

# Business and Leisure Come Together



## The Conference

### Business and leisure have traditionally been two distinct and separate sectors of the travel industry but what lessons can be learned from each other?

Travel management companies (TMCs) have evolved to serve business travellers and their corporate organisations. They offer high service, often implanting staff within their larger corporate clients. TMCs service offerings go beyond booking travel. They help their clients by providing comprehensive travel expense reporting and manage corporate booking policy to ensure staff book the travel products that are commensurate with their grade within the organisation. They are on-hand to ensure that their corporate clients' travellers' journeys progress smoothly and are able to speedily change arrangements if a business traveller's plans change.

Leisure travel companies service consumers' desire to take a break, whether this is a weekend away or a round the world cruise. Whereas a business trip is a fairly homogenous product - it will involve transport and accommodation - a leisure trip might be an adventure or experiential travel experience, a sporting holiday such as skiing, simply relaxation, a special occasion holiday such as a wedding or may involve a hard to reach, far-flung destination.

At first sight, one would guess that the two sectors have little in common. However, a growing proportion of travel can now be categorised as Bleisure, a business trip combined with a leisure break. A business traveller may have a meeting to attend but may

take the trip with friends or family and stay on at the destination. Such trips, particularly if the business travel portion is unmanaged, will be booked via a travel agent - online or retail - or directly with an airline, hotel or other product provider.

The rise of the Bleisure trip has catalysed TTI to bring the business and leisure travel communities together to explore the commonalities and differences between the two. At this conference you hear from tech companies, corporate and leisure agencies and product providers serving both sectors.

What can business and leisure learn from each other? Are their benefits to be had in gaining a better understanding of the ways in which each community operates? Do product suppliers and technology providers address business and leisure travellers differently?

Attend this conference and learn the answers as business and leisure come together

**Venue:**  
**Strand Palace Hotel, 372 Strand, London, WC2R 0JJ**  
nearest undergrounds: Charing Cross & Covent Garden

## The Speakers

Suzanne Horner, CEO, **Gray Dawes Group**

David Chappell, Head of Technology, **Gray Dawes Group**

Joanna Dobson, Senior Director Business Development  
**Carlson Wagonlit Travel**

David Rutnam, Manager, New Distribution Capability  
Regional Implementation, **IATA**

Andrei Grintchenko  
Head of Business Intelligence Projects, **IATA**

Julia Lo Bue-Said, Managing Director  
**Advantage Travel Partnership**

Vicki Nakata, Chief Business Development Officer  
**RentalCars**

Roberto da Re, Chief Executive Officer, **Dolphin Dynamics**

Jasmeen Kaur, Head Product Solutions EMEA, **Travelport**

Chris Rose, Head of Marketing, **Avvio**

TTI wishes to extend its warm thanks to the following for sponsoring this event:



TTI Shareholders:



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## The Agenda

**09:30 Registration and Coffee**

**10:00 Welcome & TTI Update, Tim Wright, Chairman**

### Keynote Presentations

The traditional lines drawn between business and leisure travel are breaking down as travellers combine business trips with leisure breaks. In our keynote presentations you will hear about how the changing market for corporate and leisure travel is being addressed by one of the country's foremost independent corporate travel agencies and one of the world's leading travel distribution technology organisations.

**10:10 Keynote: Taking Corporate Travel into the 21st Century**  
Suzanne Horner, CEO and David Chappell, Head of Technology, Gray Dawes Group

**10:35 The Future of Travel Distribution Technology**  
Jasmeen Kaur, Head Product Solutions EMEA, Travelport

**11:00 Keynotes Panel Session**

**11:20 Coffee Break**

### Travel Technology Advancing

Travel technology is advancing and, as it does so, it yields opportunities to conduct business in new and varied ways. In this session you will hear about how the latest technology is addressing the bleisure market and how IATA's New Distribution Capability initiative is revolutionising the way in which airlines sell flights and services.

**12:50 The Technology of Bleisure**  
Roberto da Re, Chief Executive Officer, Dolphin Dynamics

**12:10 NDC – enhancing business and leisure travel**  
David Rutnam, Manager, New Distribution Capability Regional Implementation, IATA

**12:30 Travel Technology Advancing Panel Session**  
speakers joined by Andrei Grintchenko, Head of Business Intelligence Projects, IATA

**13:00 Lunch**

(conference resumes 14:00)

### A Bleisure to Meet You!

A travel agents role is to meet the needs of their travelling customers. Whether an agent's focus is on corporate travel, leisure trips or both, it is essential to offer the high service and perceived value that will keep customer coming back. In this session you will hear from two leading travel agencies about the steps that they are taking to maintain their continued success, including addressing the growing bleisure market.

**14:00 The Culture of Innovation at Carlson Wagonlit Travel**  
Joanna Dobson, Senior Director Business Development  
Carlson Wagonlit Travel

**14:20 Maintaining the Advantage**  
Julia Lo Bue-Said, Managing Director, Advantage Travel Partnership

**14:40 A Bleisure to Meet You Panel Session**

**15:00 Coffee Break**

### Addressing the Business and Leisure Markets

Suppliers such as hoteliers and car rental companies have, for many years, been addressing both the corporate and leisure markets. Travellers from these two markets have different characteristics that need to be taken into account, whether targeting their business or seeking to maximise revenue. Hear from two distribution organisations about how they go about tackling the difference between corporate and leisure customers.

**15:30 Hotel Distribution and Managing Rates**  
Chris Rose, Head of Marketing, Avvio

**15:50 Car Rental Addressing the Business and Leisure Markets**  
Vicki Nakata, Chief Business Development Officer  
RentalCars

**16:10 Addressing the Business and Leisure Markets Panel Session**

**16:30 Chairman's Summary, Tim Wright, Chairman, TTI**

**16:45 Close**

Moderator: Paul Richer, Genesys Digital Transformation

## Registration

TTI members - 2 free delegates (Additional TTI member delegates and Unicorn licence holders £50 + VAT)

AAC / Advantage / AITO / BETA / ETOA / GTMC / IFITT / OpenTravel / RMAPI / members £195 + VAT

Others £295 + VAT

Register online at [www.tti.org](http://www.tti.org) To contact TTI, email [admin@tti.org](mailto:admin@tti.org) or call 0330 1595030