

# Politiche del Turismo

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# Contenuti

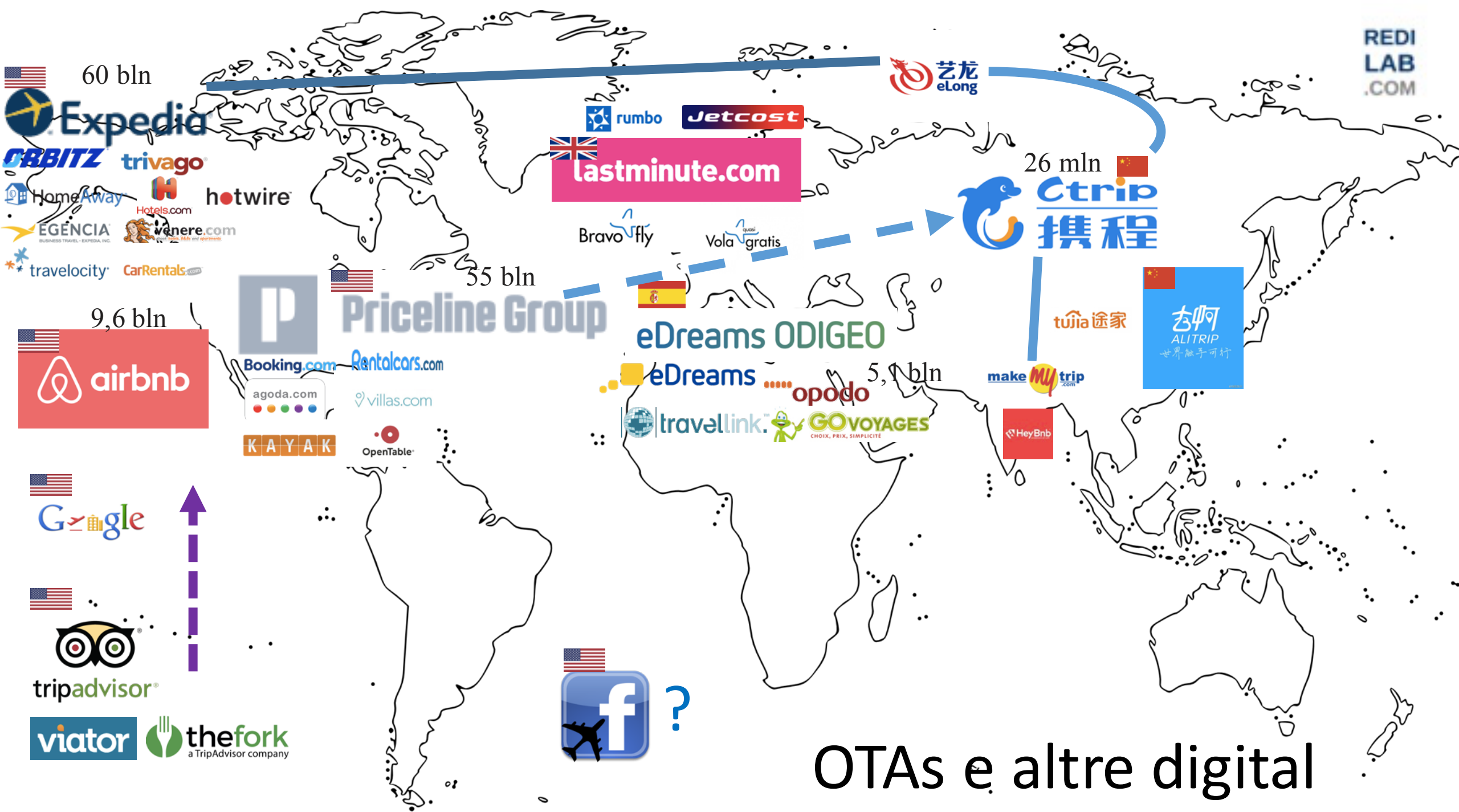
- Turismo
- I fondi per il turismo
- Le destinazioni turistiche
- La legge in Veneto
- Le Reti nel turismo

# LE NUOVE GLOBAL COMPANY NELL'ERA DIGITALE

## Top Global Online Travel Agencies by Gross Bookings (US\$ Million): 2014-2015

Company	2014	2015	% Growth
Expedia Inc	50,447	60,830	20.6
Priceline Group	50,300	55,528	10.4
Ctrip.com International Ltd*	16,935	26,753	58
Airbnb Inc*	6,449	9,641	49.5
eDreams Odigeo Group	5,606	5,117	-8.7
Lastminute.com Group	1,744	2,682	53.8

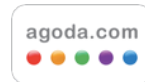
*Source: Companies' annual reports, Euromonitor International estimates*



OTAs e altre digital

# Categorie di player

## OTA – Online Travel Agencies



lastminute.com



Booking.com

secret escapes

# Categorie di player

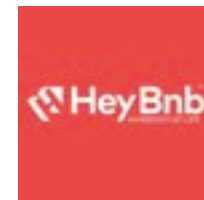
Metamotori di ricerca – Metasearch





# Categorie di player

## Short-term rentals



# Categorie di player

## Tourism services

Rentalcars.com



CarRentals.com



# Categorie di player

## Ridesharing



## Carpooling

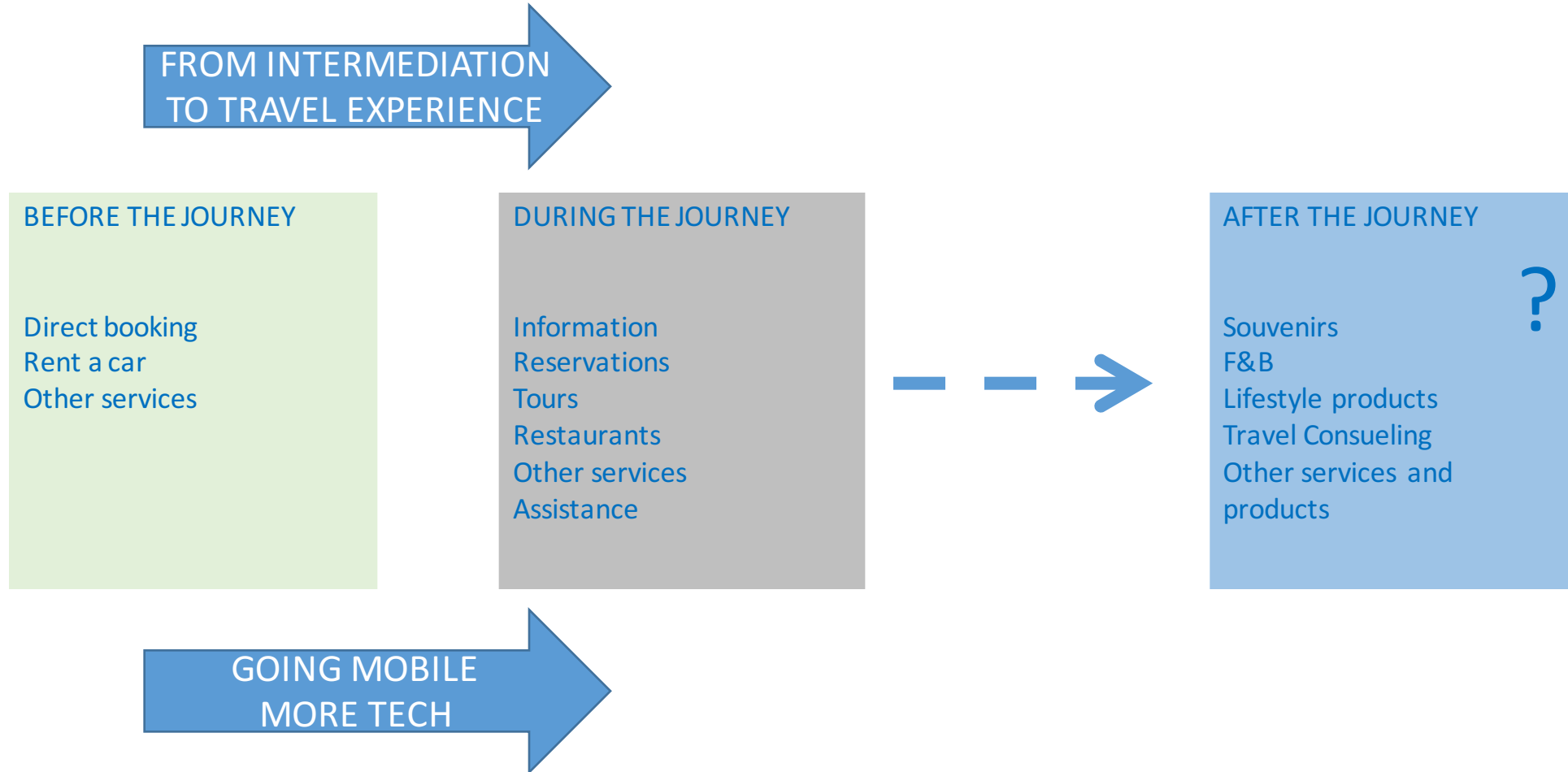


# What's next

SPECIALIZZAZIONE è la parola chiave

- Territoriale
- Target
- Esperienze
- Price
- .....

# Transformations (not only for OTAs)



# Technology Trends 1/2

## **1. Technology constantly disrupting travel**

Technological innovation is constantly disrupting the travel industry changing travel consumer behaviour and forcing companies to change their business models.

## **2. The rise of big data and artificial intelligence**

After the rise of the online and then mobile channels, it is now the turn of big data analytics and artificial intelligence to have a deep impact on consumers and the competitive environment in the travel industry.

## **3. Personalisation of bookings and the travel experience**

The analysis of data on travel consumers' preferences allows companies to offer them a higher level of personalisation during the booking process and the trip itself, increasing conversions and enhancing the travel experience.

# Technology Trends 2/”

## **4. “Chatbots” to offer bookings and assistance**

Over the next few years, travellers will increasingly interact with artificial intelligence agents, in the form of “chatbots” and virtual assistants, to seek assistance and make bookings.

## **5. Tech players challenge travel intermediaries**

The growing role of technology also means a more important role for technology players in travel, with companies such as Google, TripAdvisor and Facebook increasingly allowing travellers to complete bookings on their sites and following them during their trips, providing information and assistance.

## **6. Steady rise of the mobile channel**

The steady rise in popularity of mobile devices is having a strong impact in terms of both travel bookings and travel consumer behaviour. Apps and messaging services are expected to generate an increasing number of travel reservations.

## **7. From travel services to travel experiences**

As a result of the mobile, peer-to-peer and personalisation trends, travel consumers are today increasingly shifting from requiring services to experiences.

# I TOUR OPERATOR





# Best Tour Operators WTA 2015

# Figures

Company	Type	Year of Establishment	Based	Service & Products	Revenues (million €)	Operating income (million €)	Profits (million €)	Employees
TUI GROUP	TO	1923	Germany	Charter and scheduled passenger airlines, package holidays, cruise lines, hotels and resorts. Travel Agencies. It includes Thomson.	20.000,00	535,40	379,60	76.000
H&H TOURISTIK	TO		Germany					
KUONI TRAVEL	TO	1923	Switzerland	Charter and scheduled passenger airlines, package holidays, cruise lines, hotels and resorts. Travel Agencies	5.164,95	140,49	63,05	12.000
THOMAS COOK GROUP	TO	2007	UK	Charter and scheduled passenger airlines, package holidays, cruise lines, hotels and resorts. Travel Agencies	9.323,80	368,95	22,61	21.813
VIRGIN HOLIDAYS	TO	1985	UK	Package holidays				
ABERCROMBIE & KENT	TO	1962	USA	Luxury and adventure travel				2.500
ADVENTURES BY DISNEY	TO	2005	USA	Guided tours River cruises				
DIETHELM TRAVEL GROUP	TO	1956	THAILAND	Travel, congress and conferences, golf trips	67,42			
DNATA TRAVEL	TO	1965	UAE	corporate and government travel, luxury holidays, events, groups and incentives, retail and marine travel.				
EMIRATES HOLIDAYS	TO		UAE	Tour Operators				
ETHIAD HOLIDAYS	TO		UAE	Tour Operators				
G ADVENTURES	TO	1990	CANADA	Small group adventure, Travel				1.500
GO! JAMAICA TRAVEL	TO	1995	JAMAICA	Incentive travel and outbound tour company				
SCENIC LUXURY & TOURS	TO		AUSTRALIA	Scenic and cruise luxury tours				
TRAILS OF INDOCINA	TO		INDOCINA	Luxury travels within SE Asia				
YAMPU TOURS	TO		USA	Custom tour & Luxury travel				

# **GDS**

# **GLOBAL DISTRIBUTION SYSTEM**

# I GDS

## **Il Global Distribution System**

*(ovvero Sistema di Distribuzione Globale)*

è un sistema informatico per la gestione della prenotazione e acquisto di biglietti aerei, ma anche per la prenotazione di hotel, auto in affitto ecc.

# I GDS

Nome	Creato da	Usato anche da	Quota di mercato a livello mondiale (2006) <sup>[1]</sup>
<a href="#">Amadeus</a>	<a href="#">Air France</a>	Agenzie di viaggio in rete incluse	29,20%
	<a href="#">Iberia Airlines</a>	<a href="#">Anyfares</a>	
	<a href="#">Lufthansa</a>	<a href="#">ebookers</a>	
	<a href="#">Scandinavian Airlines System</a>	<a href="#">Expedia</a>	
		<a href="#">Flights</a>	
		<a href="#">Opodo</a>	
		più di 500 compagnie aeree	
		più di 120 siti internet di compagnie aeree	
<a href="#">Sabre</a>		più di 90000 agenzie di viaggio	26,80%
		più di 76000 alberghi	
	<a href="#">All Nippon Airways</a>	<a href="#">Expedia</a>	
	<a href="#">American Airlines</a>	<a href="#">Godard</a>	
	<a href="#">Cathay Pacific Airways</a>	<a href="#">Lastminute.com</a>	
	<a href="#">China Airlines</a>	<a href="#">Mobissimo</a>	
Galileo by Travelport	<a href="#">Singapore Airlines</a>	<a href="#">Travelocity</a>	22,50%
		più di 20 compagnie aeree	
	<a href="#">Aer Lingus</a>	<a href="#">CheapTickets</a>	
	<a href="#">Air Canada</a>	<a href="#">ebookers</a>	
	<a href="#">Alitalia</a>	<a href="#">Orbitz</a>	
	<a href="#">British Airways</a>		
	<a href="#">Swiss International Air Lines</a>		
	<a href="#">TAP Portugal</a>		
Worldspan by Travelport	<a href="#">United Airlines</a>		15,80%
	<a href="#">US Airways</a>		
	<a href="#">Delta Air Lines</a>	<a href="#">Hotwire</a>	
	<a href="#">Northwest Airlines</a>	<a href="#">Hotels</a>	
	<a href="#">Trans World Airlines</a>	<a href="#">Priceline</a>	
		<a href="#">Orbitz</a>	

Nome	Creato da	Usato anche da	Quota di mercato a livello mondiale (2006) <sup>[1]</sup>
<a href="#">Patheo</a>	<a href="#">Finnair</a>	Agenzie di viaggio in rete incluse	sconosciuto
	<a href="#">KLM - &gt; Moved to Amadeus</a>	<a href="#">Airgorilla</a>	
	<a href="#">Lufthansa - &gt; Moved to Amadeus</a>	<a href="#">American Express</a>	
	<a href="#">Virgin</a>	<a href="#">Anyfares</a>	
		<a href="#">Flights</a>	
<a href="#">Abacus</a>	<a href="#">All Nippon Airways</a>	Agenzie di viaggio in rete	5,60%
	<a href="#">Cathay Pacific Airways</a>	più di 450 compagnie aeree in più di 25 paesi in Asia e Oceania	
	<a href="#">China Airlines</a>	più di 80000 alberghi	
	<a href="#">Dragonair</a>		
	<a href="#">EVA Airways</a>		
	<a href="#">Garuda Indonesia</a>		
	<a href="#">Malaysia Airlines</a>		
	<a href="#">Philippine Airlines</a>		
	<a href="#">Royal Brunei Airlines</a>		
	<a href="#">SABRE</a>		
	<a href="#">SilkAir</a>		
	<a href="#">Singapore Airlines</a>		
<a href="#">KIU</a>	<a href="#">Sol Lineas Aereas</a>	più di 12 compagnie aeree in più di 10 paesi in America	sconosciuto
	<a href="#">AeroGal</a>	agenzie di viaggio e tour operator di tutto il mondo	
	<a href="#">Star Peru</a>		
	<a href="#">LC Busre</a>		
	<a href="#">Peruvian Airlines</a>		
	<a href="#">Cielos Andinos</a>		
	<a href="#">Easyfly</a>		
	<a href="#">LASER Airlines</a>		
	<a href="#">LADE - Lineas Aereas Del Estado</a>		
	<a href="#">Amazonas</a>		
	<a href="#">Maya Air</a>		