

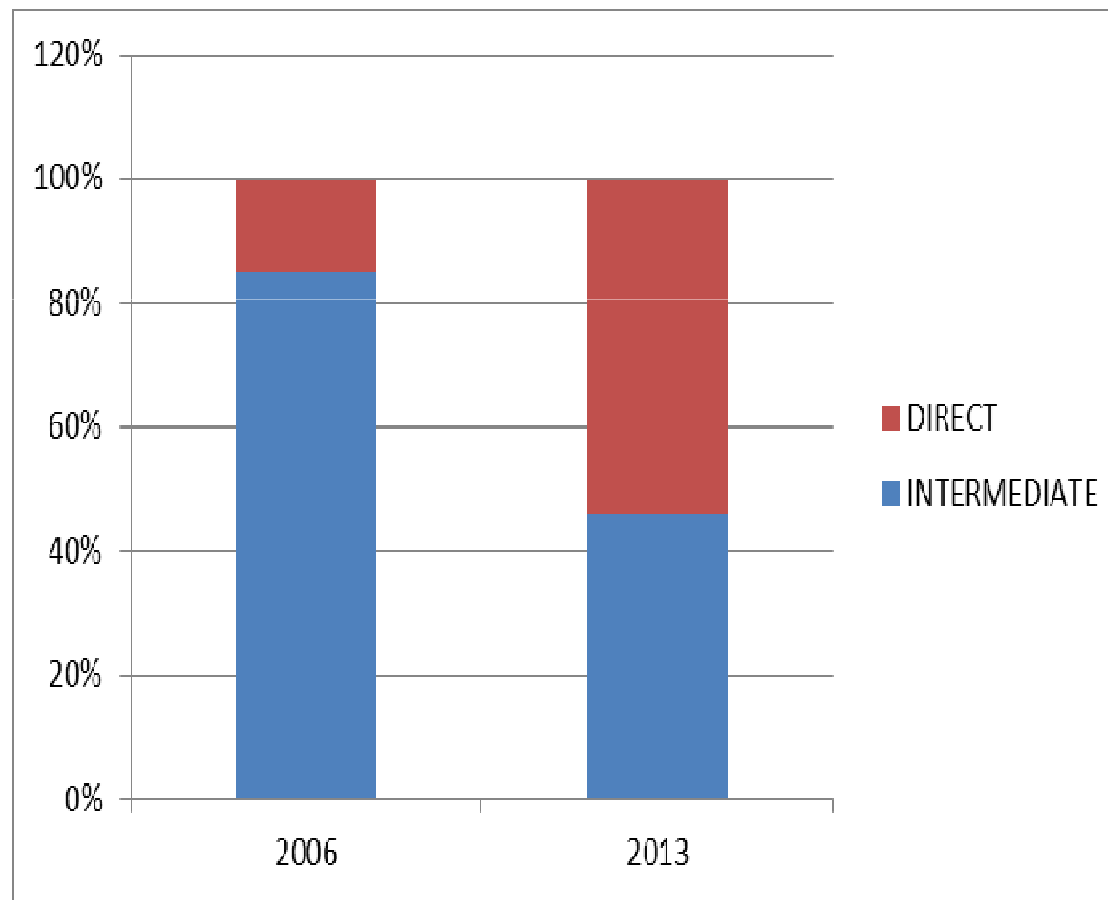
Distribution & new buying behaviour

Gianni Perniceni
Director, Distribution, E-commerce & Direct Sales
MERIDIANA



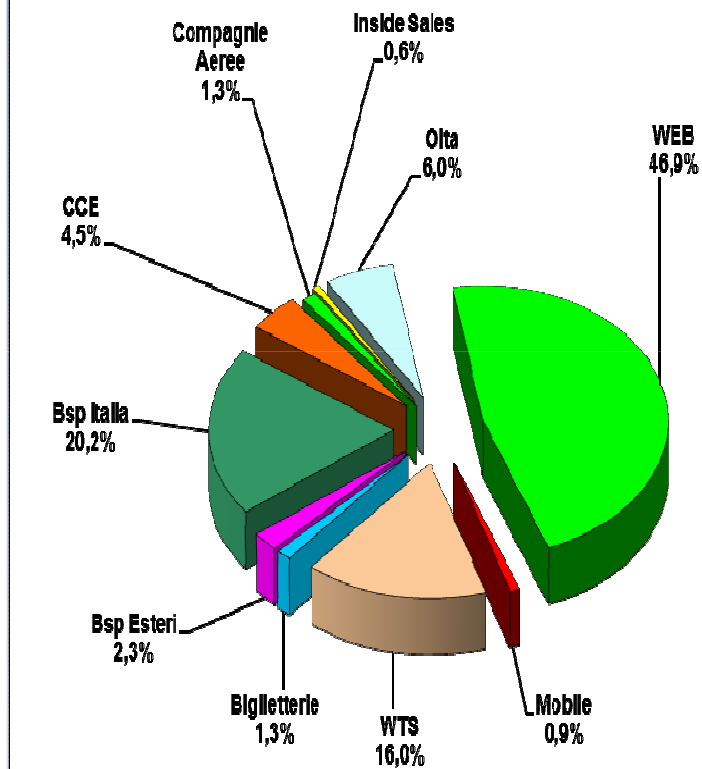
Buying travel behaviour are changing

Passenger bookings

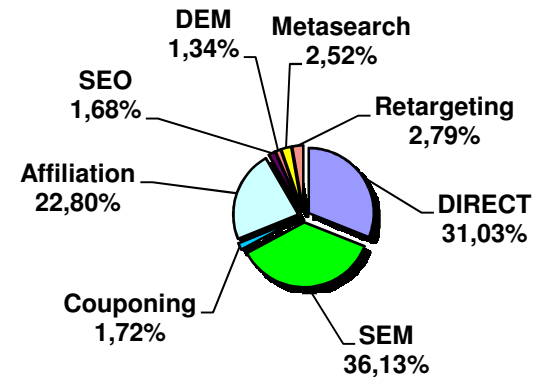


Multi Channel Buying is reality

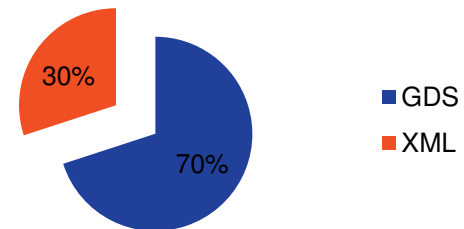
SHARE % Pax ACTUAL YTD 2013



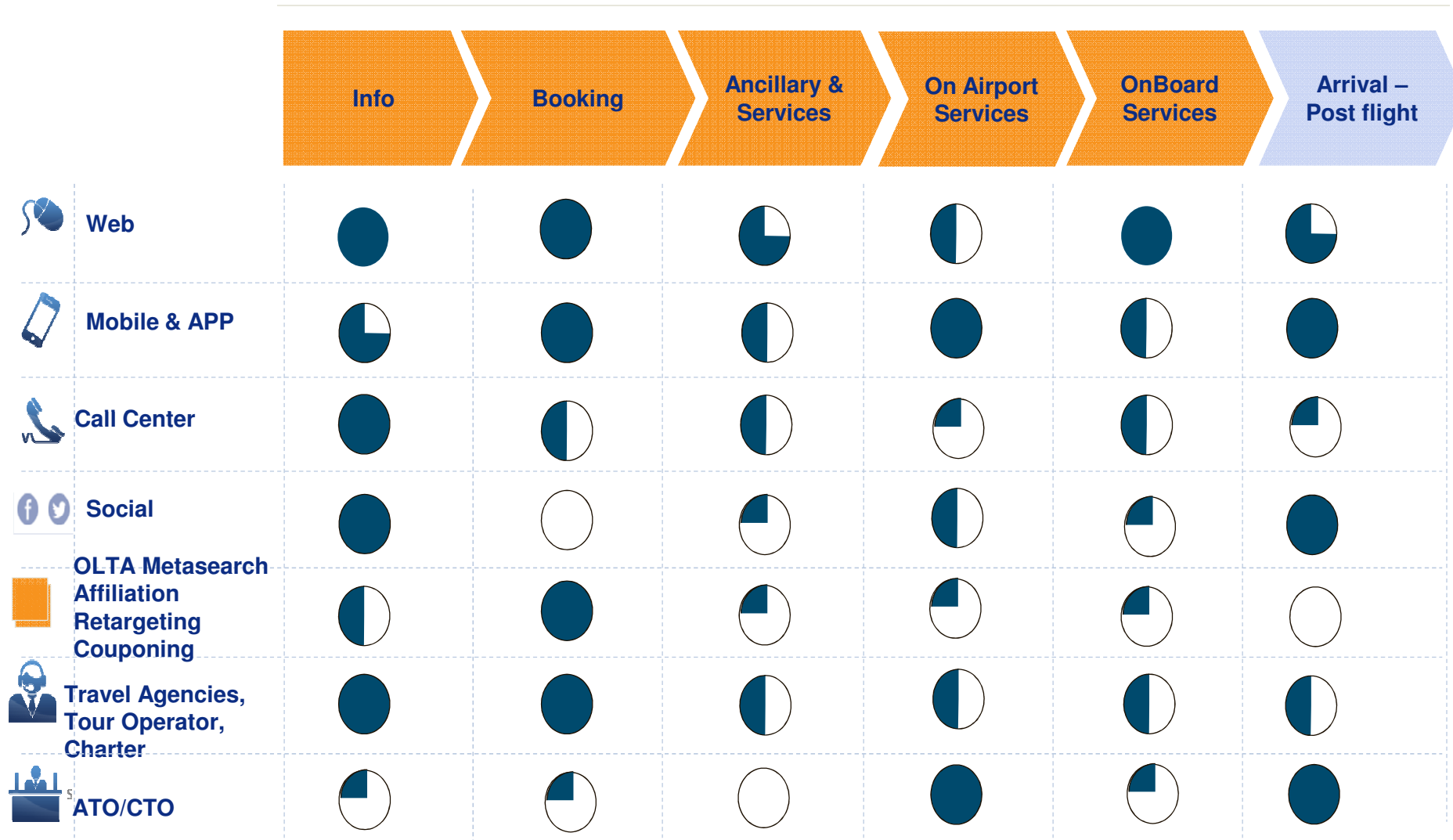
Web Direct Channel split



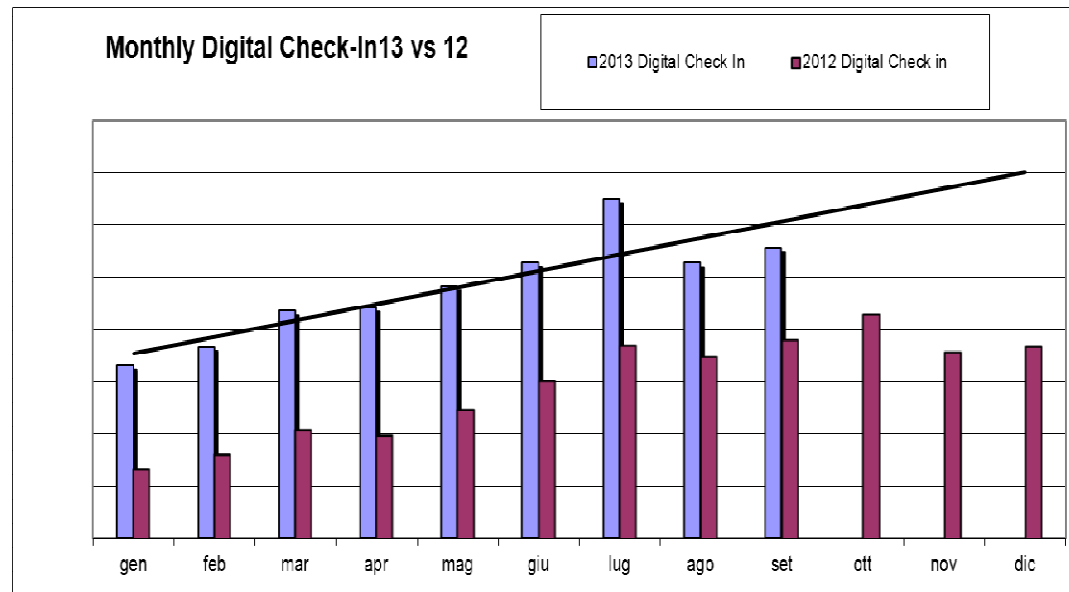
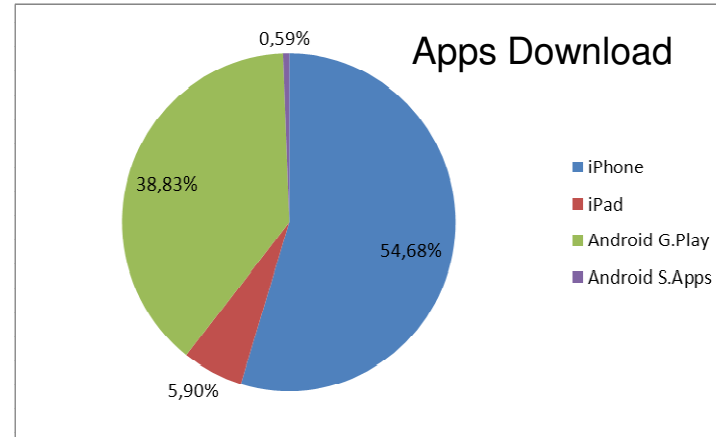
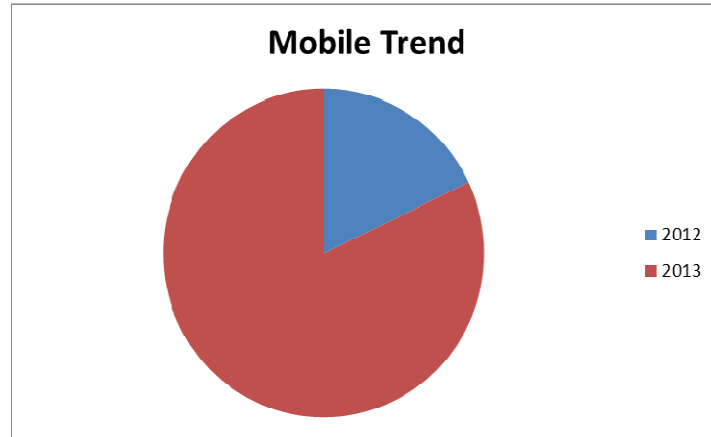
OLTA



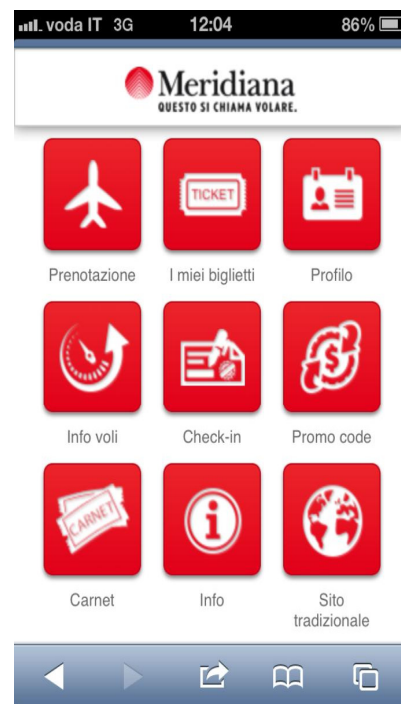
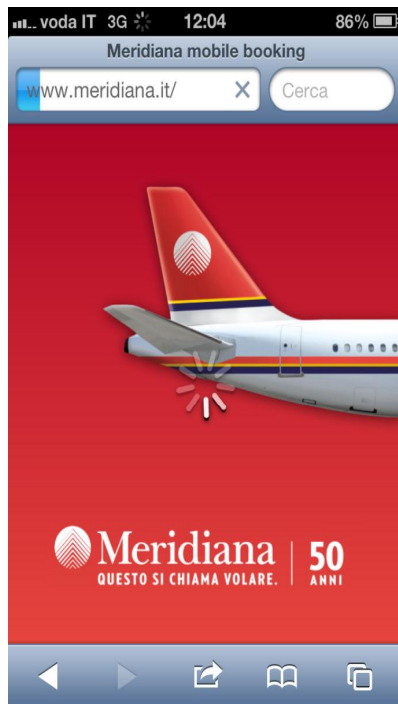
MultiTouch & Distribution Channels Experience



Mobile buying & Digital services grow



Future investments on Mobile & apps

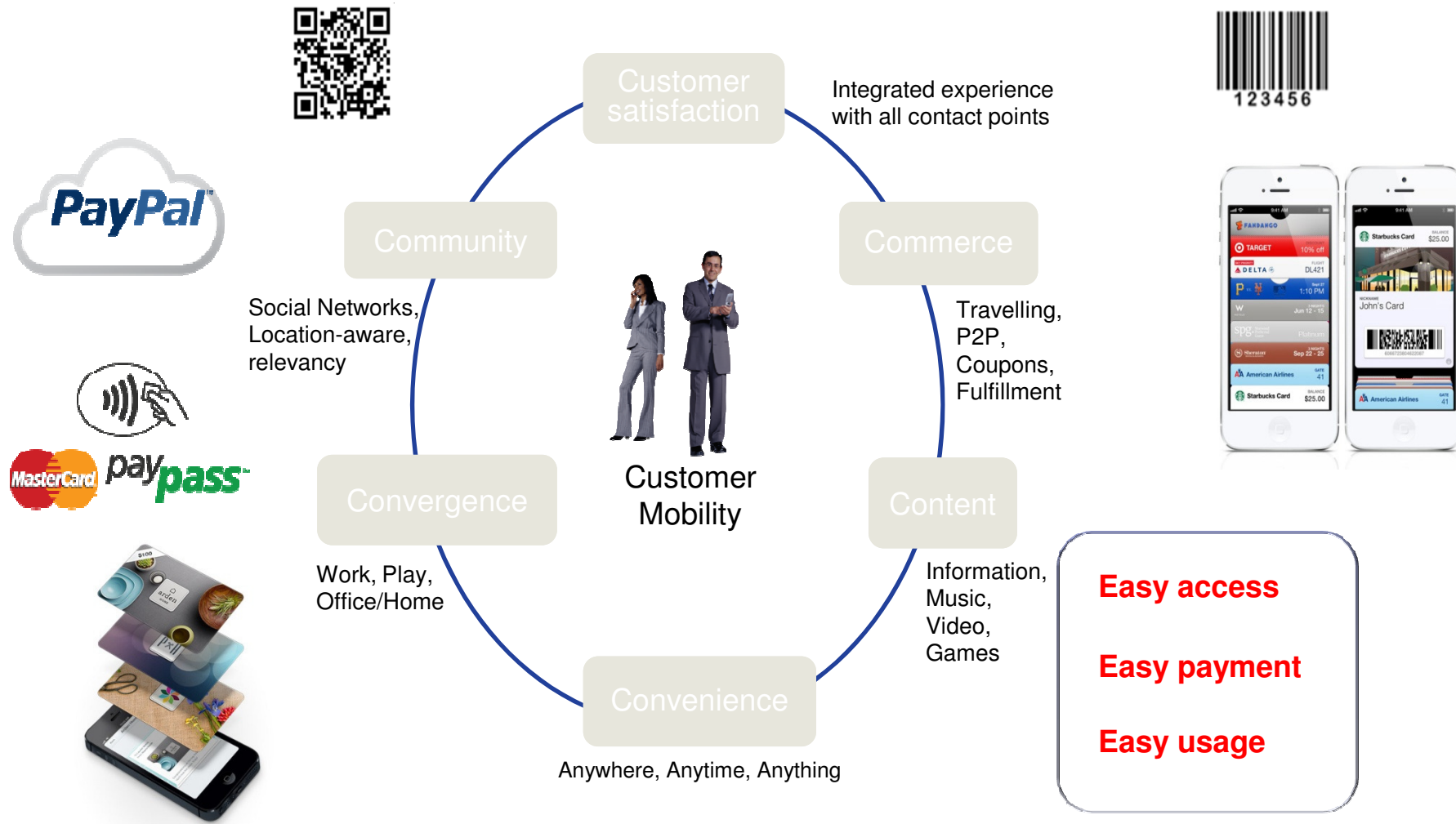


Focus on Services & Ancillary

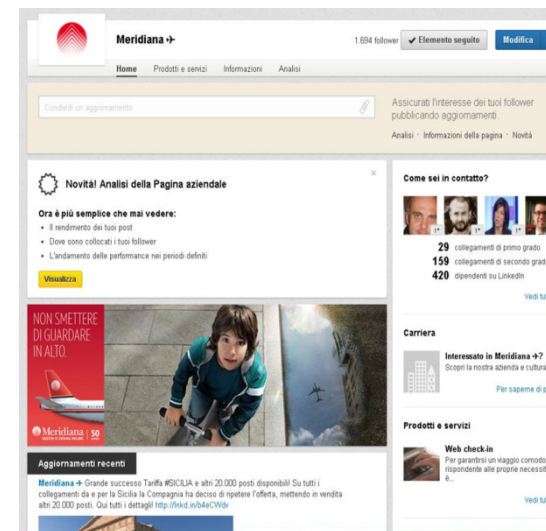
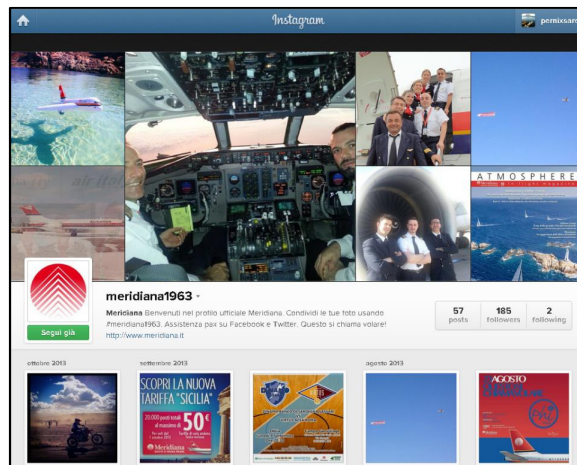
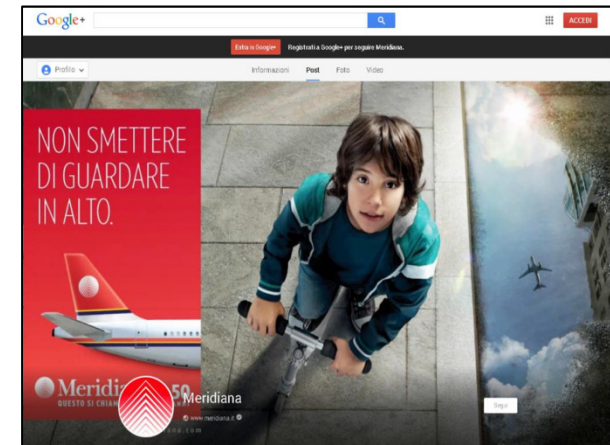
Social

Payments

Mobile wallet for payments and services



Social presence is a must



Socialising: Leads , Care & Services focus



Social Login

Social Plug In

Gamification

Co-Creation

Customer care

Sales & Check-in

Video

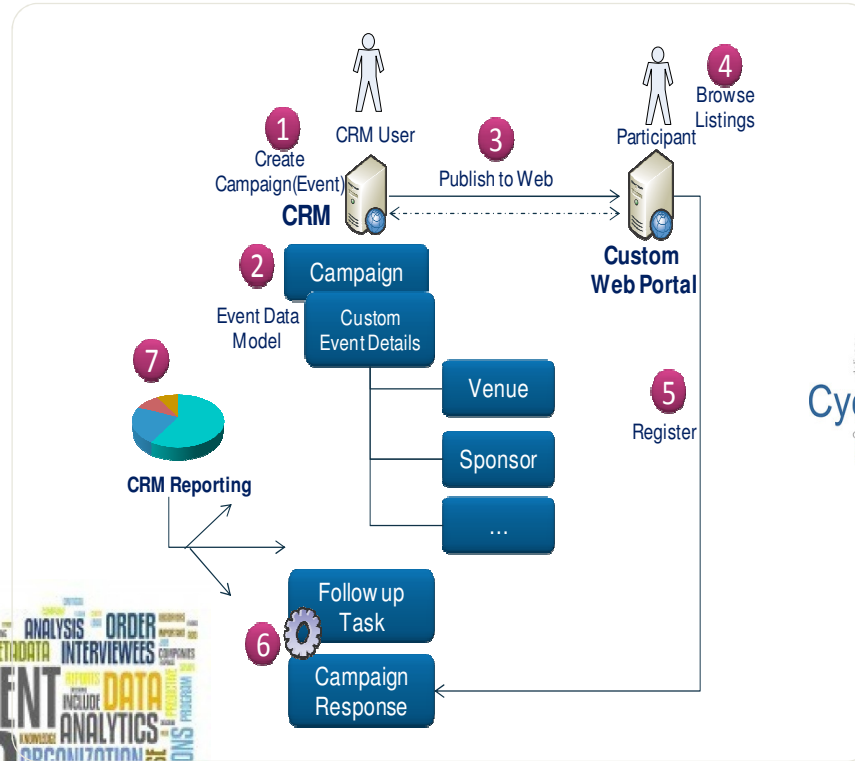
Dynamic Chat

Co Browsing

Engagement

Data is the King: Business Intelligence & CRM

Major Projects & Investment



By 2016... we need to continue on innovate

Investment in **Business Intelligence; CRM & Engagement Platforms** with the aim of building up Seamless Channel Experience, Transparency, Travel Inspiration & Brand Relationship