

TRAVEL

# SMART

ISSUE 8



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## Dear all,

Welcome to the eighth edition of TravelSMART magazine. I'd like to take this opportunity to thank each of our clients for their invaluable and continued support – we are truly lucky to work with such an incredible group of companies.

2018 has been a period of substantial and unprecedented change for Business Travel Direct. In March we acquired Brighton and London-based Uniglobe Preferred Travel, taking us above the watershed £100 million in annual turnover for the first time. We share similar visions and values and our new colleagues are integrating well under the umbrella of Ickenham Travel Group.

This year, we have also been named one of the top 20 travel management companies in the UK by Buying Business Travel magazine – an accolade we have been working towards for many years. The Business Travel People Awards in May brought further recognition. We were awarded the coveted 2018 Sales & Business Development Team of the Year whilst our reservations consultants were short-listed for team of the year as a result of their consistent exemplary customer service.

This magazine focuses on how corporate travel is adapting to relentless change. Whether you're looking to understand more about virtual card payments, how to reduce your company's unmanaged travel spend or some of the latest gadgets to use whilst abroad, we have you covered.

Best regards

**Peter Reglar** *CEO, Business Travel Direct*



### GET IN TOUCH...

To comment on this issue or to advertise with us contact:

**[jpawson@businessstraveldirect.co.uk](mailto:jpawson@businessstraveldirect.co.uk)**

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# INFLUENCING TRAVELLER BEHAVIOUR

## THE FUTURE FROM BUSINESS TRAVEL DIRECT

The days of the traditional, clichéd 'road warrior' are gone. Consumerism in the last decade has experienced a seismic shift that, no doubt, is making its way into your corporate travel programme, presenting a unique and difficult challenge.

Modern professionals are heavily influenced by an endless market of instantly-accessible services that are simultaneously intuitive, flexible and personable. Subsequently, the once-rigid line between leisure and work has blurred. Bookers are operating with more autonomy than ever before as they prioritise comfort and travel experience above all else - even travel policy.

It will likely come as a surprise that according to our partners, SAP Concur, up to 40% of managed travel occurs outside of policy (often referred to as 'blind spend'). Blind spend inevitably has serious ramifications for both the buyer and traveller, as anonymous gaps appear in the travel budget and cracks emerge in the foundations of one's duty of care obligations.

Now is a pivotal time to get to the core of your travellers' buying habits to better understand how you can support and encourage them to make better - and smarter - consumer choices. Long buried with the stereotypical 'road warrior', the traditional means of policy-enforcement are also no longer as effective as they once were. Today's modern professionals respond better to

open dialogue, compelling information and 'nudges' that help them understand the bigger picture and ultimately, influence them to make better, safer and more visible purchasing decisions. Without their buy-in, you might find yourself struggling to have a successful travel programme that is both controlled and transparent.



## ENGAGEMENT

We all know that travel policy is only effective if travellers follow it. Lesser known is the idea that managing traveller behaviour is just as important as initial policy development; the two go hand-in-hand. A big part of this is simply letting travellers understand the importance of policy; why it exists, the need for compliance and the link between their safety and their booking methods. Having these dialogues regularly through various mediums can create a sense of responsibility and accountability that is surprisingly effective.

Making your communications easy to digest will also humanise the rationale behind your travel programme; try infographics, table toppers, face-to-face sessions and workshops to increase engagement.

We believe that policy enforcement is less about control and more about influence. By recognising that you and your travellers are on the same team, both wanting to explore innovations that could push your organisation forward and redefine the travel experience, you have the potential to positively influence travel behaviour and achieve better policy compliance.



## COLLABORATION

Collaborating with your travellers also provides you with a unique opportunity to create a stronger and more robust travel policy that is truly tailored to the needs of your employees.

By opening dialogue with your staff, you may find that one of your preferred hotel properties is in an area that makes your lone travellers feel unsafe or vulnerable at night; or you may come to learn that an airline is offering alluring loyalty benefits for direct bookings.

These invaluable nuggets of information will help you understand the pitfalls of your travel programme and can shape your policy into something sustainable that works for everyone.

## INCENTIVISE

Gamification, whilst in itself is not a new marketing technique, is a surprisingly effective means of influencing travel behaviour. Using subtle game-play mechanics to create a sense of competition between peers is particularly popular in the U.S., either through leaderboards, prizes or mentions in the company newsletter.

Whether it's done formally or informally, encouraging a desired consumer behaviour through reward-based incentives can often give travellers the nudge they need to book through compliant means.

With this continuing shift toward booking independence, obtaining policy buy in from your travellers is of paramount importance. Not only does it ensure that you continue to meet your duty of care commitments, it also provides full visibility of travel spend and as a result, allows better leverage for you to achieve the best possible rates. An effective TMC can support you in instilling the right booker and traveller mindset to make that happen.



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Operates in 72 franchises worldwide

Technology innovators

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## ATG SERVICES

Traveller tracking

Collect, trace and analyse travel expenditure

Cost savings

Improved policy development and compliance

Improved productivity with reduced booking and reimbursement times

Client branded single sign on gateways to local content and solutions

Global service consistency



# ONE YEAR AS PART OF ATG.

As one of the largest independently owned business travel management companies in the world, ATG has been a leader in business travel consulting and management for nearly 25 years. With a global network spanning more than 70 countries, the company manages more than \$5 billion spend annually.

Over the past twelve months, we've worked with ATG and their global network of like-minded organisations to achieve great shared successes. In doing so, we offer our mutual clients an optimal mix of global strength and local cultural relevance.

Commenting on the relationship, Tammy Krings, CEO, ATG says,

*"Working with Business Travel Direct has been fantastic. As leaders and innovators in the industry, they're a perfect fit for ATG's vision and values of being creative and driving positive change. We've shared a great deal together already, including the service benefits enjoyed by our shared global clients. It's been a great first year and we look forward to many more ahead."*

*"For Business Travel Direct, this partnership has been perfect timing, leading to a year of extraordinary growth," says Julie Oliver, Managing Director, Business Travel Direct.*

*"We've welcomed a number of large new clients with complex global travel programmes in partnership with ATG. It's been refreshing to work with a global partner with the same mindset. In such a volatile, fragmented marketplace it's essential to remain relevant and commercially viable. Together, we do this by offering innovation, expertise and agility to our clients while continuing to deliver high quality service."*



**For Business Travel Direct, this partnership has been perfect timing, leading to a year of extraordinary growth.**

Julie Oliver



## STEPPING INTO THE SPOTLIGHT: IMPLEMENTATIONS/ACCOUNT MANAGEMENT

TravelSMART caught up with Shaun Healey, Client Partnership Manager at Business Travel Direct. He joined the team a year ago and has become a staple on our implementation and account management teams.

### Q1. What does implementation at Business Travel Direct mean to you?

The implementation team is often the client's first impression of working with us. To me, it's about transforming what has been agreed in the sales process into something that can be delivered meaningfully to the client. Often times, clients don't know what they need as they have never used the services of a TMC before, so giving recommendations based on best practice and what has worked well for other clients is key during the process.

### Q2. What do you do on a regular day?

My role involves being the face of Business Travel Direct to the client. I'm data gathering via meetings, webinars and phone calls to ensure we have all the information we need for the team to deliver seamless implementations. I also work closely with our technology partners, SAP Concur, so I participate in their regular update calls and meetings. I also work as a key account manager for a small portfolio of clients.

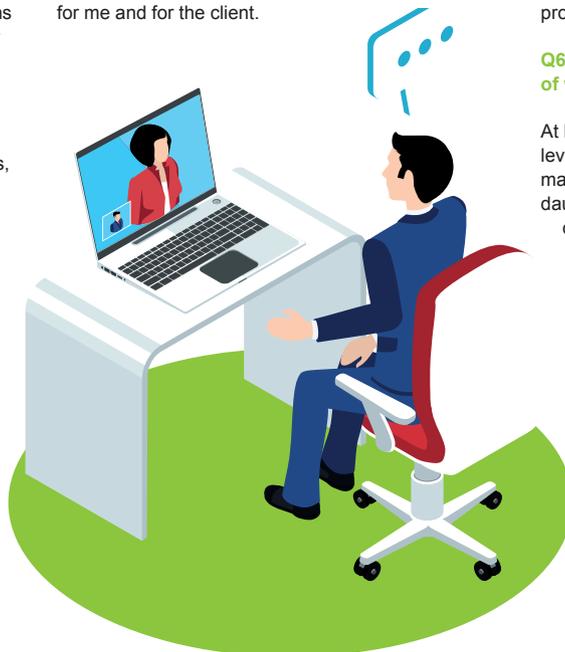
### Q3. What is the key piece of advice you would give to anyone going through an implementation?

Preparation is key! A new client should anticipate that they'll be asked a lot of questions and they should think about engaging the right people internally from the start.

Also, know what you want the outcome of the project to be; if it's an online tool implementation, think about items such as dynamic messaging and what information you want to relay to your bookers at the point of sale.

### Q4. What do you enjoy most about this role?

It's massively varied; no customer is the same and requirements differ from client to client. Because several of our new clients are using a TMC for the first time, I'm able to use my years of experience to consult and offer best practice solutions. Also, working with a team of true subject matter experts makes my role a lot smoother, for me and for the client.



### Q5. What makes Business Travel Direct so good at implementations?

The teams and people involved. For example, everyone that works with a new online client is Concur certified, so the client is receiving the best service possible. We also set out clear expectations and deliverables for our new clients from the start and anticipate any delays to ensure the change process is managed effectively.

### Q6. Tell us something about what you do outside of work.

At home I think everyone needs to have just the right level of chaos. For me, this is achieved by being married to a full-time nurse, having three young daughters and owning two dogs. I'm completely outnumbered.

On the rare occasion when I escape the chaos, I'm in the process of building an outdoor office space in the garden.



## What could you do with an extra £22,000 a year?

In 2018, we partnered with AMI-Partners, a global analyst, and our research shows that you can save thousands a year when you implement an automated Travel & Expense solution. Now that's an ROI you don't want to miss out on.

See more about the SAP Concur and Business Travel Direct partnership at [businesstraveldirect.co.uk/concur](https://businesstraveldirect.co.uk/concur).



# APPS

## TRAVEL MASTERMIND

When your travellers are constantly working away from home, it can be difficult for them to get the most out of their business trips.

Flights have a habit of getting delayed, devices run out of battery and your employees can also run out of steam – but it doesn't have to be this way.

Our technology specialists have hand-picked some of their favourite apps and gadgets designed to save your travellers time and energy. As John Humphries would say,

“ I've started, so I'll finish.

Business travel may be full of confusing acronyms, but we are here to break through the jargon and make sense of the industry. For more information, please call

 **01895 450701**

 [info@businesstraveldirect.co.uk](mailto:info@businesstraveldirect.co.uk)

 [businesstraveldirect.co.uk](http://businesstraveldirect.co.uk)

### 1. Forest

If your employees stray from their work in favour of popular social media sites, this app could boost productivity and encourage healthy competition within the workspace.

Plant a virtual seed on the Forest app and leave the phone alone to let it grow. The longer you stay on the app without switching to check messages or social media, the taller the tree will get. However, when you change apps, the tree will wilt and the process starts again.

Not only can this be used as an incentive with colleagues (for example, whoever's tree grows the largest wins a prize each week) while improving company productivity, but the virtual coins earned in the app go to planting real trees via the charity NFP Company Trees for the Future.

**Price:** Free

**Specialist subject:** Great for Productivity

### 2. Jet Lag Calculator

Recovering from business trips can be exhausting and lengthy depending on the time difference, but there is an app to minimise sleep deprivation.

Jet Lag Calculator uses algorithms to accurately predict a traveller's best schedule to get back to a normal routine as soon as possible. It takes into account the destination they have travelled to, what time their flights are and when they return.

The traveller must input their data three days before travelling to ensure the best results. This forward-planning could improve productivity for both the employee and the company.

**Price:** Free

**Specialist subject:** Great for Planning Ahead





### 3. Master Lock Connected Padlock

Locks for any type of luggage invariably have either a pin code that can be easily forgotten or a key that could get lost in transit, so this lock could be a game changer for business travellers.

The Master Lock Connected Padlock is opened using the Master Lock smartphone app, removing the issue of forgetting your code or misplacing keys. Unlocking your belongings has never been so easy... just don't lose your phone!

**Price:** From £25+ (Amazon)  
**Specialist subject:** Great for Security



### 4. Uppel All-in-One USB Travel Charger

If your employees use multiple devices on trips and struggle with keeping everything charged, the Uppel travel charger may provide a new alternative.

This gadget can fully charge up to three devices simultaneously and has adapters to suit more than 150 countries worldwide.

**Price:** \$17 (Amazon - can be shipped to the UK)  
**Specialist subject:** Great for Adaptability



### 5. TP-Link M7350

Whilst it doesn't have the most enthralling name, the product itself is a definite must for regular business travellers.

Being away from home can rack up data roaming charges, but with TP-Link M3750, you can use a single SIM card in your smartphone, providing a wi-fi hotspot for up to ten devices at a time. Because the card is unlocked, travellers can use cheap 'pay as you go' SIMS bought abroad to avoid extra charges.

Additionally, it supports 4G so employees can work with fast internet wherever they are and the battery life lasts for up to ten hours - more than a full working day!

**Price:** £75+ (Amazon)  
**Specialist subject:** Great for Connectivity

# WE'RE BRINGING OFFSHORE TRAVEL ONLINE

*By Kerry Jenkins, Client Partnership Manager for Marine Travel Direct*

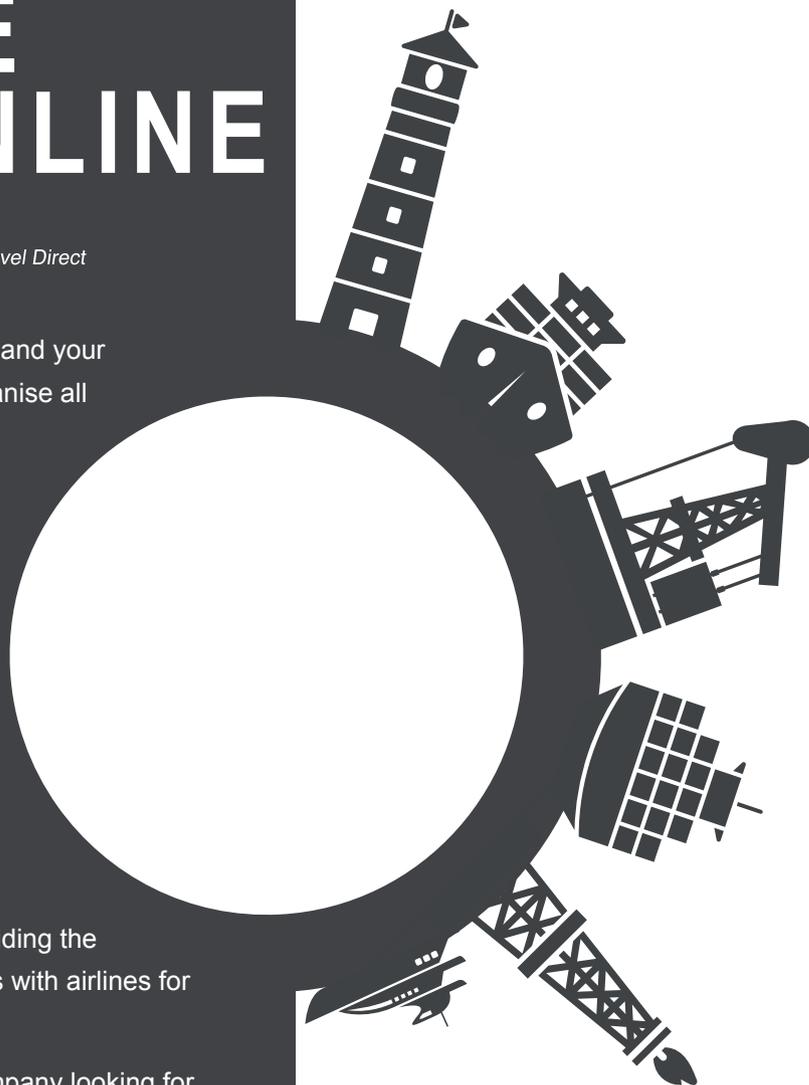
Is booking marine fares offline a chore for you and your employees? What if you had the option to organise all your travel online?

In partnership with SAP Concur, we are proud to be the first travel management company offering a commercially available online booking platform designed to meet the complex needs of your industry.

Offering full access to marine and offshore fares, our online booking sites can also be integrated with Concur Expense and will be customised to reflect your unique travel policy, preferred suppliers and approvals workflows.

This includes checking traveller eligibility, providing the assurance of honouring contractual obligations with airlines for redistribution of fares.

Contact us if you're a marine and offshore company looking for an online tool to deliver efficiency, automation, cost savings and convenience paired with an exceptional customer services team providing in-house support 24 / 7.





## ECO-FRIENDLY TRAVEL

### IS TRAVEL FINALLY PULLING THE PLUG ON EMISSIONS?

It has been apparent for decades that travel has played a part in global warming. However, reports suggest that transport emissions have not improved at all in the last ten years. Summer 2018 was one of the hottest seasons on record and while there are consistent conversations around reducing our carbon footprints, the big questions being raised by environmentalists are simple: why has nothing changed and what is being done to help future generations?

According to the Department for Transport, in 2005 UK emissions from aeroplanes accounted for 6.3% of all greenhouse gases, and this figure is thought to have risen substantially. The EU has backed these statistics by stating that between 1990 and 2006, greenhouse gases caused directly by aviation rose by 87%.

The UK is adamant that they can reduce their emissions by 80% by 2050, and they have a plan. The Sustainable Aviation initiative, launched in 2005, helped to analyse and forecast future performance to reduce CO<sub>2</sub>. Since then, more than 470 aircraft have been replaced, reducing noise pollution and emissions by 50% when taking off and 30% when landing. Finnair is taking this one step further with their new 'green' service designed to help customers combat CO<sub>2</sub>: 76% of passengers are willing to pay more in their airfares as long as the money definitely goes to environmental causes.

Rail travel produces significantly less emissions than flying, but there are still savings to be made to improve the environmental footprint. Eurostar introduced their first London to Amsterdam route in April 2018, making the journey 80% cleaner than travelling with an airline. Virgin Trains is the first rail operator to go paperless, offering digital season tickets to regular commuters. By April 2019, they aim to have less than half of their tickets printed, saving trees and money in the process.

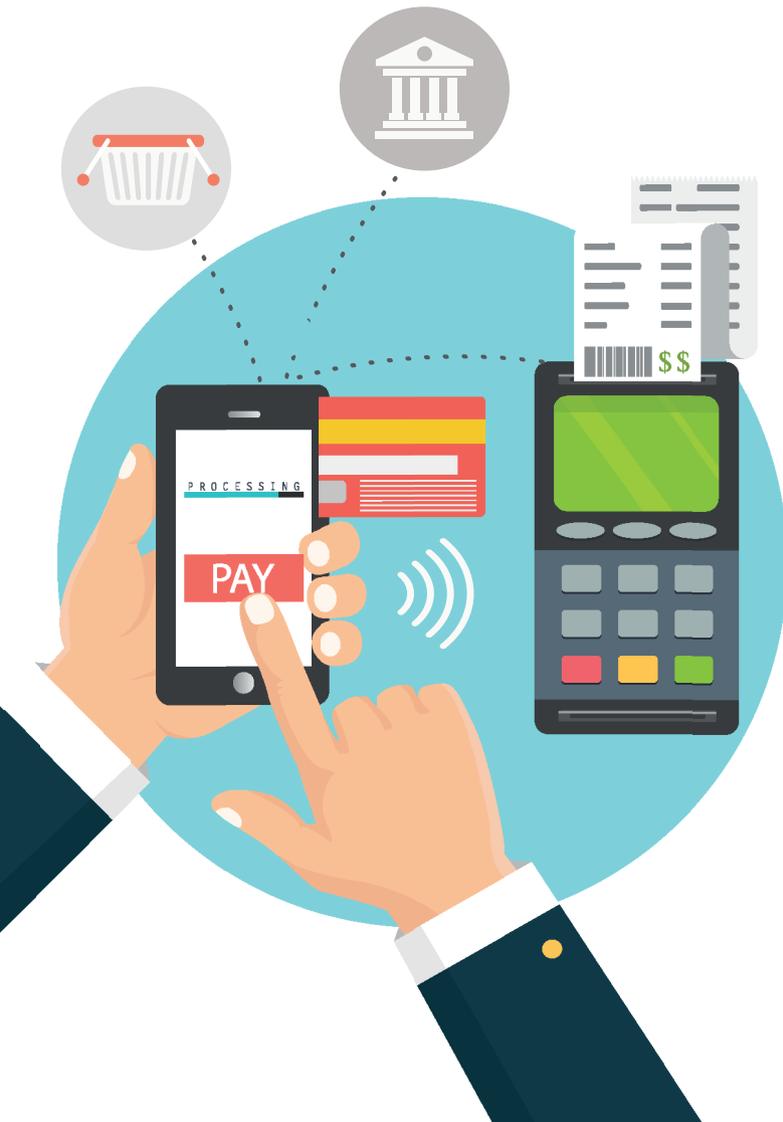
The UK's largest ground transportation company, Cabfind, is also looking to do its part to help companies understand their footprint. Anyone with a business account receives a report to monitor their CO<sub>2</sub> emissions and can then determine whether there are remote working options such as webinars or Skype that would be sufficient for certain meetings.

It's going to take time and re-education to combat global warming and protect the planet for future generations, but the travel industry is starting to make real strides in tackling the war on emissions.





# VIRTUAL PAYMENTS



## WHAT ARE THEY AND SHOULD YOU BE USING THEM?

In almost every industry worldwide most areas of business are either on the path to becoming digitalized or are already there and reaping the benefits. Going digital in key operational areas can streamline complex processes, reduce costs, offer more robust data-security measures and increase accuracy in decision making. Business travel especially is benefiting from this shift as we continue to explore technological innovation in online booking, app integration, duty of care, artificial intelligence, predictive analytics and, of course, efficient expense management.

Expense management in particular has been a challenge for travel buyers for decades and lately we've seen it take real prominence in the procurement process. Rightly so; it's an area that, without digitization, is complex, risky, costly and can dramatically impact the traveller experience. After all, we're talking about a generation of travellers who grew up online with a plethora of personalised instantaneous services at their fingertips.

The honour of being bestowed the company card is not what it once was - it's actually a bit of a burden. When mobile services like Apple Pay now so widely accepted (an increase in usage of 500% since 2016), there's little need to carry a personal card anymore, let alone a corporate one. In fact, we'd go as far as to say that millennials in particular have some unique characteristics that make them ideally suited to the use of invisible payments.

# THE RISE OF VIRTUAL PAYMENTS

The use of virtual cards in corporate travel have been around for some years, but we've noticed a significant increase in their adoption in the last 12-24 months.

## So, what are virtual payments and should you be using them?

Historically, card payments have been made in one of two ways. Firstly, travellers can pay for all work-related spending using their company corporate card and process their expenses monthly by gathering bills and receipts.

The second option is to use a 'lodge card,' a payment solution held on the travel account for all purchases (from hotel bookings to airline fares) and used during the booking process specifically. The system processing the payment will then gather relevant financial data and send it for reconciliation and reporting. A virtual payment skips many of these manual, back-and-forth steps and instead generates a unique 16-digit card number for a one-time travel event that is linked to the company's bank and integrates seamlessly into the accounts payable cycle. Centralising payments in this way has several unique benefits, so we thought we'd ask our finance director, Ian Wyatt, for his top five reasons to use a virtual payment solution.

### 1. Data Security

Virtual payments are limited to one-time use for a specific event or booking. In doing it this way, there is no physical card that can be cloned, stolen or fraudulently manipulated.

### 2. Compliance

In creating a specific and unique card number that has suitable spend parameters in place, travellers cannot spend recklessly and use the card at will. The traditional use of a corporate card can often make it difficult to match the transaction to the booking and offers no automatic insight as to whether it was even a compliant expense. They also create the need for costly audits and members of staff dedicated to spend reconciliation. With a virtual payment, this is all done automatically, accurately and in a timely-fashion.

### 3. Innovation

Whilst virtual payments have been around for some time in the business travel arena - particularly in the hotel industry - it is only recently that we've seen some real creativity in the way they're being used.

Karhoo, for example, is the first ground transport provider to integrate virtual payments into their line of products, thus eliminating the need for travellers to carry cash for transfers or on-demand transport fees. We also have suppliers who use virtual payments to streamline their supply-chain process, helping them manage their cash flow and push out hundreds of small values simultaneously. We even have one client who uses a virtual payment option for 'external' visitors such as business consultants or those coming in for interviews.

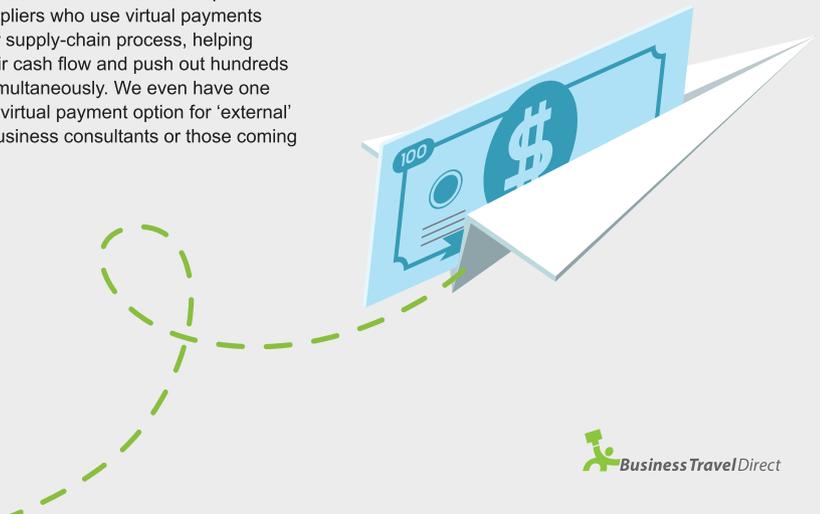
### 4. Availability

Virtual payments solve the problem of moving travellers who don't own a corporate card. Available to anyone with a mobile phone in most countries and currencies, it's a seamless payment option that requires little manual touch. It also integrates seamlessly into reporting tools for data analysis and duty of care technology.

### 5. Productivity

Time spent essentially bookkeeping en route is time better spent running your business. A virtual card solution will significantly reduce the amount of time spent by your finance team reconciling payments and, importantly for millennials, it will reduce the time from payment to reimbursement. You will also benefit from compliant transactions with rich data for policy modelling not to mention happy travellers.

We really believe that single-use cards deployed via mobile technology is where the business travel industry is heading. There are still some innovations to be made and key organisations within the travel and expense arena that need to join this conversation - particularly taxi expenses, which historically are the largest number of line items on expense reports. If we continue to work with card companies, services and corporates, we think this is a trend that will outlive the age of the corporate card. [Watch this space...](#)



# Copthorne

PLYMOUTH

**Copthorne Hotel Plymouth** offers city centre convenience; with **135 comfortable guest rooms, on-site car parking**, and over **400 sqm of event space** making it perfect for the business traveller. The hotel prides itself on offering high levels of service and warmth, offering our business guests a high quality home from home experience.

The hotel has recently completed a refurbishment of the public areas including the restaurant, bar and reception, as well as progressively redecorating the guest bedrooms. The restaurant and bar has been rebranded to **50 Degrees North**, offering our chef's menu of creative dishes served in a stylish and contemporary atmosphere.

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## Eurowings

- Eurowings is Europe's fastest growing airline providing the quality service associated with the Lufthansa Group. With several operating bases throughout Europe Eurowings welcomes nearly **24 million passengers** a year who place their trust in the services provided whether travelling with children, in groups or for business.
- Eurowings has the best Economy legroom in Europe - 32" legroom, **much more than any other low-cost carrier**

## SWISS

- SWISS offers more than **180 weekly flights** from London City, London Heathrow, London Gatwick\*, Birmingham, Edinburgh\*, Manchester and Dublin to Switzerland with seamless connections to more than **140 destinations worldwide.**
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# ENTERING THE WHIRLWIND

## WHERE THE FUTURE OF TRAVEL IS TAKING US

There have been huge strides made within the travel industry in its limited history. The first commercial flight flying across Tampa Bay, Florida was just over 100 years ago (1st January 1914); since then, technology has completely reinvented how we work and roam the globe.

“ Imagine not having a work phone on a business trip to instantly communicate with your company; they may be part of everyday life now, but the general public couldn't buy one until 1983. ”

Laptops give us the freedom of working out of the office – sometimes permanently – but again, these weren't available just 40 years ago. And now, Elon Musk is sending Mini Coopers hurtling into space and Richard Branson's Virgin Galactic is creating shuttle services for a one-way trip to Mars. How, or more importantly when, did technology surpass us?



## Instant identification

It's the same with the corporate travel industry. Everything now has to be instantaneous, at the touch of a button, but what if you didn't even have to interact with humans? Face recognition trials are currently taking place in two Marriott hotels in China to combat increasing check-in times. This innovative technology provides a more personalised service and takes no more than 60 seconds of your day. It simply scans a form of identification, inputs a couple of details and takes a photo before dispensing a hotel key. Bypassing the check-in desk means bypassing the queue of also fresh-off-the-plane businesspeople and tourists who are hot, sweaty and gradually growing more impatient; maybe this could work to our advantage...

It's not just hotels that are introducing this technology. Some of Australia's main international airports are eliminating the need for travel documents when flying, aiming to go digital as soon as 2020. Using face recognition software, passports and boarding passes may no longer be necessary for travellers, eradicating the issue of missing documentation or the faff of trying to find them in a blind panic. Canberra, Sydney and Melbourne airports are also beta testing unmanned immigration desks in favour of the new technology – whether this is saving money in the long run or just introducing more redundancies is yet to be seen, but is definitely an interesting concept.

## Incredible routes

On March 24th 2018, the first direct flight from London Heathrow to Perth took to the skies, lasting just 17 hours – for a journey that used to take 12 ½ days, the aviation industry has certainly excelled in recent years. What's more intriguing though is that the Qantas route of 9,009 miles isn't even the longest operational flight in the world. Qatar Airways' Doha to Auckland trip currently stands at 9,032 miles and Singapore Airlines will surpass this in October 2018 with their new Singapore – Newark route totalling 9,537 miles. But Qantas isn't stopping there: plane manufacturers Boeing and Airbus have been challenged by the Australian airline to build a jet that can fly non-stop from the UK to Australia fully loaded by 2022.

## Where we're going, we don't need roads

Whilst air travel is constantly evolving, progress is also consistently being made on land too...of sorts. We're all familiar with smart technology on our dashboards and the phasing in of driverless cars, but four-wheeled motors could soon be taking off from the tarmac as well. Toyota has teamed up with a crowd-funded start-up company in Japan and is aiming to have commercialised flying cars and taxis in place to light the Olympic torch for Tokyo 2020, reaching up to 62mph 33ft above the ground. This idea could be the catalyst to reduce traffic on the roads in peak times in major cities around the globe, but they aren't the only company working on this type of technology.

Fierce competition to be the first comes from the likes of Uber and HondaJet, but Rolls Royce has designed a prototype going one step further. Their theoretical vehicle will still have the capability to vertically take-off from any public road but will also be electric-powered, reducing potential noise pollution and keeping environmentalists on side. The cars would carry 4-5 people at a top speed of around 250 miles per hour, meaning these vehicles would travel faster through the air than Lewis Hamilton would around the Silverstone track. The one big catch: The British manufacturer is currently searching for investors and funding to make the dream a reality, so it could be a while before we see motorways in the sky.

## Connected underground

Underground transportation is also getting a well-deserved (and long-overdue) makeover with the Tube finally joining the 21st century. Not only are train carriages being updated for the first time since the 1970s (with a completion date of 2023), but 4G mobile network connections will be introduced. Cities such as New York, Tokyo, Seoul, Berlin and Paris have allowed their travellers to scour through funny videos on YouTube and catch up on work emails for the last few years, and after a successful trial in the summer of 2017, this technology will be a welcome addition for regular UK commuters.

Nothing ever remains static, especially in the travel industry. With so many technological advancements, it can be tricky to work out what will be an essential part of modern-day life and what might become a hindrance.



**For now, our lives remain only semi-automated with cars that we can still drive ourselves and a chance to converse with human beings - who knows how long that will last though.**



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