

ADVITO

# AI AND TRAVEL DATA THE FUTURE OF INSIGHTS

ITM CONFERENCE

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**When it comes to travel data, we  
keep looking at the same things and  
we keep getting the same answers.  
We have to do something different.**

**Director of procurement for global travel, meetings and events**

**WHAT IS YOUR BIGGEST CHALLENGE WHEN  
IT COMES TO DATA?**

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**What is your biggest challenge when it comes to data?**

① Start presenting to display the poll results on this slide.

# The pitfalls of a limited data strategy

You're missing out on significant insights



How your negotiated and actual prices perform against the market



How spend may be impacted by future supplier pricing strategies



If your carbon emissions are tracking against company goals



How much influence traveler review scores have on booking behavior



How your company's sales close rate correlates with travel spend

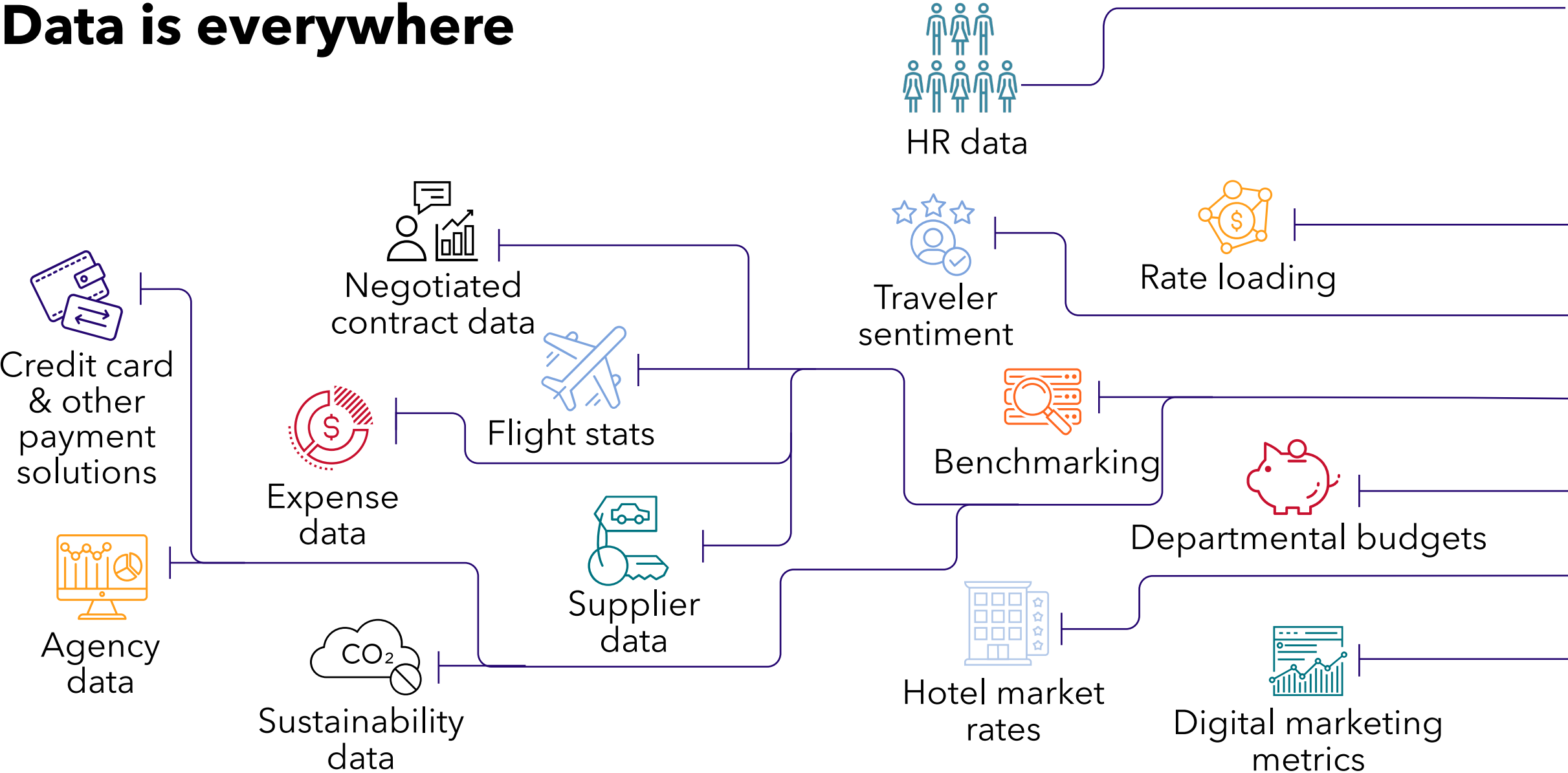


The impact of rate and fare availability on savings

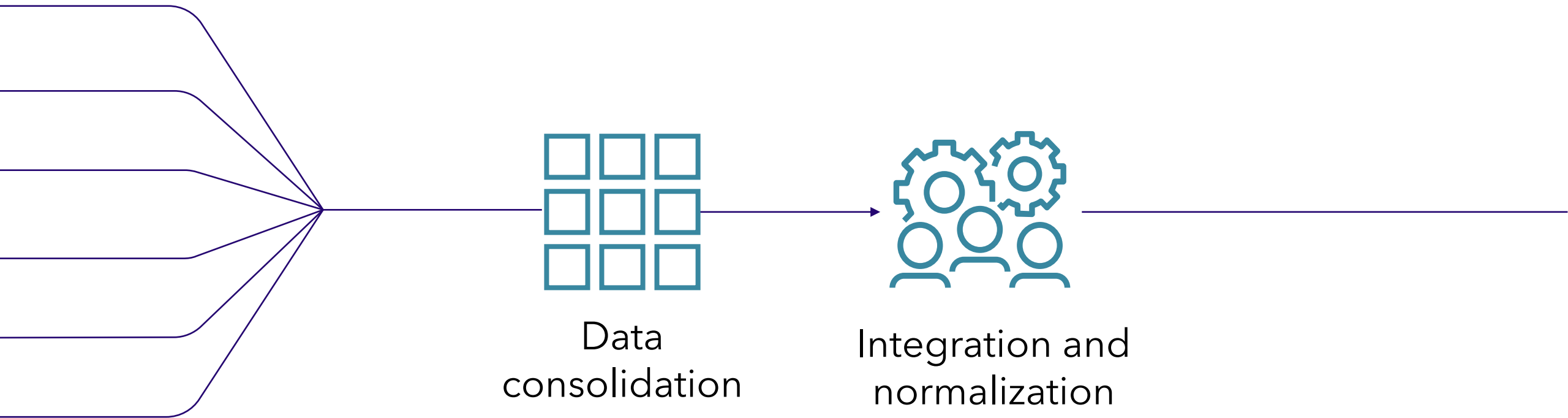


Whether or not your digital marketing efforts drive intended outcomes

# Data is everywhere



# The challenge is harnessing and leveraging it



**HOW ADVANCED IS YOUR DATA STRATEGY?**



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**How advanced is your data strategy?**

① Start presenting to display the poll results on this slide.

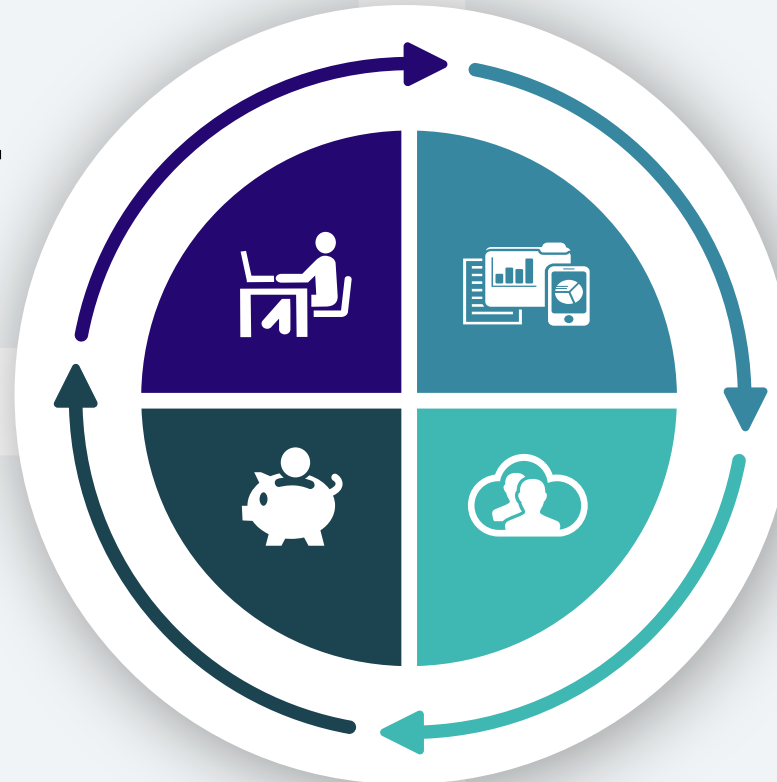
# Key considerations in your data strategy

**INFRASTRUCTURE**

**PRIVACY**

**DUE DILIGENCE**

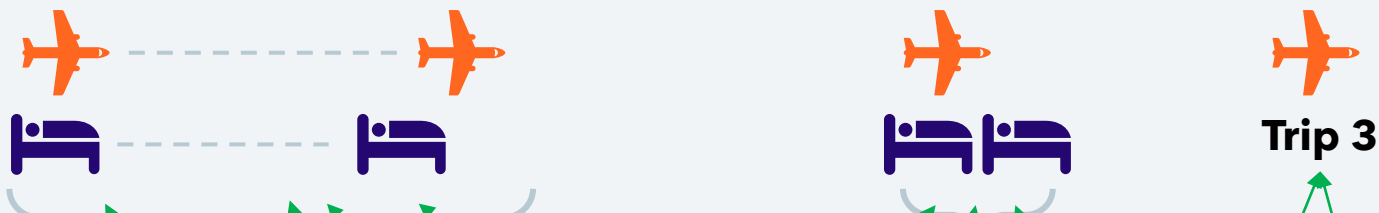
**COMPLIANCE**



CALENDAR DATES																			
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20

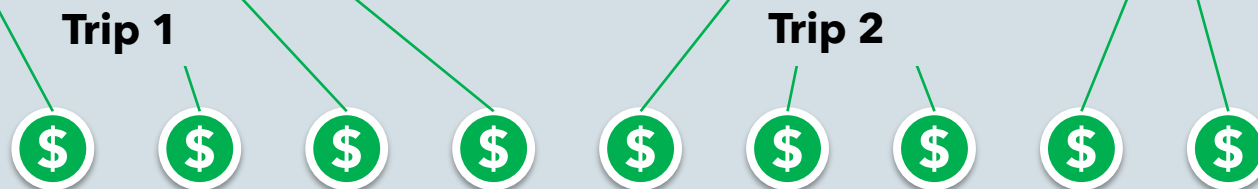
STEP 1

MAJOR  
COMPONENTS



STEP 2

MINOR  
COMPONENTS



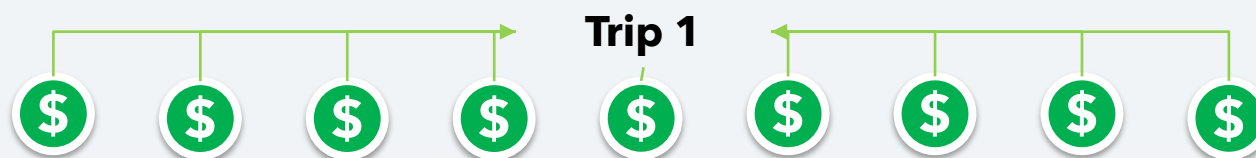
CALENDAR DATES																			
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20

STEP 3  
NEW DATA

MAJOR  
COMPONENTS



MINOR  
COMPONENTS



## Trip Consolidation

There are 2 types of trip components:

### Major

Components form the Total Trip itself and determine Trip dates. This can include air ticket and hotel stay data.

### Minor

Components are added to the already formed Total Trip and influence the sum of Total Trip spend. This can include car, meals, fees, etc.



15

**Discussion time: let's talk about the end result.**

- What are you hoping to learn from your data? Where are you trying to get your program by advancing your data strategy?
- If you've already started on your data journey, how are you doing it today? Share best practice with the group.

**WHAT IS THE NUMBER ONE THING  
YOU WANT TO GLEAN FROM YOUR  
TRAVEL DATA?**

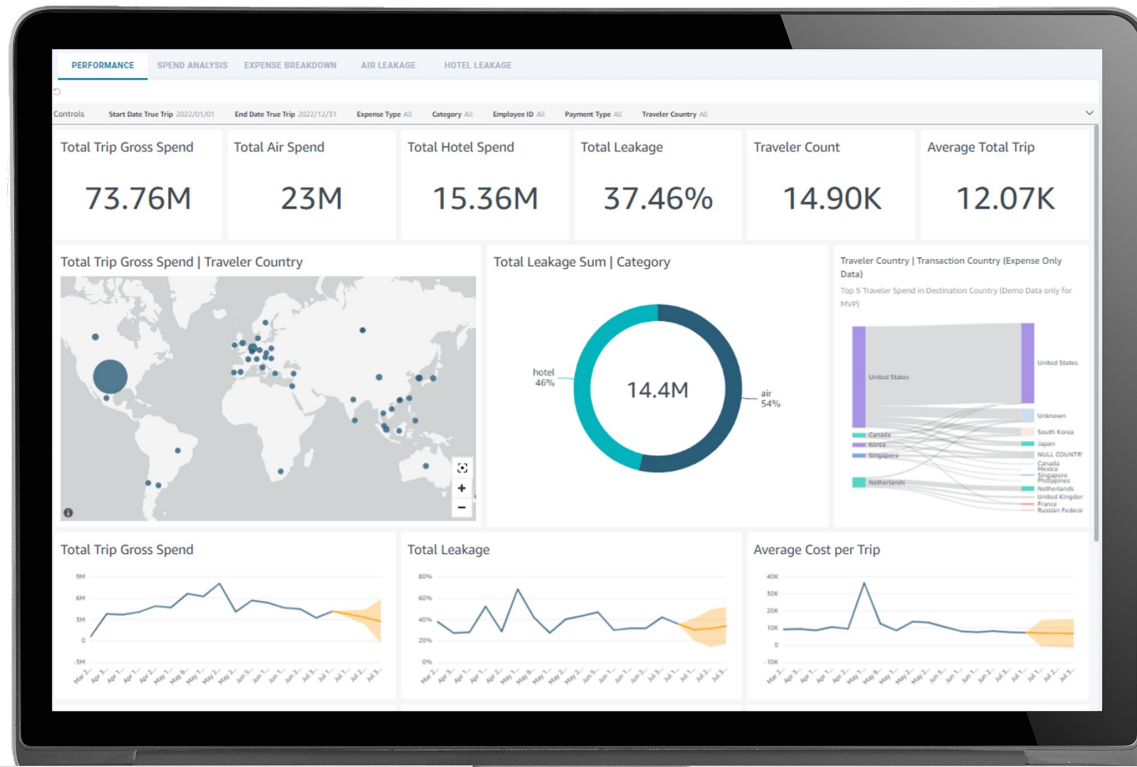
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**What is the number 1 thing you want to glean from your travel data?**

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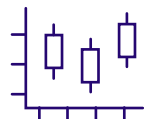




Data  
visualization



Actionable  
insights



Benchmarking



Spend  
transparency




Expertise



Dashboards and  
reporting





The background of the entire image is an aerial, high-angle view of a dense urban landscape, likely a city center with many skyscrapers. The image is overlaid with a semi-transparent teal color. In the center, the word "QUESTIONS?" is written in a large, bold, sans-serif font. The letters of the word are filled with a dark, textured image that appears to be a close-up of a building's facade or a similar architectural detail.

# QUESTIONS?



THANK  
YOU