

Innovation.....igniting the flame

Simon Ferguson, Managing Director UK & Ireland, Travelport
Tamara Lohan, Founder & CTO, Mr & Mrs Smith
Nate Bucholz, Travel Industry Head, Google

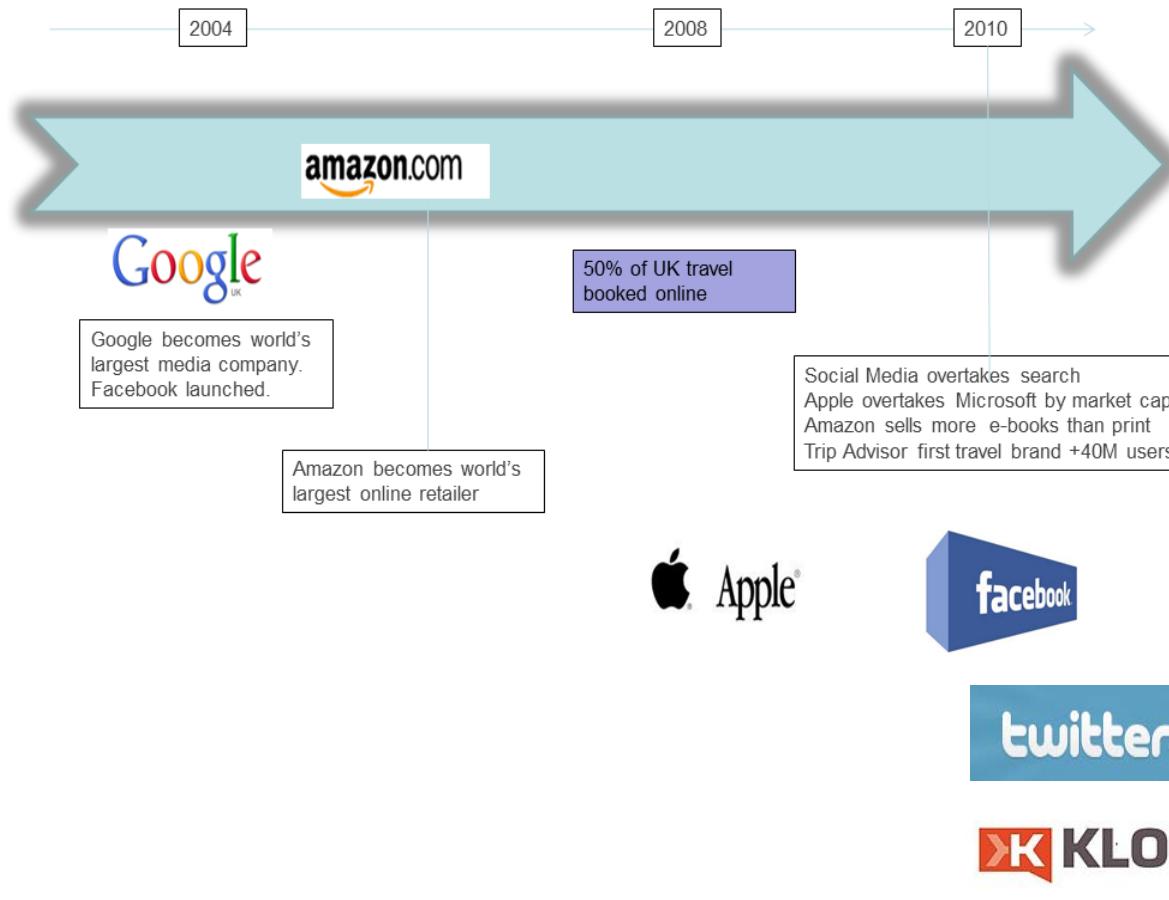
February 2012



In 1901 the US patent office
**recommended it be closed
down.....**

**.....Because it believed there was
nothing else left to invent!**

Nothing else left to invent...



2011

Smart phones overtake PCs globally

20% of Google searches via mobile

45 million iPads sold

100 million Klout profiles

A third of travel sales globally online

Innovation in travel has tended to come from the outside.....

*“We started **Expedia** because no other industry is as complex as travel, with so much constantly changing electronic information, and consumers who want to become personally involved in the reservation-booking process”*

Bill Gates, founder, Microsoft



“It took the (ash cloud) crisis to make us realise the potential of social media.....” (major airline executive)

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KLM Meet & Seat is a very simple way to connect with fellow travelers on your flight. Because we believe meeting new people is a great way to start a journey of inspiration. All in three easy steps via klm.com

1
Share your social profile ...
After booking your KLM flight, choose which Facebook or LinkedIn profile details you would like to share.

2
... see who will be on board ...
View the profile details of your fellow passengers to find like minded travelers or potential business partners.

3
... and if you want: pick a seat next to someone interesting.
Or how about a coffee at the airport or sharing a taxi after your flight.

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We're delighted to confirm our full flying schedule will resume on 24 DEC. See <http://tinyurl.com/Vsstatus> for individual flight updates

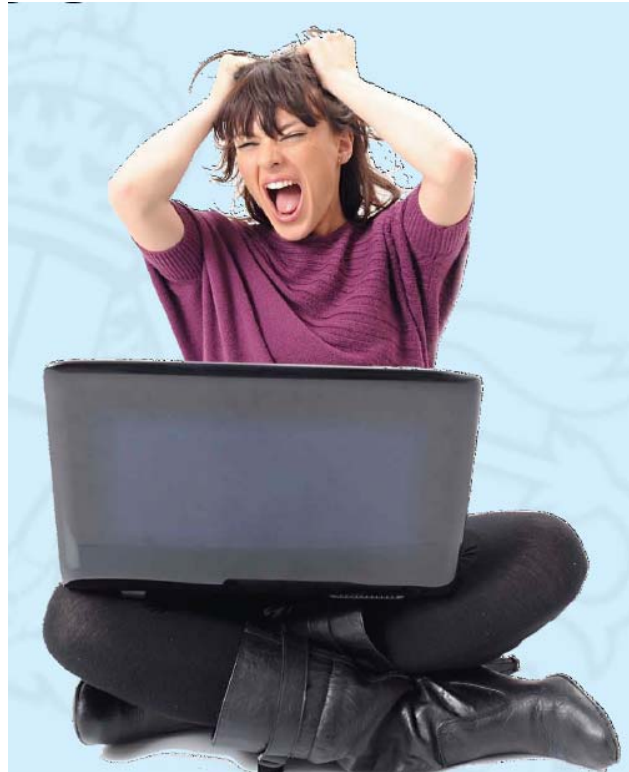
6:35 PM Dec 23rd, 2010 via web
Retweeted by 25 people



VirginAtlantic
Virgin Atlantic

**UK travel sector spent £1.2 billion on technology during 2010,
an average spend of £76.k per organisation per year**

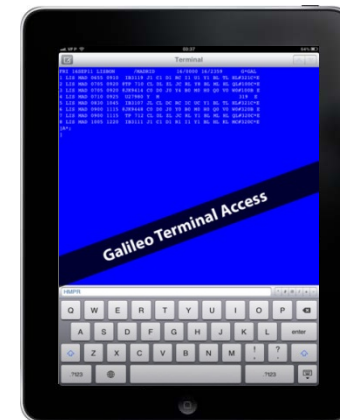
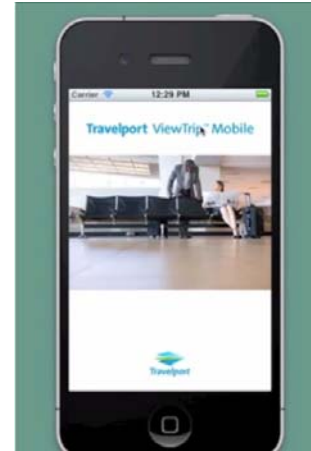
Travolution Innovation report 2011



**“Innovation is about economics, not technology, otherwise we’d be
flying concordes instead of being packed into jumbo jets”**

Julie Meyer, Ariadne Capital

Innovation Vs. Automation







'Please God, just one more bubble...'

Popular Silicon Valley car sticker

Internet companies dominate EU fundraising in January

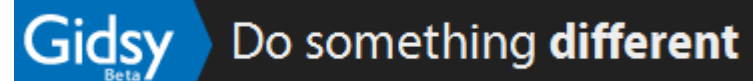
January 31, 2012 2:40 pm by Maija Palmer

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Online shopping and renting out spare capacity in flats and cars appeared to be the investment themes in Europe in January, with consumer-facing internet companies once again getting the majority of the money and attention.

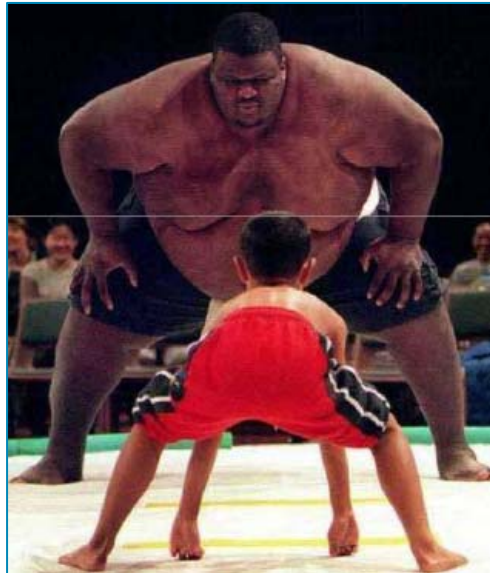
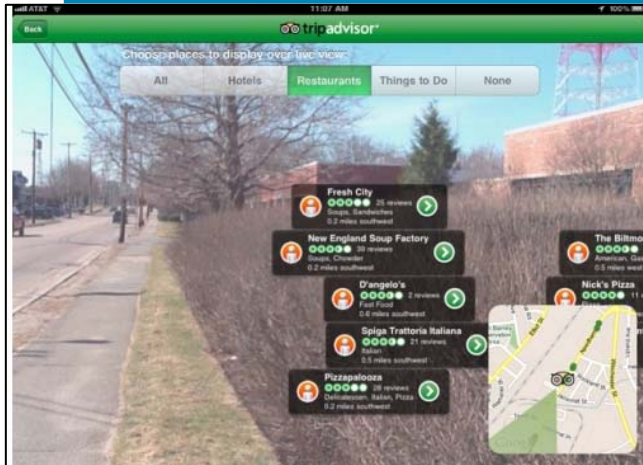
Berlin was the fundraising hot-spot with at least four start-ups raising money, from \$50m for SoundCloud to a more modest \$1.4m for Gidsy.



Do something **different**



David or Goliath?



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- The King And Castle Pub, Windsor, England** 386 check-ins, 41 likes Like
- Browns Bar & Brasserie** 463 check-ins, 12 likes Like
- Windsor leisure centre** 399 check-ins, 19 likes Like

Managing innovation



Panel discussion

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February 2012



**The best way to predict the future
is to invent it.....
*William Gibson***