## TFWA DIGITAL FOCUS WORKSHOP

Highlights from the second TFWA Monitor report 'The Digital Journey'



**PORTLAND.** 



#### THE DIGITAL OURNEY

Technological Innovation, Transformation and Digitisation of Passenger Journey, Airport Operations and Travel Retail

How the Next Wave of Game-Changing Digital Technology is Creating New Possibilities to Meet New Omnichannel Consumer Behaviours, Needs and Tech Mindsets in The Airport Ecosystem

A Biannual Report Outlining New and Emerging Retail and Consumer Trend Set to Impact Travel Retail and Duty-Free in 2017 and Beyond

TFWA







## BACKGROUND

Portland Design's Strategic Insights Unit works in close collaboration With TFWA to enhance its research output and help its 500+ members understand and adapt to the technological and cultural changes that are shaping the duty-free and travel retail sectors.



## **'THE DIGITAL JOURNEY'**

'The Digital Journey' is the second TFWA Monitor report that provides a robust analysis of the digital technological revolution is profoundly disrupting, transforming and digitalising businesses across the global travel industry.





## HIGHLIGHTS & TFWA TAKE OUTS



## **1. CONSUMERS** EXPECT A LEVEL OF **DIGITAL EXPERIENCE** IN EVERY ASPECT OF THEIR LIVES - AND **AIRPORTS ARE NO** EXCEPTION

## TODAY'S TRAVELLERS WANT A SEAMLESS, PERSONALISED JOURNEY THAT'S CONNECTED PHYSICALLY AND DIGITALLY



## THE TIME IS RIPE TO INVEST IN DIGITAL TECHNOLOGIES AND SERVICES THAT MPROVE THE PASSENGER EXPERIENCE BEYOND MOBILE BOARDING PASSES AND TEXT MESSAGE ALERTS.

**BOSTON CONSULTING GROUP** 



## TRAVELLERS WANT A FRICTIONLESS, ON-DEMAND FUNCTIONALITY AND EXPECT **SEAMLESS CONNECTIVITY AT EVERY TOUCHPOINT**



## 2. BIG DATA IS THE FUTURE FOR MORE EFFICIENT AIRPORT **OPERATIONS AND** ANCILLARY REVENUE GROWTH



## AIRLINES, AIRPORT OPERATORS AND TRAVEL RETAIL BRANDS NEED TO FIND A WAY TO WORK MORE COLLABORATIVELY



CONTRACTOR





## Increase in annual data production by 2020.

SOURCE: CES





## IT INVESTMENT IS CRITICAL TO MEET THE NEEDS AND DEMANDS FOR DIGITAL TRANSFORMATION







### **"THE GLOBAL TRAVEL INDUSTRY,** AND THE WAY IN WHICH CONSUMERS EXPERIENCE IT, IS CHANGING SO DRAMATICALLY THAT **IT REQUIRES A FUNDAMENTAL** CHANGE TO THE WAY IN WHICH TRAVEL IS SOLD AND HOW THE TRAVELLER IS SERVED."

LOUIS MORATO, CEO & PRESIDENT OF AMADEUS



## **3. PERSONALISATION IS NOT ONLY THE** HOLY GRAIL, IT WILL BE THE NEXT REVOLUTION FOR THE TRAVEL INDUSTRY

Check-in counter

DESTINATION

## DATA SHARING WILL BE CRITICAL FOR THE INDUSTRY TO DELIVER A TRUE END-TO-END EXPERIENCE

Follow the line



15



## MINING SOPHISTICATED DATA TO MEET CUSTOMER DEMANDS ABOUT AN INDIVIDUAL TRAVELLER'S BEHAVIOUR PRE-DURING AND POST TRIP





#### Of consumers want personalised experiences and conversations through all engagement channels perfectly tailored to their personal preferences and needs.

SOURCE: ACCENTURE



### **"TO MAKE AN OMNICHANNEL APPROACH EFFICIENT, SEAMLESS** AND TARGETED, DATA CAPTURE IS **REQUIRED ACROSS MANY TOUCH** POINTS - FLIGHT BOOKINGS, WEBSITE VISITS, CAR PARKING, **BOOKINGS AND PURCHASES TO UNDERSTAND BEHAVIOUR** AND PROVIDE COMPELLING GEO-TARGETED CONTENT."

ROBIN BEVAN, JAVELIN GROUP INSIGHTS DIRECTOR

**PORTLAND.** 



## 4. TRAVEL RETAIL IS AT THE FOREFRONT OF AN OMNICHANNEL REVOLUTION

## THE INDUSTRY NEEDS TO DRIVE FORWARD NEW OMNICHANNEL **RETAIL STRATEGIES AND MAKE** FULL USE OF THE AIRPORT INFRASTRUCTURE TO ENHANCE THE PASSENGER SHOPPING EXPERIENCE

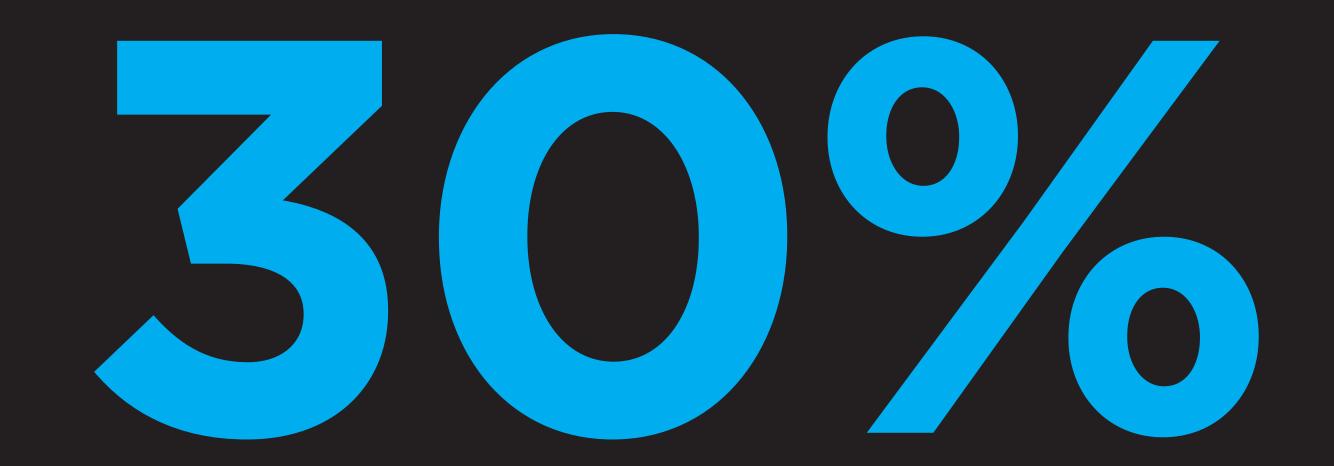
JOHNNIE WALKER HOUSE AT SCHIPHOL AIRPORT



### TODAY, PASSENGERS EXPECT A PERSONALISED EXPERIENCE FROM **BOOKING THEIR TRAVEL TO ARRIVING** AT THE AIRPORT. INCREASINGLY, THEY WANT ANY TRAVEL RETAIL SHOPPING TO BE A MIX OF ONLINE INTEGRATED WITH THE OFFLINE EXPERIENCE.

M2M





### Omnichannel shoppers have a 30% higher lifetime value than those who shop using only one channel.

SOURCE: IDC



### "AS A CUSTOMER EXPERIENCE, AIRPORTS ARE A VERY DIFFERENT PLACE TO A HIGH STREET, YET **RETAILERS OFTEN JUST RECREATE** THEIR HIGH STREET STORE SCHEMES. THE FUTURE OF AIRPORT RETAIL SHOULD BE RECONSIDERED TO **ACKNOWLEDGE THIS DIFFERENT** CUSTOMER SHOPPING JOURNEY."

PAUL WEST, STRATEGY DIRECTOR FOR DALZIEL & POW



IKEA LOUNGE AT CHARLES DE GAULLE AIRPORT



# 5. TFWA DIGITAL FOCUS KEY TAKE OUTS

## 1 Airlines, airport operators and travel retail brands need to drive forward profitable new omnichannel retail strategies.

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