



GOLDSRING
— CONSULTING —

What to Watch: Looking Ahead to 2024 and Beyond!

Will Tate

GoldSpring Consulting

will@goldspringconsulting.com

Travel Technology Providers Landscape

Hospitality Property Management



Wholesalers and Bedbanks



Tours & Attractions



Travel Insurance Providers



Hospitality Connectivity and Distribution



Airline Operations Management



Business Travel and Expense Management



Travel Agency Software



AI in Travel



Central Reservation Systems (CRS)



Airline Schedules, Pricing, and Info



Airline Consolidators



Online Travel Agencies



Vacation Rental Management



NDC and Flight Connectivity



Revenue Management Systems



Airline Reservation



Global Distribution Systems





Agenda

3

Strategy Drivers

Looking Ahead



Strategy Drivers

The Value of Managed Travel – Strategic Drivers

5

Cost Management



- Demand Management
- Supplier Agreements

Sustainability



- Environmental (Reporting, Sourcing, Booking, Offsetting)
- Diversity, Equity, Inclusion (Accessibility)
- Traveler Wellbeing

Regulatory Compliance



- Accounting / Tax
- Gamification
- Rebilling
- Industry Regulation
- Ethics
- Data Security & Protection (GDPR)
- Legal

Traveler Satisfaction



- Booking Experience
- Travel Experience
- Standard of Accommodation
- Payment / Reconciliation
- Engagement / Recognition

Duty of Care



- Travel Risk Management
- Governance, Policy
- Training, Education
- Assessment, Monitoring, Mitigation
- Response and Recovery
- Insurance
- Visa, Passport, Immunizations, Vaccinations

Process Efficiency



- Direct Costs
- Indirect Costs

Looking Ahead to 2024 and Beyond!

Time it took to get 100 million users:

7

- Netflix: 10 years
- Gmail: 5 years
- Twitter: 5 years
- Facebook: 4.5 years
- WhatsApp: 3.5 years
- Instagram: 2.5 years
- TikTok: 9 months
- ChatGPT: 2 months
- Pirate Bay: 1 day after Netflix cancelled shared passwords and Gen-Z discovered torrents.

What to Watch for in 2024 and BEYOND!

8



AI is Here, But in Infancy



Ubiquitous Profiles



Sustainability Momentum at Full Force



NDC Remains Off-Channel



The Traveler Experience Remains Vital



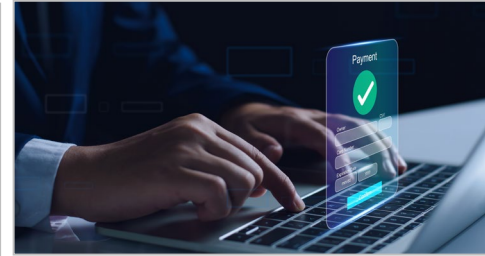
Personalization Continues to Dominate



Labor Challenges Continue



Integrated Solutions Continue to Rise



Blockchain Connects



Meetings Integrated with Transient Travel



Smileage: **The Economics of Managing the Traveler Experience**

WEBINAR REWATCH



AI is Here, But in Infancy

10

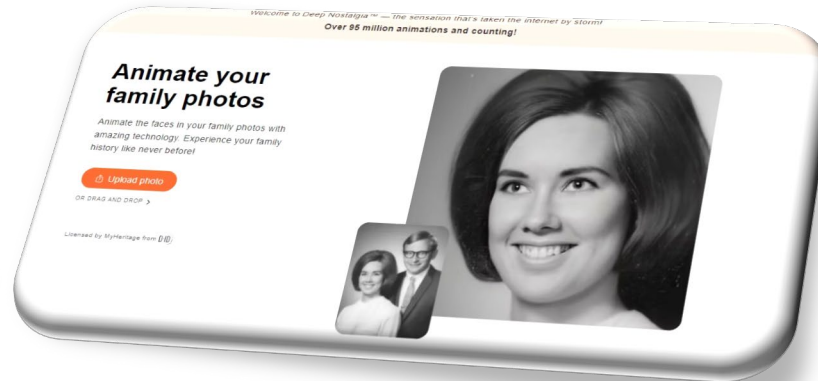
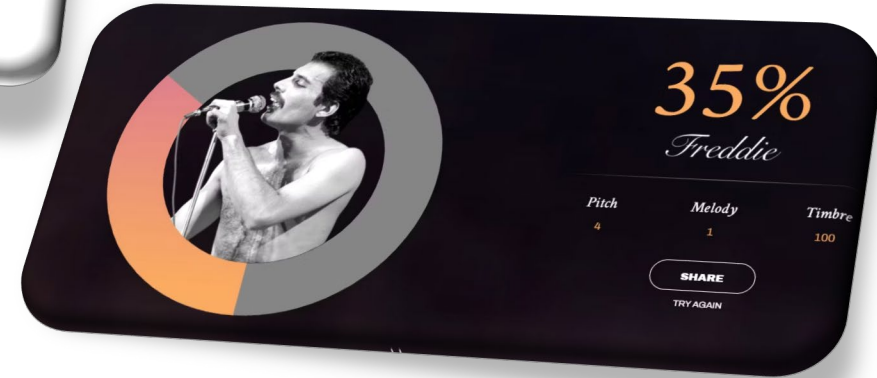
- Challenges
 - Labelling/Tokenization
 - Lack of Transparency
 - Hallucinations
- Applications
 - Expense reporting
 - Airports
 - Meetings
 - TMC chat
 - Death of OBT





And the fun ones...

11

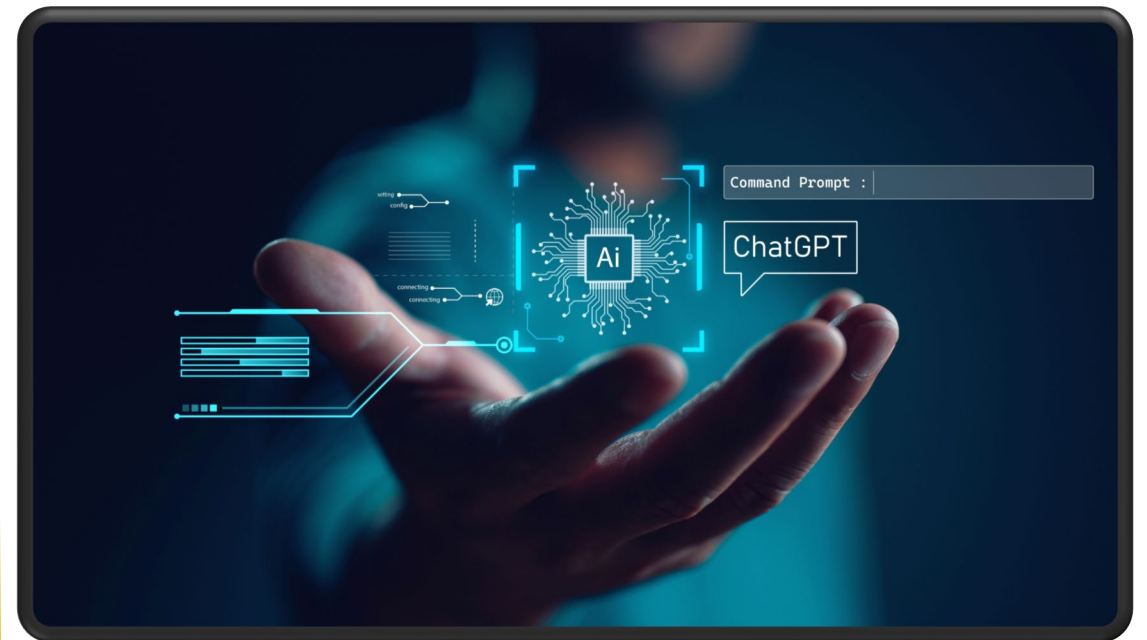


AI DUNGEON

Ubiquitous Profiles

12

- Challenges
 - Different by Supplier
 - Unequal priorities
 - Complexity
- Applications
 - Always Current
 - Traveler and Supplier Efficiency
 - Greater Personalization
 - By Supplier
 - By Trip
 - By Recommendations



Sustainability Momentum at Full Force

13

- Challenges
 - Different measurements
 - Different approaches
 - Different contribution choices
- Applications
 - Smileage
 - LLCF
 - Contribution choices
 - Company Level
 - POS Level



NDC Remains Off-Channel

14

- Challenges
 - Find the fare
 - New costs to shop
 - In and out (continuous)
- Applications
 - Buyers will pay
 - Airlines will tier discounts
 - Blockchain disrupts
 - Distributor models



The Traveler Experience Remains Vital

15

- Challenges
 - Continual pressure from leisure
 - Safety/Security ruled
 - Travel deprioritized
- Applications
 - Buyers must
 - Ensure traveler trust (NDC)
 - Innovate for stickiness
 - Or Change Policy
 - Not reimbursed
 - Per Diems



Personalization Continues to Dominate

16

- Challenges
 - Who is the customer?
 - How prioritized?
 - Price based on call/response
 - More via leisure apps, not corporate
- Applications
 - Better travel experience
 - Incorporate into the preferred channel
 - Innovate with new technologies



Labor Challenges Continue

17

- Challenges
 - Attracting talent
 - Retaining talent
- Applications
 - Simple solved, more difficult remains
 - Low value less expensive, remaining much more expensive
 - Solve with technology



Integrated Solutions Continue to Rise

18

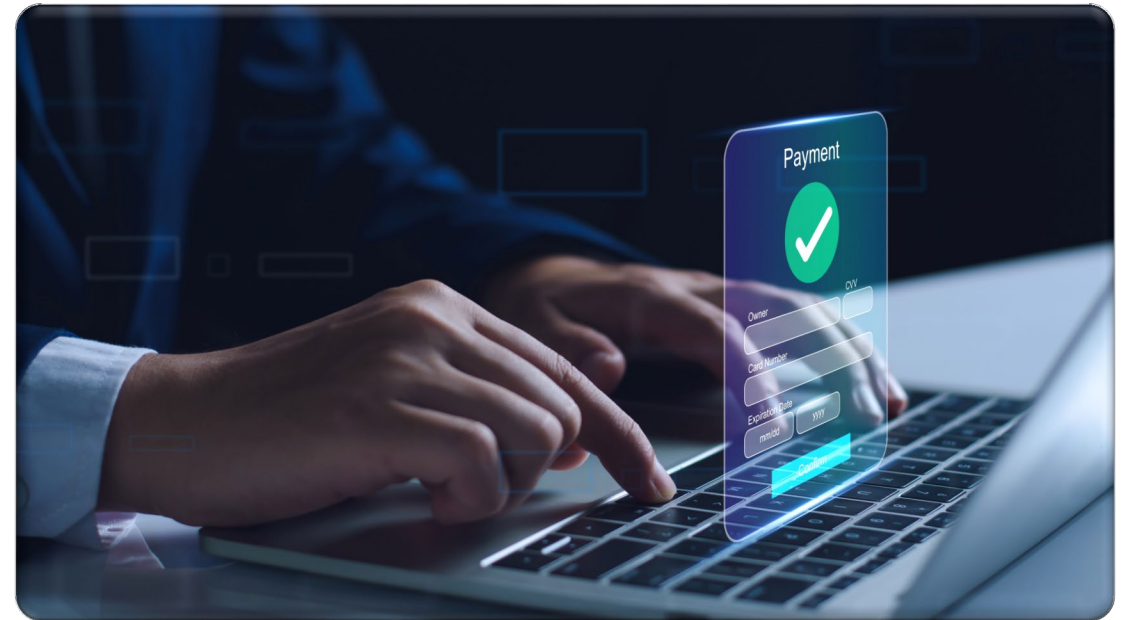
- Challenges
 - What market?
 - Good at all components?
 - ERP solutions sticky
- Applications
 - Attractive to small market
 - Simplicity
 - Ease of Implementation
 - Done!



Blockchain Connects

19

- Challenges
 - Minimal adoption
 - Opacity is monetized
 - Servicing the booking
- Applications
 - Disintermediate fees:
 - Airline distribution
 - Credit Card
 - Improved experience
 - Bundles
 - No expense report



Integrated Meeting and Transient

20

- Challenges
 - Ferocious small/simple meetings growth
 - Often siloed
 - Different stakeholders
- Applications
 - Better spend insights and visibility
 - Supplier management and rationalization
 - Improved duty of care



Consumed

Challenges



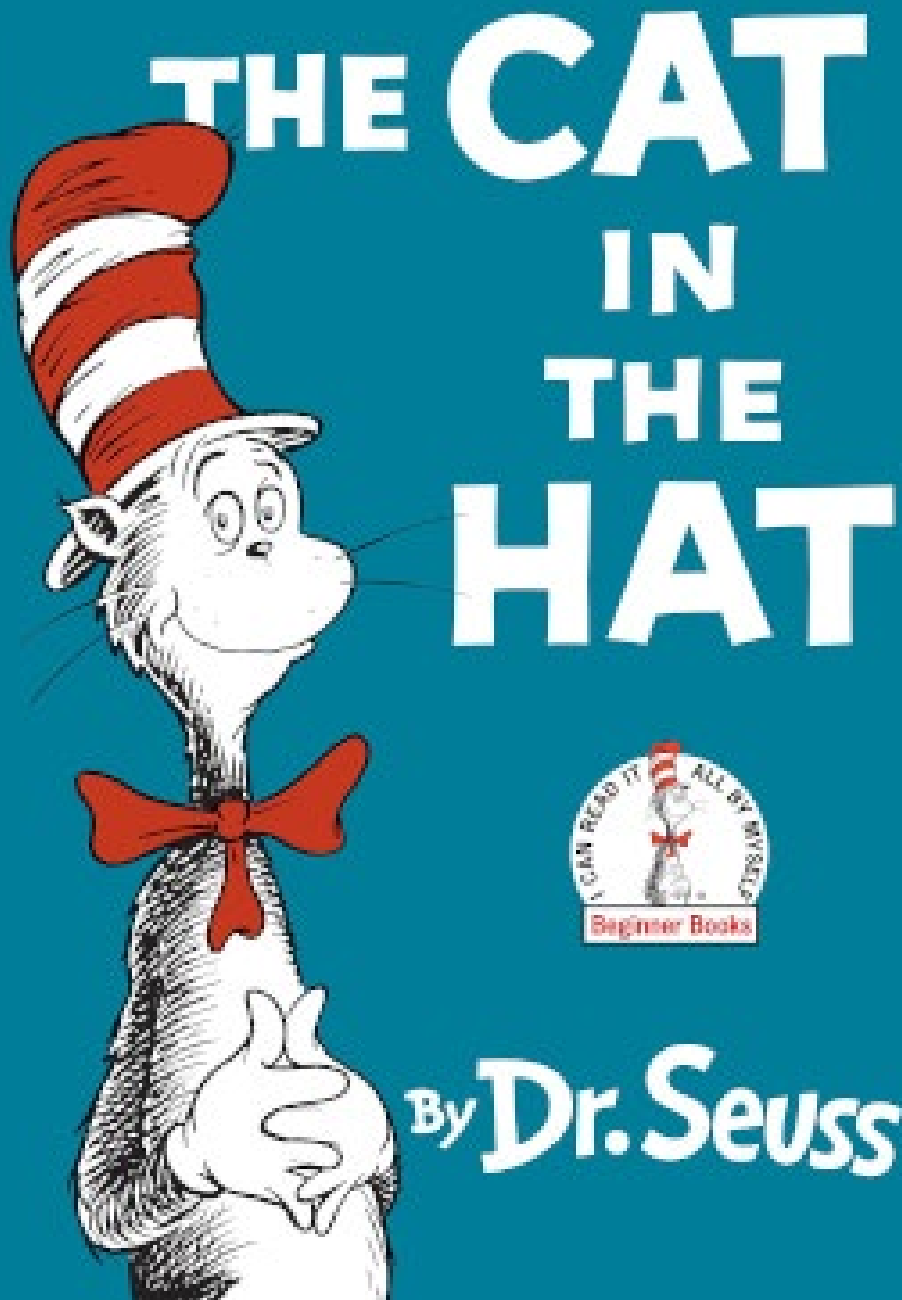
Constrained



"Why can't children read?"

22

- In 1954, Pulitzer Prize-winning author John Hersey asked!
- Answered via Life Magazine article
 - Children's books were terribly boring
 - Children should *want* to read
 - Competing with other interests
 - Must be more interesting and entertaining
- An editor challenged an author to:
 - Write me a story that first graders can't put down
 - Must use vocabulary list of 300 "accepted" words
- Author agreed upon 1 condition: 'If I find two words that rhyme and make sense to me, that's the title.'



- ONLY 236 unique words
- Called "the biggest event in children's reading for centuries."
- John Hersey said the book was a "masterpiece" ... a "gift to the art of reading."
- "It's the book I'm proudest of," Dr. Seuss said, "because [it] proved to a number of million kids that reading is not a disagreeable task."

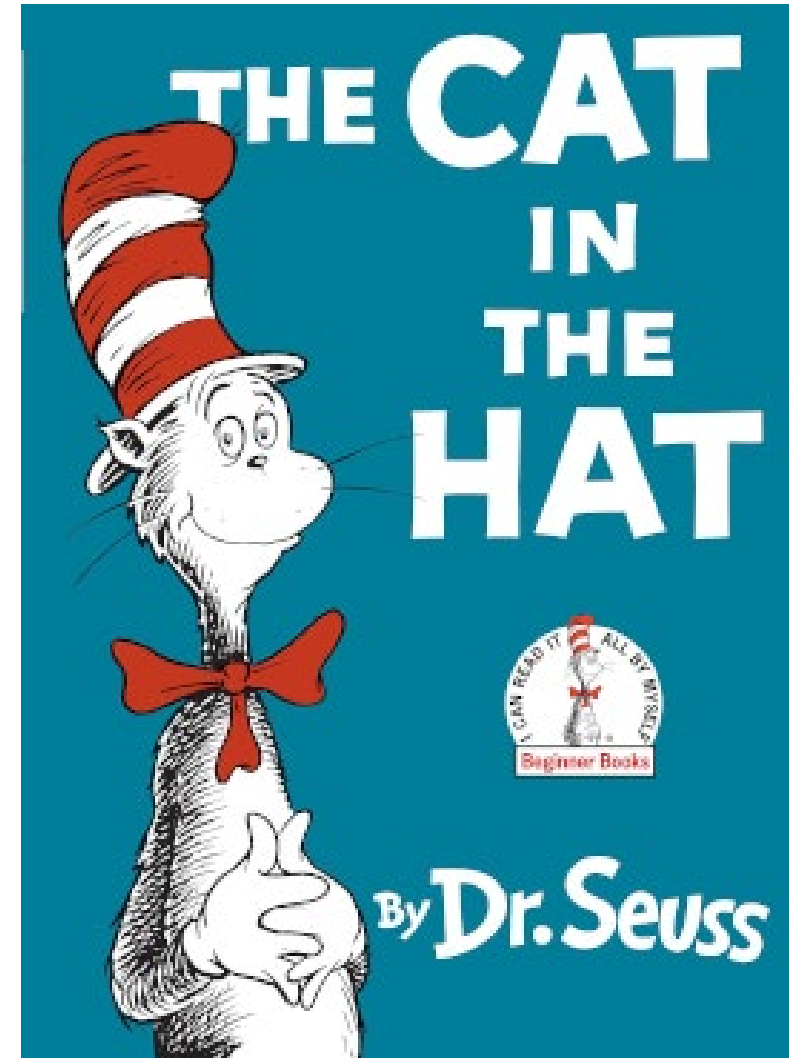


Lessons Learned

24

Intelligence follows Interest

Constraints boost Creativity



About Us

Who We Are

Emily's Place provides a structured environment with direct support from a staff of house managers, case workers and counselors, and access to programs available in the community.

Emily's Story

When Mark Hagan settled on a name for the nonprofit he founded in 2002, he was honoring the memory of his cousin Emily Mays. In many ways, Emily's story echoes those of the women who find themselves at the place of hope named after her.

Our Team

Our team consists of leaders throughout our community who are dedicated to providing domestic abuse survivors with the practical training and education they need to establish stability in their lives and make positive choices going forward.

Transforming Lives. Building Communities. Restoring Hope.

[Donate Today](#)

Our Mission

emilysplacetx.org/donate/

Donate



GOLDSRING
— CONSULTING —

What to Watch: Looking Ahead to 2024 and Beyond!

Will Tate

GoldSpring Consulting

will@goldspringconsulting.com