

The traveller's digital shopping experience

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✈ Understanding the digital travel experience

✈ Hyper-connected travellers



→ A typical traveller's digital journey



➤ Multiple device research





A typical traveller's digital journey

COUNTER INTELLIGENCE RETAIL

When planning a trip,
1 in 5 of all travellers will
receive an offer.

A person is seen from behind, sitting at a bright yellow table and using a silver laptop. The laptop screen displays a large orange speech bubble with the text 'When planning a trip, 1 in 5 of all travellers will receive an offer.' To the right of the laptop on the table is a white cup of coffee with a spoon and a white smartphone. The person is wearing a grey long-sleeved shirt, black tights, and a silver watch on their left wrist. The background is a blurred indoor setting.



A typical traveller's digital journey

COUNTER INTELLIGENCE RETAIL

The majority of those who recall seeing an offer will go on to explore this further.

A person is seen from behind, sitting at a bright yellow table and using a silver laptop. The laptop screen displays a large orange speech bubble with white text. To the right of the laptop, on the table, is a white cup of coffee with a spoon and a white smartphone. The person is wearing a grey long-sleeved shirt, black tights, and a silver watch on their left wrist.



A typical traveller's digital journey

COUNTER INTELLIGENCE RETAIL

Laptop payments feel more secure. Better functionality than some app based platforms.

A person is sitting at a bright yellow table, using a silver laptop. Their hands are on the keyboard. On the table next to the laptop is a white cup of coffee and a smartphone. The laptop screen displays a large orange speech bubble with the text: "Laptop payments feel more secure. Better functionality than some app based platforms."



A typical traveller's digital journey

COUNTER INTELLIGENCE RETAIL





A typical traveller's digital journey





A typical traveller's digital journey

Partidas Departures

Row	Time	Flight	Destination	Status
07:10	TP1038	Barcelona	78:79	Gate Closed
07:15	TP530	Berlin, Schoenefeld	78:79	Final Call
07:15	TP344	London, Gatwick	78:79	Gate Closed
07:20	LM173	Frankfurt	10:11	Final Call
07:25	RCR152	Madrid	78:79	Gate Closed
07:30	8R459	London, Heathrow	78:79	Final Call
07:35	TP802	Milan, Malpensa	78:79, 0	Delayed
07:35	TP408	Geneva	78:79, 0	Go To Gate
07:40	TP502	Hamburg	88:85	Go To Gate
07:40	TP488	Nice	88:85	Delayed
07:55	TP542	Dusseldorf	88:85	Delayed

80% of travellers carry an electronic device

Portas Embarque
Boarding Gates



Check-in 37 to 107



Check-in 14 to 36



14



A typical traveller's digital journey

Partidas Departures

Row	Time	Flight	Destination	Status
07:10	TP1038	Barcelona	78-79	Gate Closed
07:15	TP538	Berlin, Schoenefeld	78-79	Final Call
07:15	TP344	London, Gatwick	78-79	Gate Closed
07:20	LM173	Frankfurt	10-11	Final Call
07:25	RCR152	Madrid	10-11	Gate Closed
07:30	BR459	London, Heathrow	10-11	Final Call
07:35	TP802	Milan, Malpensa	78-79, 8	Delayed
07:35	TP48	Geneva	78-79, 8	Go To Gate
07:40	TP502	Munich	88-85	Go To Gate
07:40	TP488	Nice	88-85	Delayed
07:55	TP542	Dusseldorf	88-85	Delayed

More than half of airport guests log on to airport wi-fi

Portas Embarque
Boarding Gates

Check-in 37 to 107

Check-in 14 to 36



A typical traveller's digital journey

Partidas Departures					
Row	Time	To	Flight	Gate	Status
07:10	TP1038	Barcelona	78-79	Gate Closed	
07:15	TP320	Berlin, Schoenefeld	78-79	Final Call	
07:15	TP344	London, Gatwick	78-79	Gate Closed	
07:20	LM173	Frankfurt	10-11	Final Call	
07:25	RCR152	Madrid	78-79	Gate Closed	
07:30	BR459	London, Heathrow	78-79	Final Call	
07:35	TP802	Milan, Malpensa	78-79, 0	Delayed	
07:35	TP848	Geneva	78-79, 0	Go To Gate	
07:40	TP502	Hamburg	88-85	Go To Gate	
07:40	TP488	Nice	88-85	Delayed	
07:55	TP542	Dusseldorf	88-85	Delayed	

those log in
wifi.

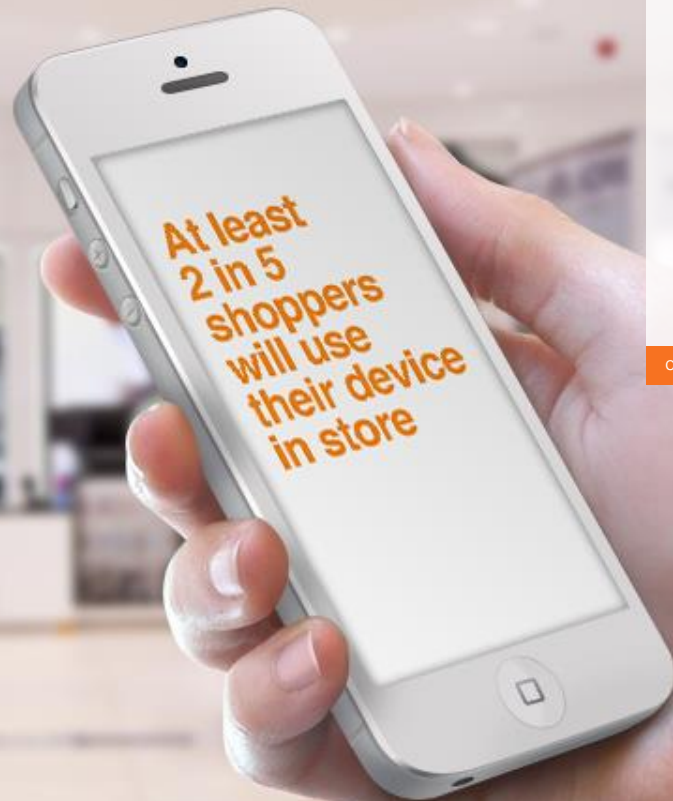


Portas Embarque
Boarding Gates

Check-in 37 to 107

Check-in 14 to 55

14



A typical traveller's digital journey

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A typical traveller's digital journey

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A typical traveller's digital journey

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Omnipresent technology

Technology is omnipresent during the traveller's journey.

Almost 80% of travellers will have an electronic device with them
...and more than half of travellers will use wi-fi in the airport



Confidence in
purchasing the
best way at the
best time.

Marketing will
be adaptive in
real time.

Experience
will be
seamless...



Digital traveller journey – from booking to boarding

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RESEARCH
JOURNEY



BOOK
TICKETS



CHECK
IN



BROWSE
SHOPS



PURCHASE
GOODS



Thank you

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