



Small Business Mobility Across the Planet

The Impact of Mobile in Travel

Mark Rizzuto
General Manager Distribution & Ecommerce
Virgin Australia



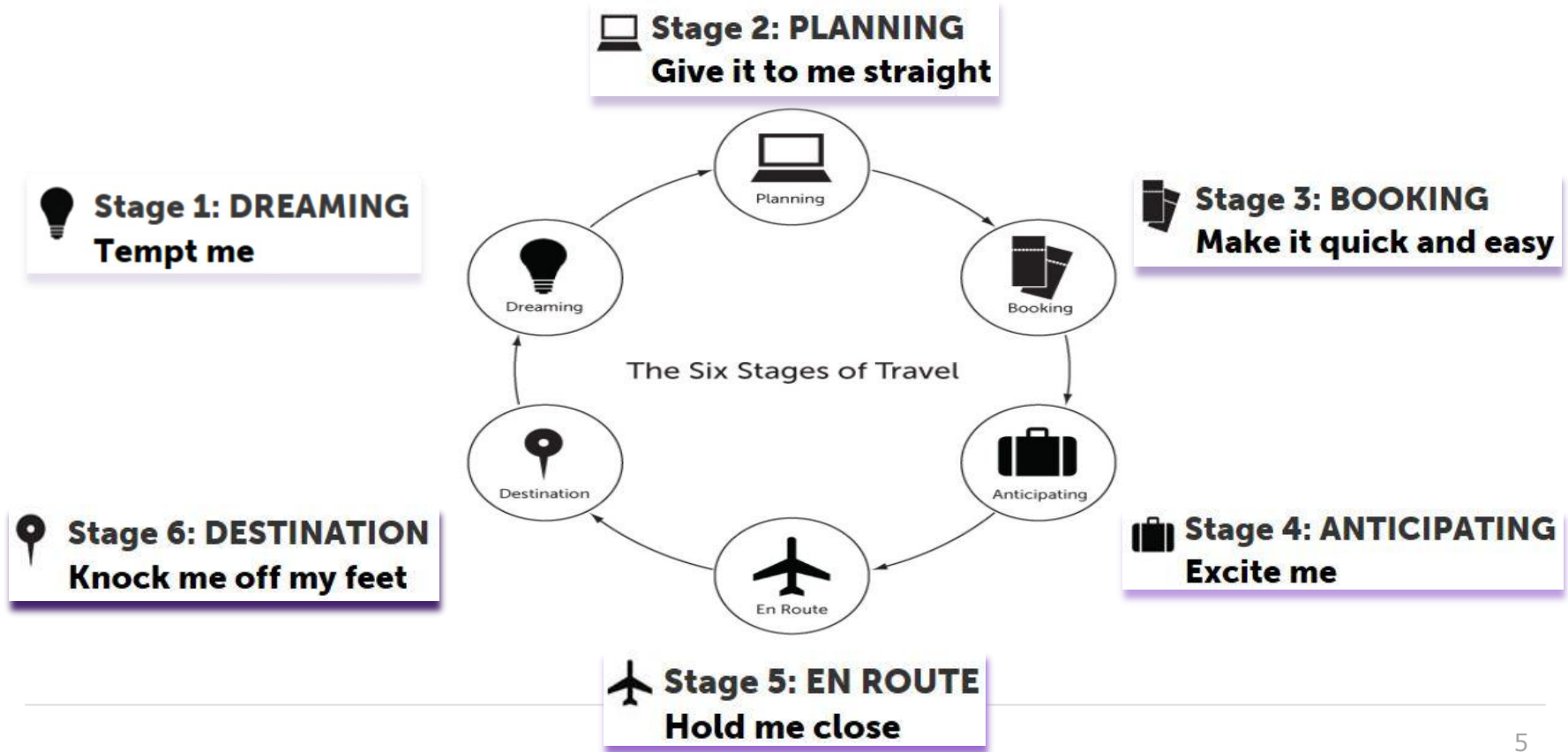


Australian Mobile Metrics *(as at March 2015)*

- Total Population 23.76m
- Mobile Connections 30m (126%)
- Mobile Subscription growth since Jan 2014 +23%
- Average daily use of internet via mobile 1 Hr, 32 mins
- Total Number Active Mobile internet users 12.9m
 - Mobile internet users as a % of population 54%
- Share of web pages served:
 - Desktop/laptop 64% YoY -10%
 - Mobile 23% YoY +32%
 - Tablet 13% YoY +12%

Sources: Wearesocial.com, InternetLive Stats, InternetWorldStats, Government Data, Facebook, Tencent, VKontakte, LiveInternet; GSMA Intelligence

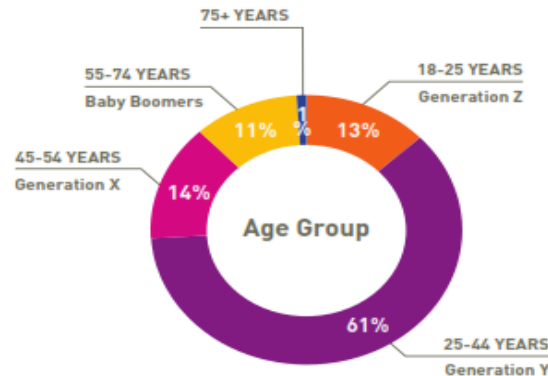
Mobile Touchpoints in Travel



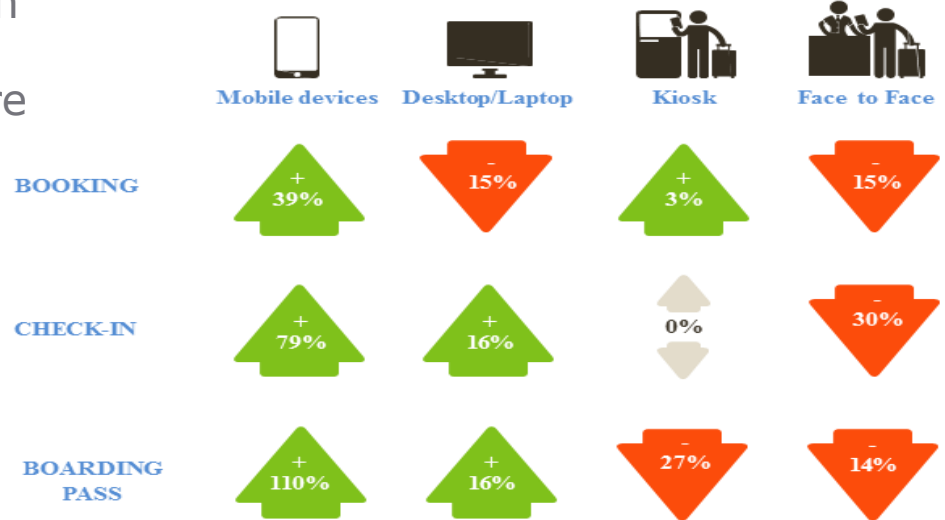
Airline and Airport Services

- Booking behaviour is migrating off the desktop
- Strong usage of self-service check-in
- Mobile boarding passes are the future

Split by age group



EXPECTED GROWTH RATES FOR BOOKING, CHECK-IN, BOARDING PASS IN 2016

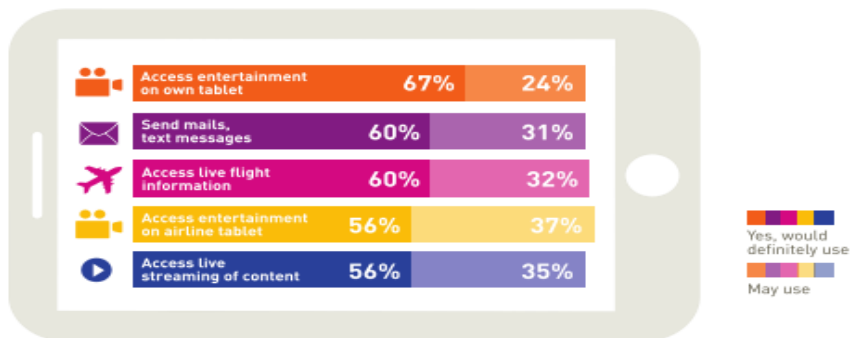


Source: SITA 2015 AIR TRANSPORT INDUSTRY INSIGHTS

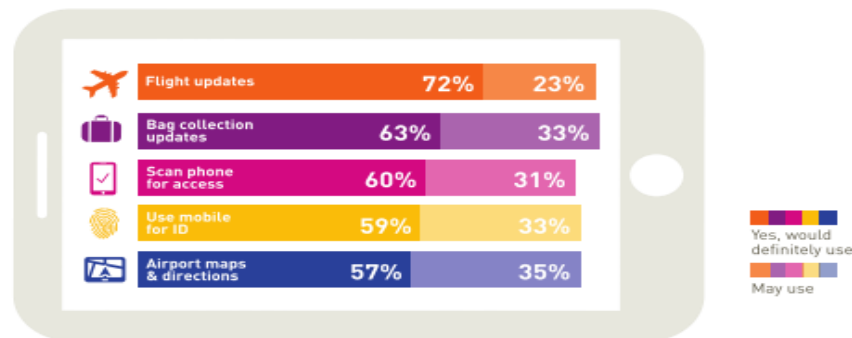
What passengers want from mobile



PASSENGER DEMAND FOR NEW SERVICES ON BOARD



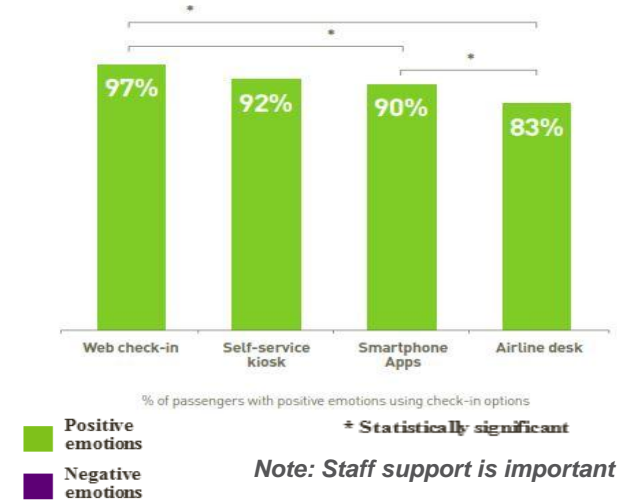
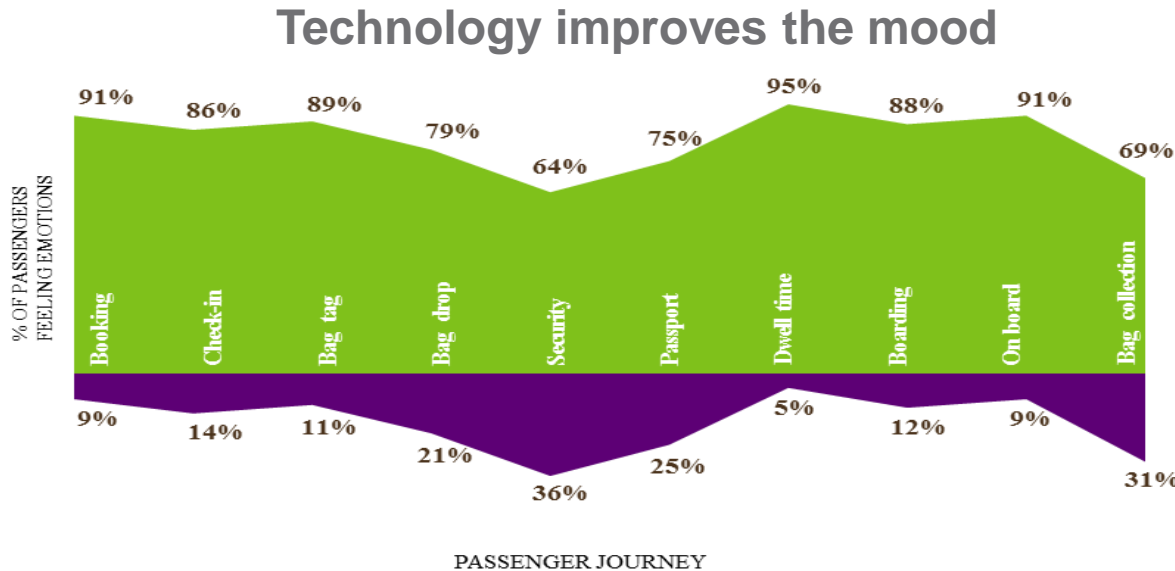
PASSENGER DEMAND FOR NEW SERVICES AT AIRPORT



- Passengers *want* to use their devices on board
- Passengers *want* to use their devices at the airport

Does technology make for a happier passenger?

POSITIVE EMOTIONS & CHECK-IN



Based on Plutchik's Wheel of Emotions model which measures positive emotions (happiness/excitement) and negative emotions (anger/anxiety)

Source: SITA 2015 AIR TRANSPORT INDUSTRY INSIGHTS

Personalisation through Proximity

- Apps (with a great user experience) versus browsers
 - Services, not just booking and payment functionality
 - Beacon technology
 - Facilitates automation of their journey through the airport
 - Car parking /Car rental services
 - Frequent Flyer lounges & VIP Guest Services
 - Gate Calls / Boarding
 - Actual location within airport
 - Baggage: IATA's new Resolution 753 coming into effect (2018) requires airlines to track passengers' baggage throughout its journey. Will result in a much closer monitoring of inbound (arrival/transfer bags)
 - Disruption management
 - Self re-book management
 - Pre-flight / During Flight / Post flight media & entertainment
 - Plethora of destination based service opportunities
-