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From Human Touch to Human Tech

The Challenge of Frictionless Travel beyond COVID-19

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Goodbye
2020
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Hello ☺
2021

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A new
digital
normal
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Every part of the offline world will have a digital layer.

Steven van Belleghem

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Frictionless travel 2.0

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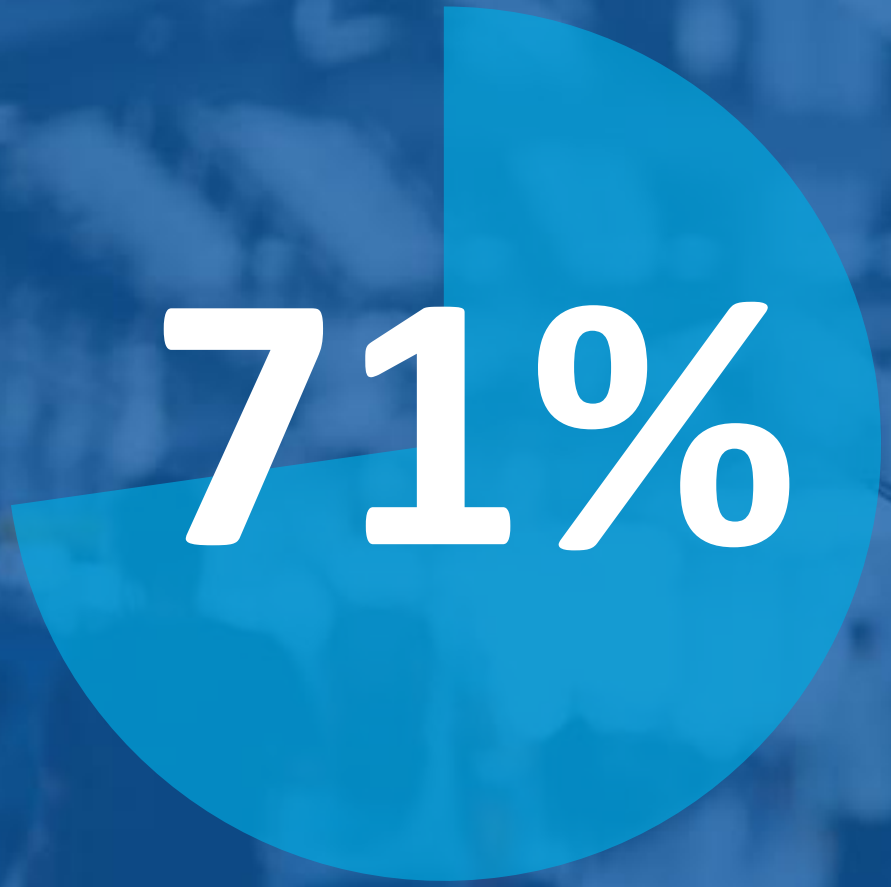
People want to travel…



would **travel immediately or within 1-3 months** after travel restrictions are lifted

Source: Amadeus Traveler Survey 2020

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…but so far they hardly do

95%

have concerns about traveling in the light of COVID-19

Source: Censuswide Traveler Survey 2020

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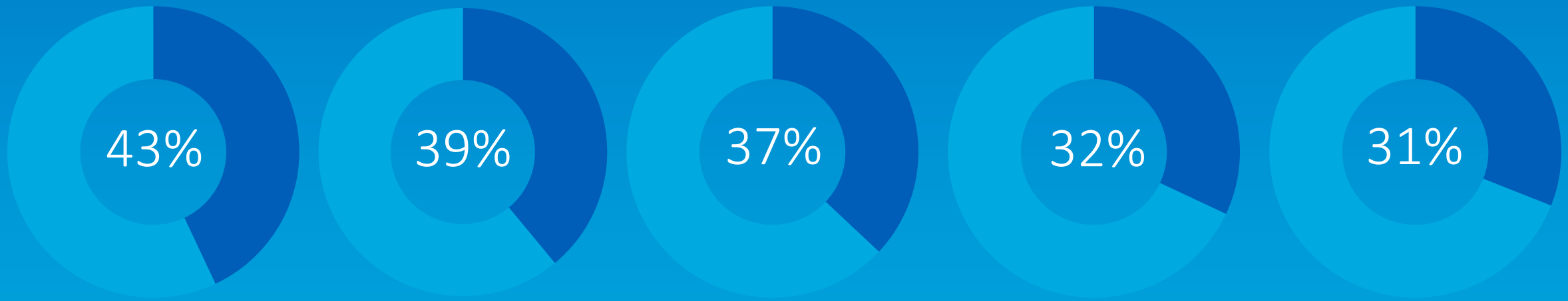
New frictions…



Increased risk of **catching the virus**

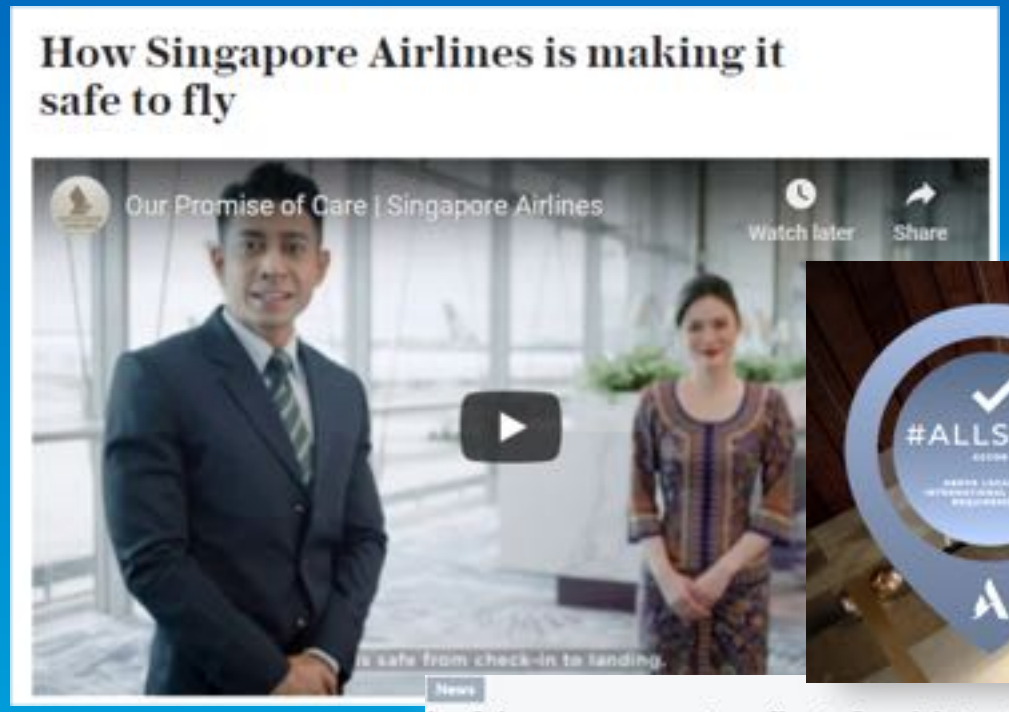
Government imposed **quarantines**

Fear of **being stranded**

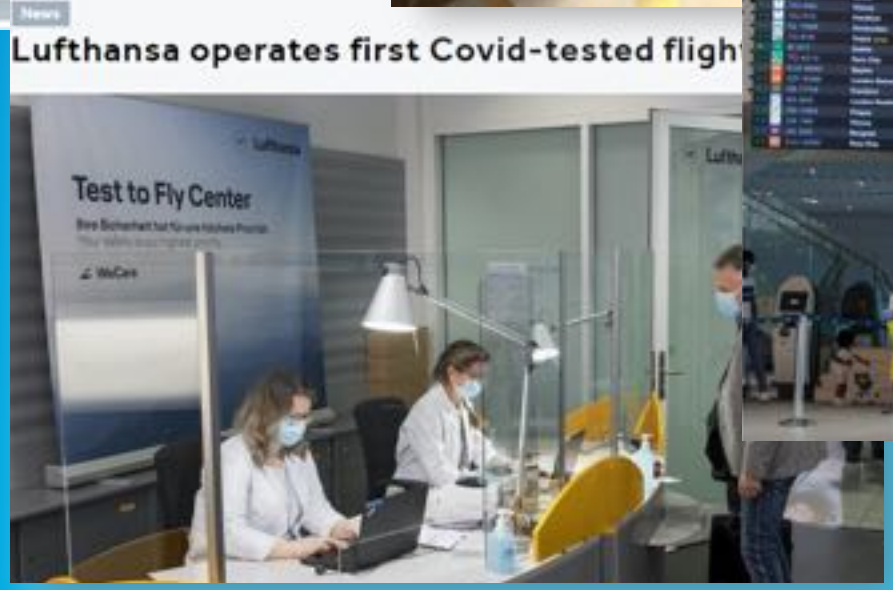
Physical distancing concerns (e.g. at airports)

Reduced enjoyment due to restrictions

Source: Amadeus Rethink Travel Global Survey 2020



Government forces travelers into quarantine



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And new expectations

More **helpful + relevant interaction**

More **individualized offers**

More **digital convenience**

Challenge 2021

How can we make travel safe and attractive again while responding to new expectations?

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1
Use technology
to make travel safe
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3 technologies will create safe travel

Contact- and touchless solutions

Biometric solutions

Digital traveler IDs

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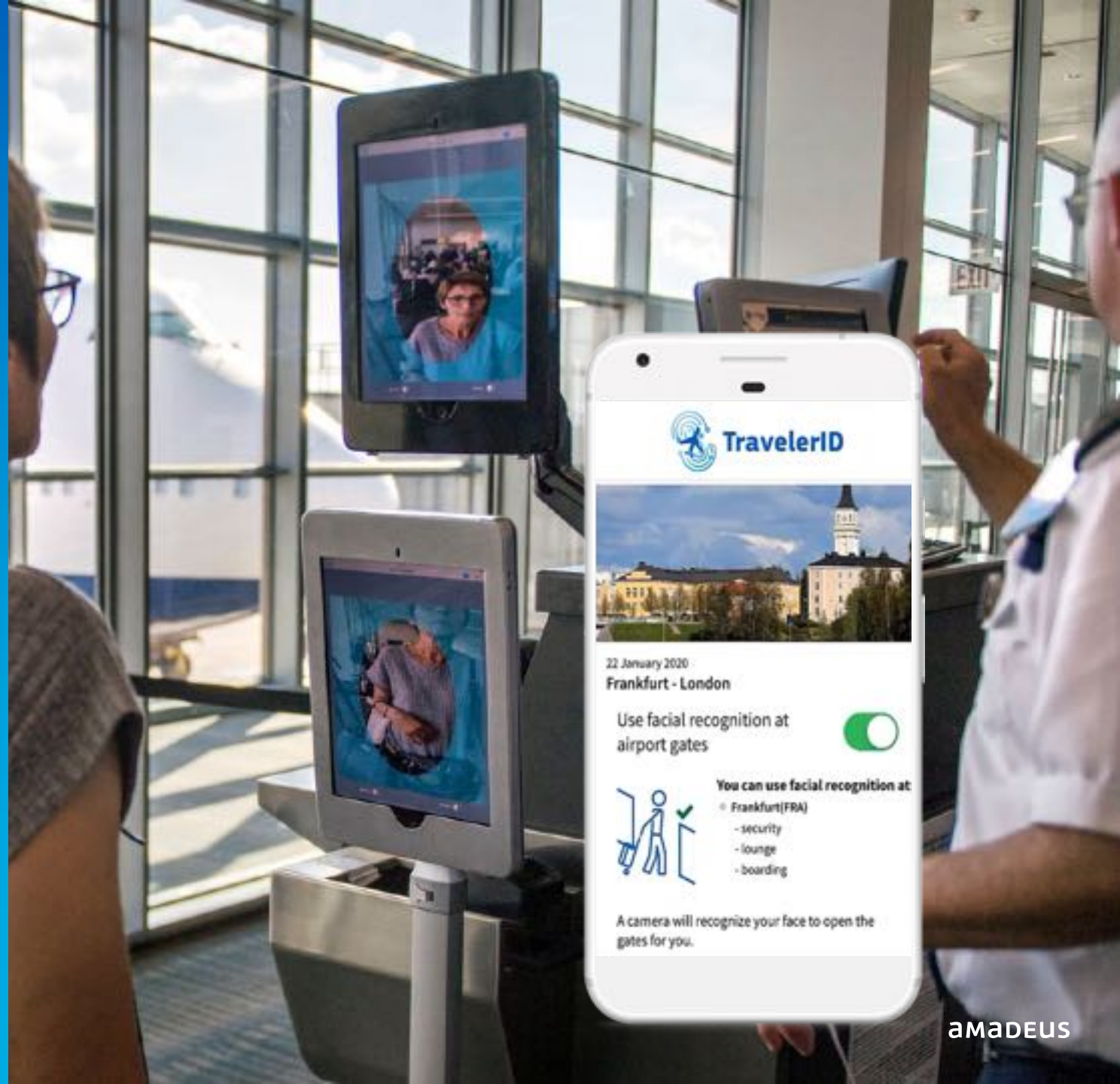
Check-in & bag drop

- Self-service check-in + bag drop units
- QR or barcode identification
- Voice-enabled technology
- Biometric verification

Check-in & bag drop

Security & boarding

- Biometric verification
- Connected to digital traveler ID



Last updated: 12:24 PM ET, Wed December 16 2020

Amadeus, Star Alliance Partner To Make Travel More Touchless

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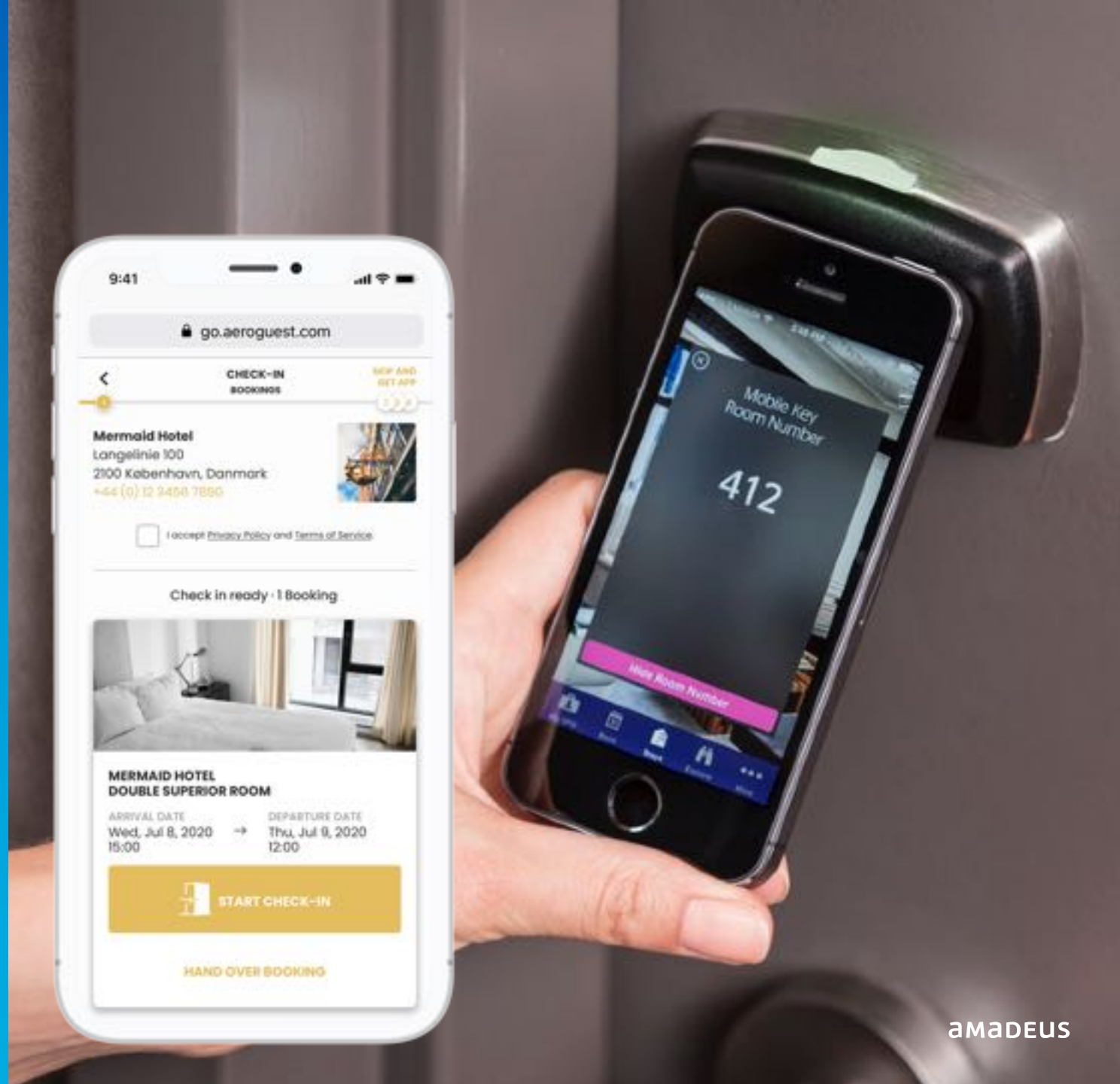
- Check-in & bag Drop
- Security & Boarding
- **At hotel**
  - Contactless check-in
  - Smartphone room access
  - Biometric check-in



- Check-in & bag Drop
- Security & boarding
- At hotel
- **At destination**
  - Contactless access
  - Contact and proximity tracing

2 Digitalize health data

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The problem

Agents [at the airport] checked everyone's entry permit, as well as isolation and health declarations. After completing the check, my boarding pass was printed and marked as verified.

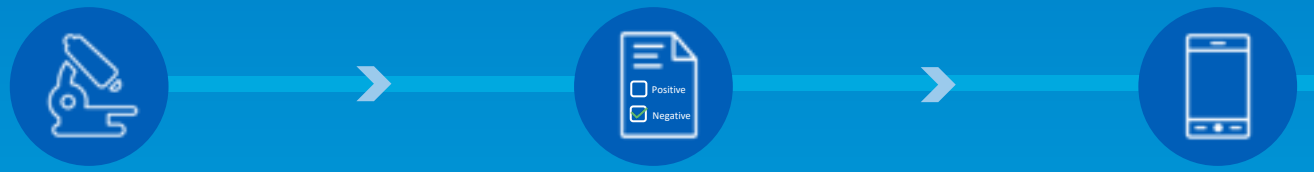
Quote source: thepointsguy.com

Future digitalized flow (simplified)

Health test according to requirements

Digital proof of document validity country specific

Automated integration into App



Communication with airline & airport systems

OK Check-in

OK Boarding

Communication with other (travel) IT systems

OK Destination

OK Hotel

OK Activity

OK Event

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3

Provide intuitive access to relevant information

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Information is key

"Availability of full information at point of search, booking and just before travel **would make me more likely to travel**."

Source: Censuswide Traveler Survey 2020

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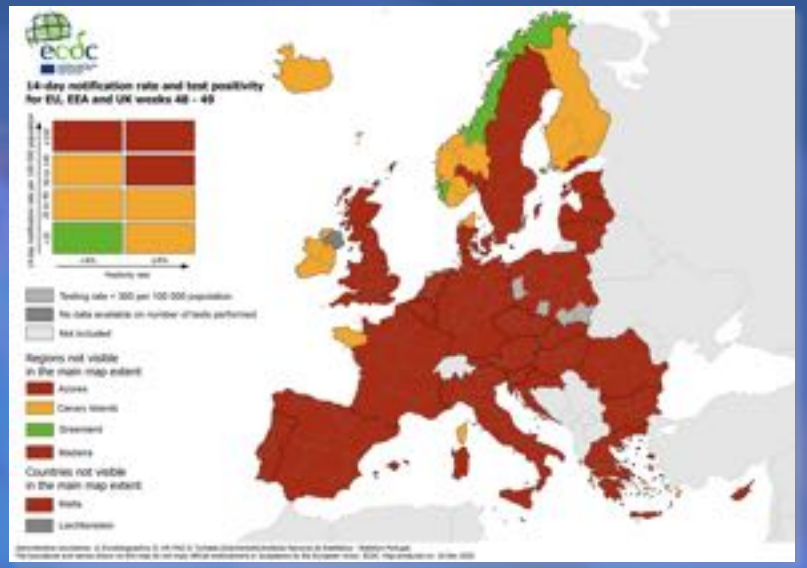
Several initiatives to consolidate data

UNWTO Tourism Recovery Tracker

EU Traffic Light System



IATA Timatic

Riskline
travel risk intelligence

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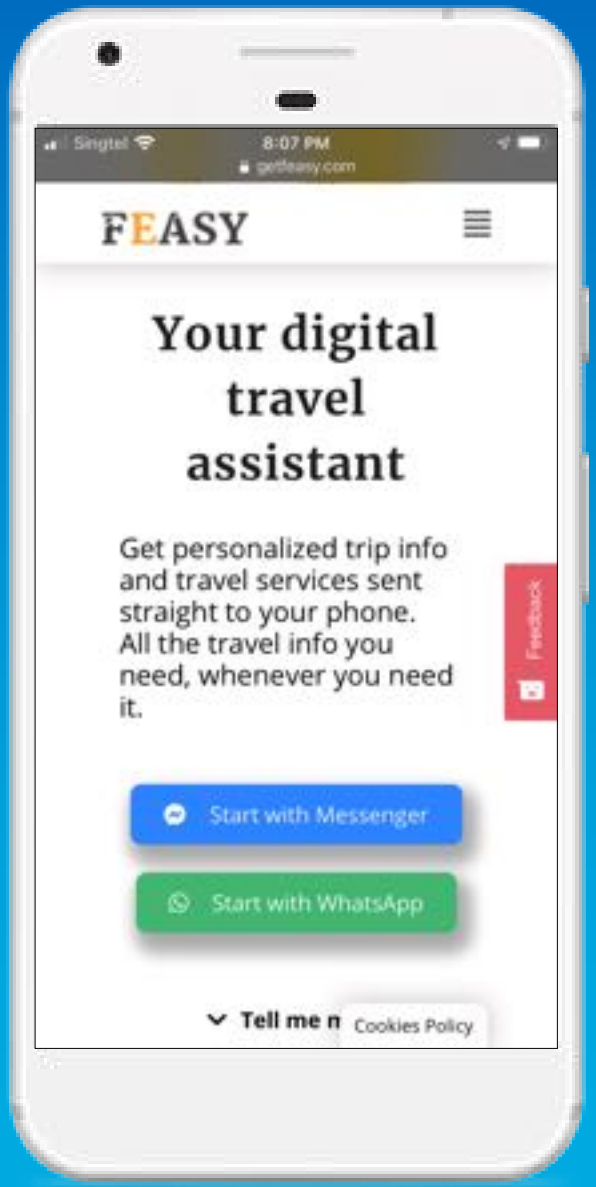
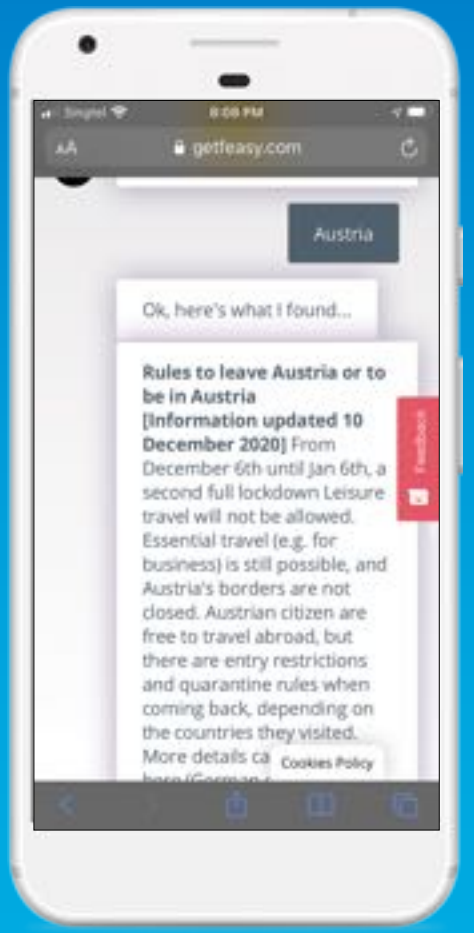
Destination information:
Amadeus Feasy App





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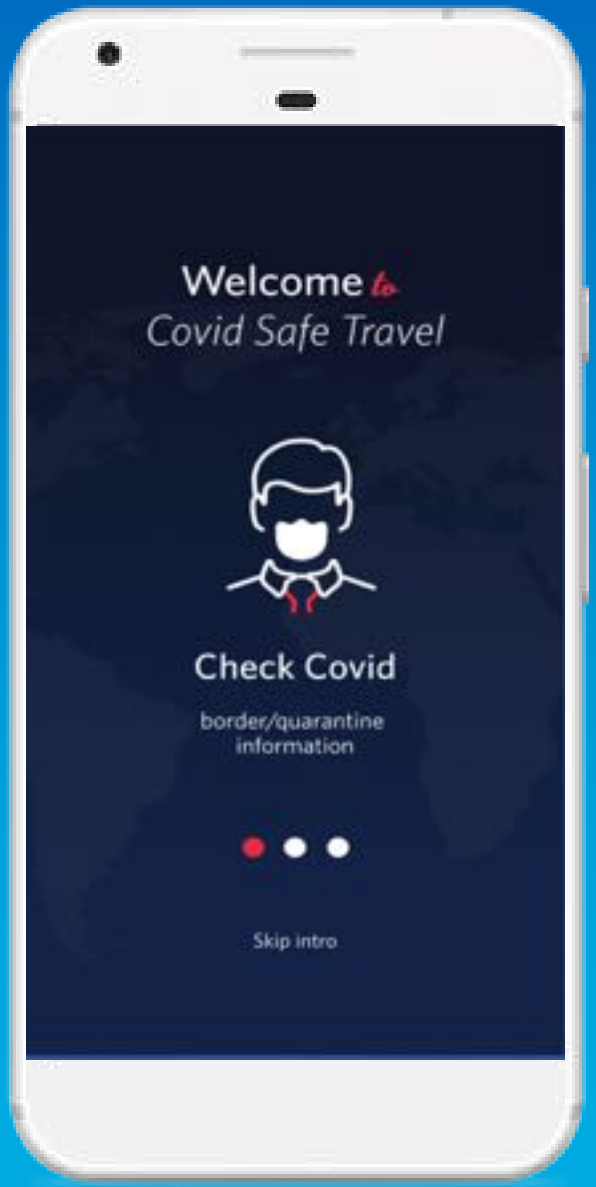
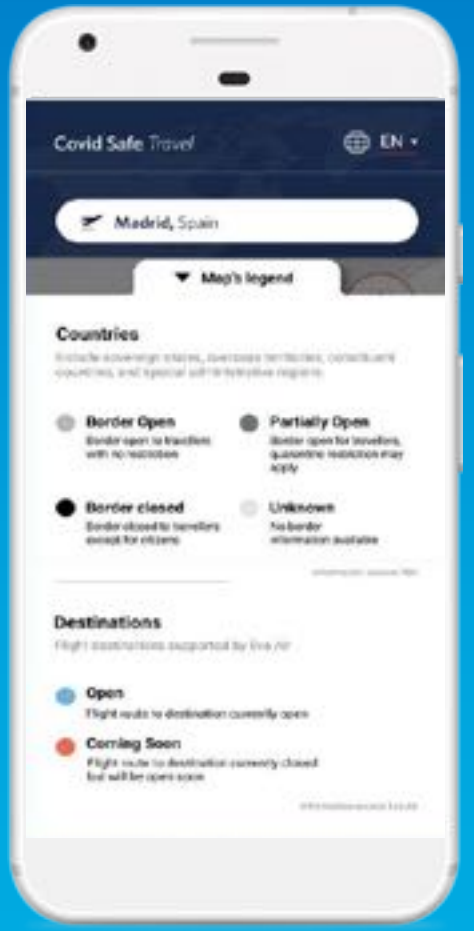
Destination information:
COVID-19 Safe Travel App

accenture





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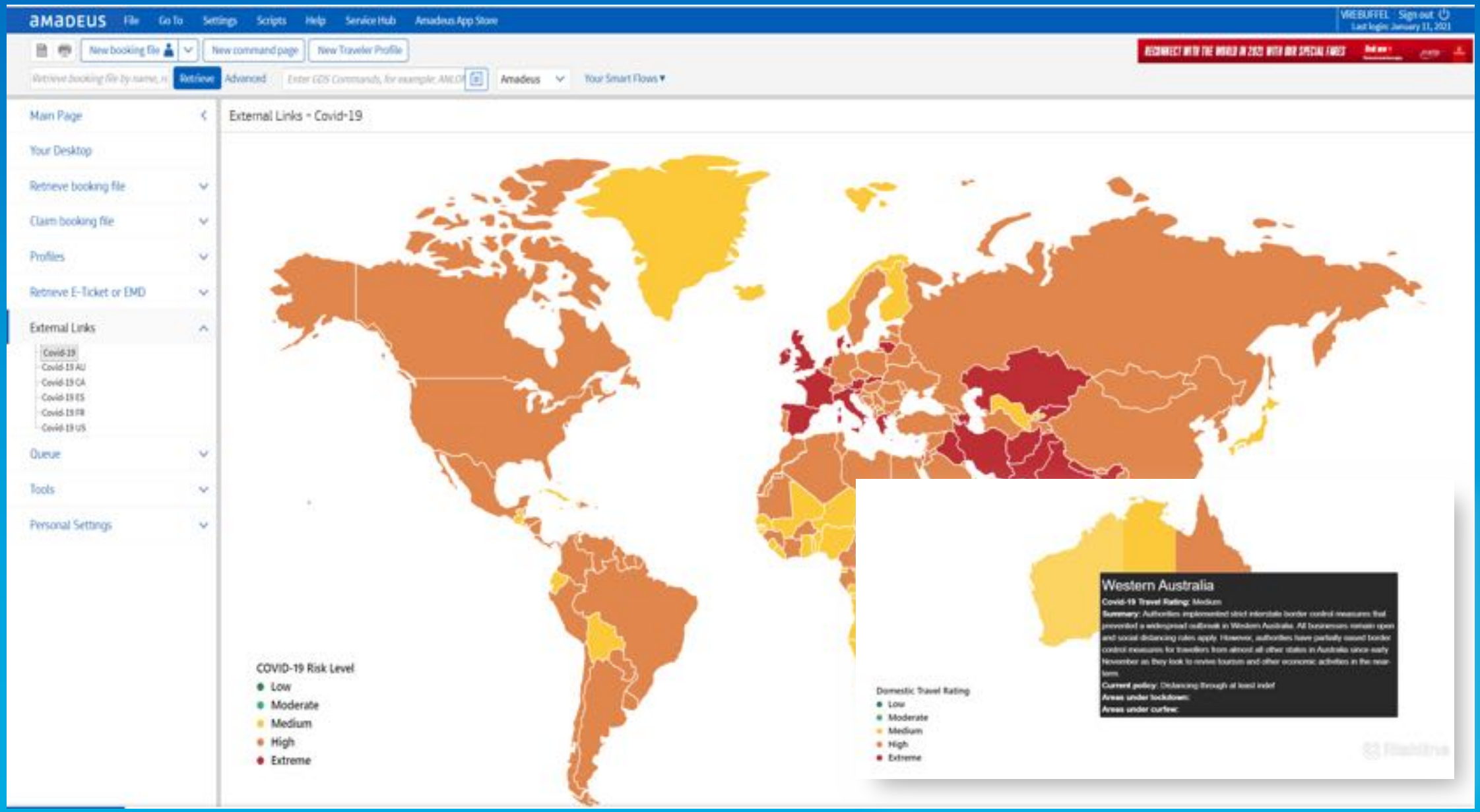
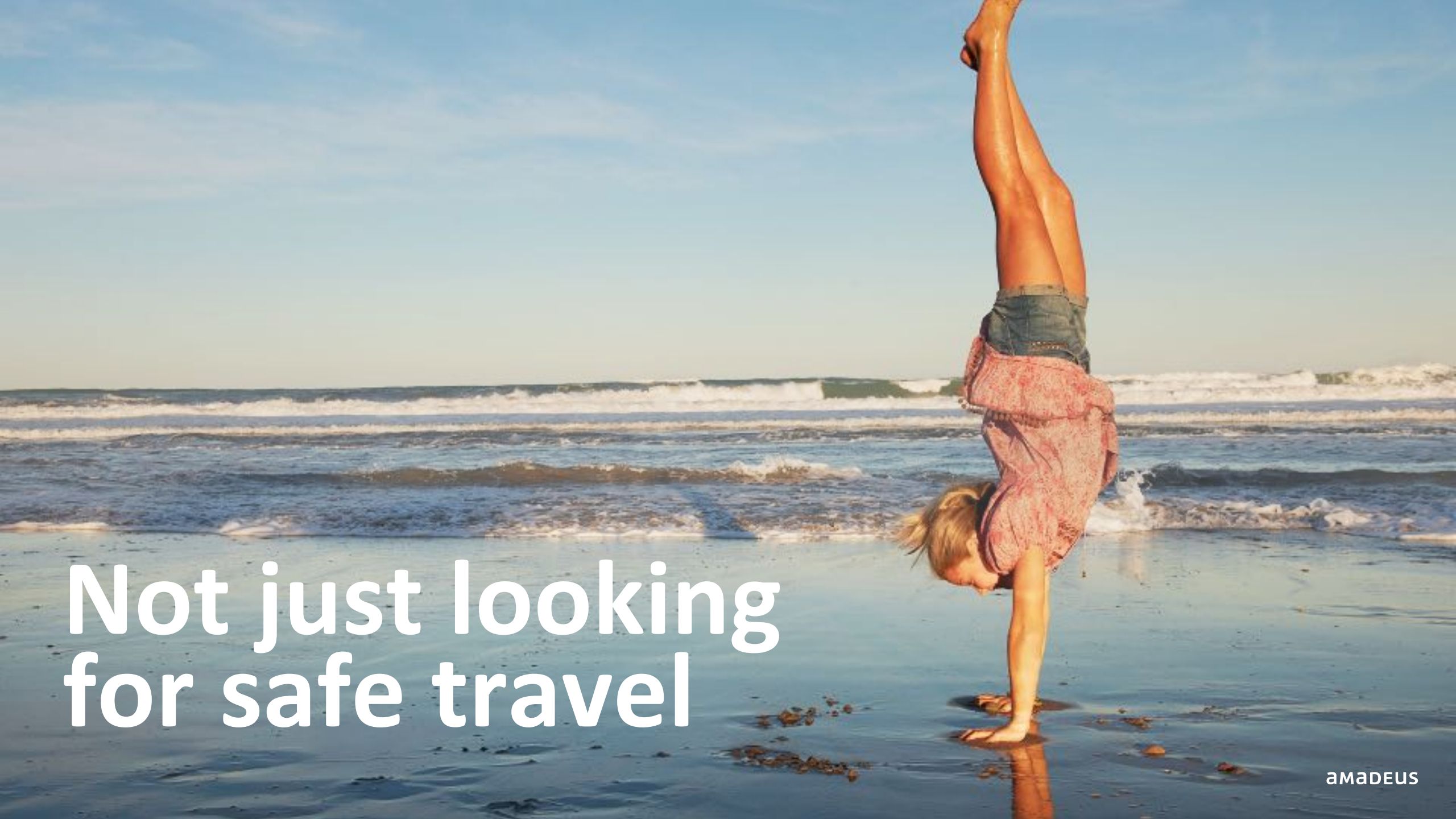
Destination information: Amadeus Selling Platform Connect




Not just looking
for safe travel

Think travel as an ecosytem

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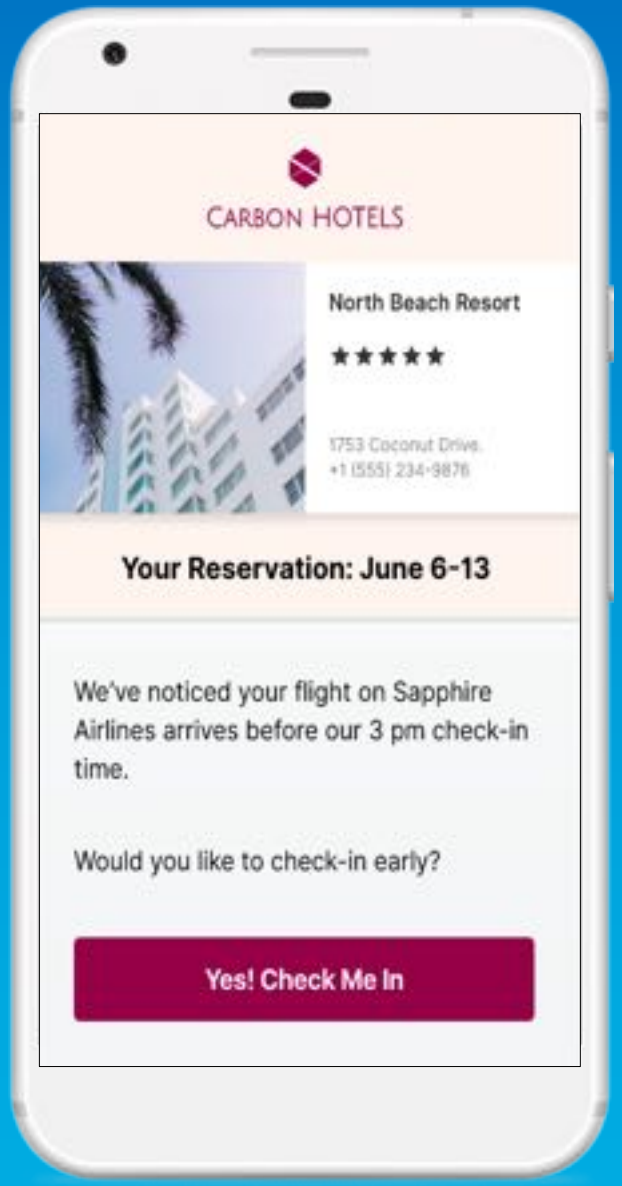
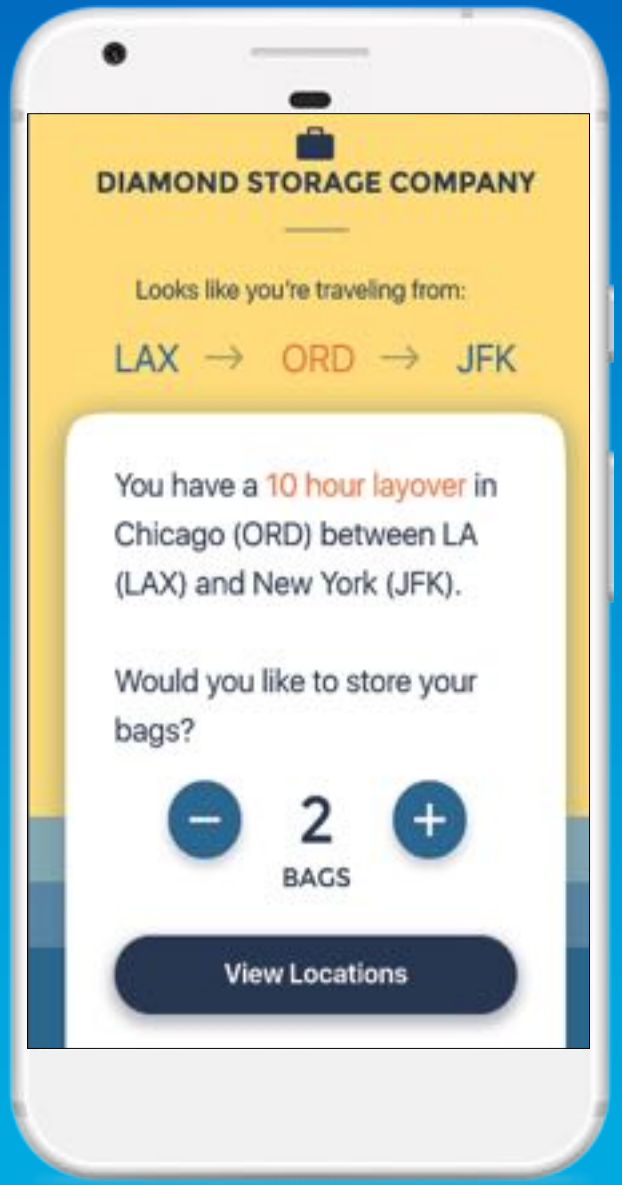
Journera: Connect the dots





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GetYourGuide: Offer locally & avoid over-tourism

Planned:
“Beat the Crowds” App

2021:

The biggest Collaboration exercise ever