

The Key to Growth in Travel: Partnerships

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500+ heads of distribution, marketing and innovation from America's biggest transport, hospitality and travel brands will meet with one goal... to identify the partnerships and strategies that will deliver a customer experience which builds their brand, drives loyalty and prevents commoditization

Disruption in the travel industry is the new normal. A rapid pace of innovation and consolidation is forever changing the travel landscape and it doesn't show signs of slowing down any time soon. Now more than ever you need to understand key market trends to determine how you will be hit and how you can grow.

Travel brands need good relationships with all their partners but it's not always the obvious players that will sell the product. Distribution execs need to work harder than ever to identify the owners of profitable niche communities and understand that whilst pricing is a key driver in our consolidated and competitive industry, innovative distribution strategies will make you profitable.

You need to provide your customer with an experience which genuinely enhances your product offering. You need to take advantage of innovations in technology that will enable you to partner quickly with new players experiment safely and still provide a seamless and consistent experience at every touchpoint. You need to cut the rising cost of acquisition and understand the true value each distribution partner. With 500+ senior travel executives in attendance, TDS N. America 2016 (October 6-7, the Palms) will be your opportunity to get answers to these business critical issues.

"It's understanding what distribution partnerships work in our mobile age and then bring together a heady manipulation of consumer insight, clever analytics and valuable products. This will make you useful and trusted and therefore profitable," Says Tim Gunstone, Managing Director, EyeforTravel.

EyeforTravel's TDS N. America 2016 has board level execs from the biggest travel companies in the world sharing how they plan to provide a better customer service, sell more and reduce distribution costs.

The agenda is set following four months of intense industry research involving conversations with big and small brands alike. That research has revealed just how much travel brands are fighting to keep up with the rapid pace of technological change which is impacting the industry and which areas need to be addressed in order to drive growth.

50+ speakers and 23 sessions will cover the biggest trends and challenges relating to distribution, revenue management, marketing, mobile and analytics. In addition, as customer experience has come up as a dominant theme in this year's research there is a track dedicated solely to strategies which will engage and delight your customers. To ensure no stone is left unturned the new for 2016 Spotlight On track explores key innovations in ground transportation, corporate travel, property management companies, group travel and how travel suppliers can forge better partnerships with these key areas.

Speakers include Monica Xuereb, Chief Revenue Officer, Loews Hotels, Bill Keen, VP Mobile & Guest Experience, IHG, Sangita Woerner, VP Marketing, Alaska Airlines and Todd Henrich, SVP Corporate Development, Priceline.

The full agenda and speaker line-up can be viewed here –

<http://events.eyefortravel.com/travel-distribution-summit-north-america/conference-agenda.php>

Over 100 senior level travel executives have already confirmed their participation so the event is on course to sell out. The Super Early Bird prices expire this Friday, June 10th, and early registration is advised in order to secure the best rate.

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