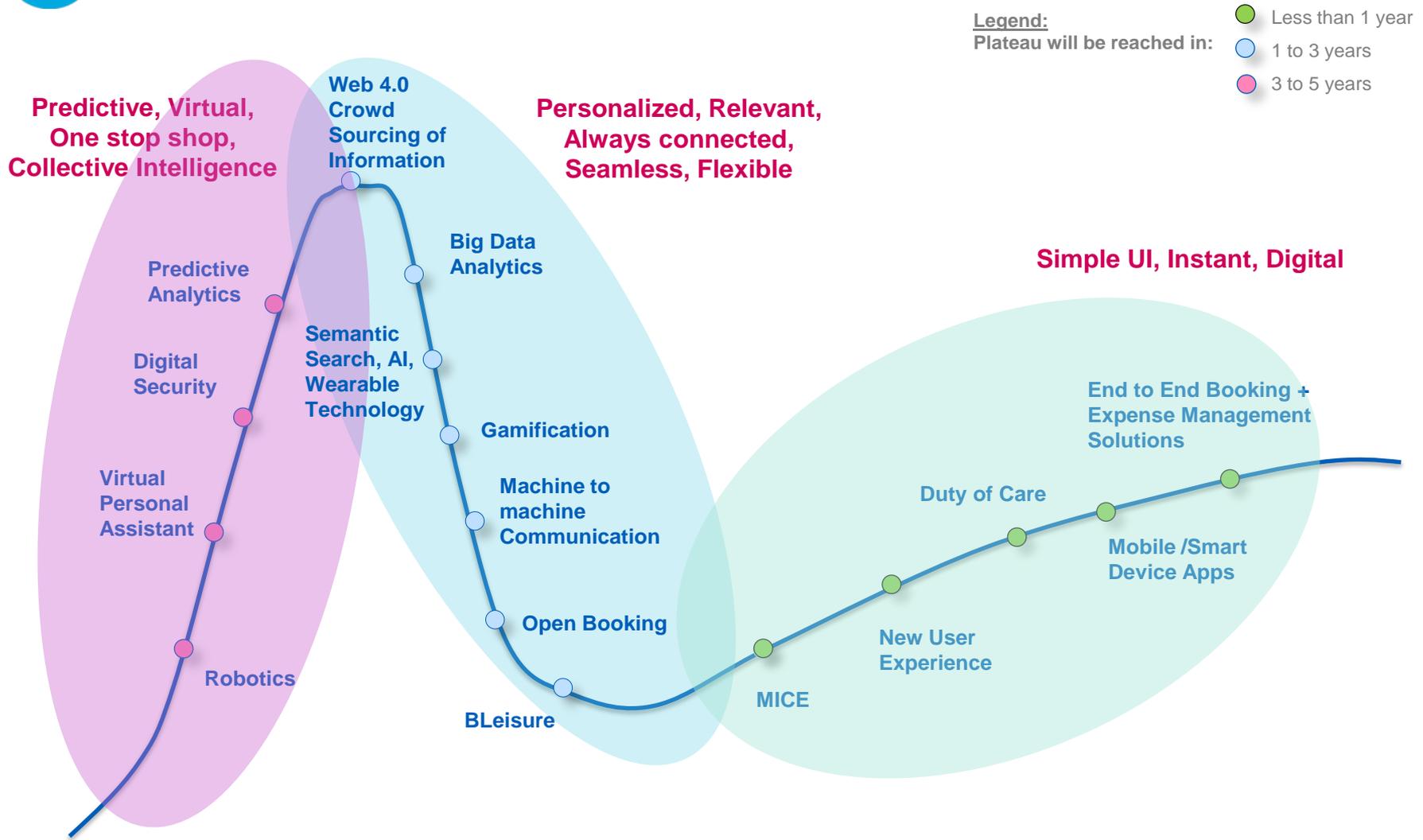
Next Gen

Corporate citizens



Technology will drive expectations

Creating a new experience



Future?

- Market bigger than ever and growing
- Mobile, wearable beyond 2020
- Personalised
- Traditional “providers” will struggle
- Content is king, content aggregation key
- Technology as a facilitator
- Destination based  experience based

Thank you!

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Q&A

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