

# the **Business**travel

M A G A Z I N E

73 December/January 2018/19

## RAISING THEIR GAME

*The action TMCs are taking to  
stand out from the crowd*



2019 travel trends  
Premium economy  
UK hotel sector update  
Australia & New Zealand

BUSINESS TRAVEL DESIGN TEAM OF THE YEAR

# BACK TO THE FUTURE

It's difficult to look beyond Brexit when scouting ahead for the big developments coming up in 2019, but there are of course plenty of other openings, launches and trends on the horizon too...



## Taking off

### NOTABLE NEW ROUTE LAUNCHES

#### BRITISH AIRWAYS

- HEATHROW-OSAKA

*four times a week from March 31*

- LONDON CITY-MUNICH

*daily from Feb 16*

- HEATHROW-PITTSBURGH

*four times a week from April*

- HEATHROW-CHARLESTON

*twice a week from April 4*

*(summer only)*

#### VIRGIN ATLANTIC

- MANCHESTER-LOS ANGELES

*three times weekly from May 26*

#### DELTA AIR LINES

- EDINBURGH-BOSTON

*daily from May 24*

## High five

### WATCH OUT FOR THESE FIVE HOTELS COMING TO LONDON IN 2019

#### 1 THE STRATFORD

This hotel will open as part of the highly anticipated Manhattan Loft Gardens skyscraper (below) in Stratford in April 2019. It promises to "seamlessly merge short-term stays with long-term hotel living".



#### 2 THE STANDARD

This trendy US brand will open its first international hotel in King's Cross in 2019 set in the Camden Town Annex building.

#### 3 HARD ROCK HOTEL

Hard Rock will open its first UK hotel in London in the spring (above right) by converting the Cumberland Hotel into a 1,000-room property.



#### 4 BELMOND CADOGAN

The luxury hotel group is due to open its second UK hotel in the spring, a 54-room hotel between Kensington and Chelsea.

#### 5 RUBY HOTELS

The 'lean luxury' hotel brand (below) is due to open the London Southbank Outpost in summer 2019. The fledgling group currently has six hotels across Germany and one in Austria.



## Rooms for growth

HOTEL ROOM SUPPLY IS SET TO GROW **8% IN LONDON** IN 2019 AND BY **5% ACROSS THE REST OF THE UK**

“With such a strong pipeline of hotels due to come on stream, we will need healthy demand growth to avoid a drop in occupancy percentages” *says HVS Chairman, Russell Kett*

## Brexit: March 29

IN? OUT? GOOD DEAL? NO DEAL?  
CLIFF EDGE? SECOND REFERENDUM?

“Uncertainty around the Brexit deal has not affected bookings and our business is up year on year. People will still need to do business whatever happens concerning the Brexit trade deal – if a company needs to travel in order to conduct business then they are still going to travel, even if airfares go up”

Mel Phaure,  
Director, Blue  
Cube Travel



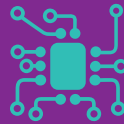
## European airfares

2% - the predicted rise in average ticket prices on **regional routes**

1% - the predicted rise in average ticket prices for **intercontinental travel**

“Negotiating a good deal with European airlines is becoming harder as they reduce discounts for all but their **best-performing clients**: those who either spend heavily on premium cabins of full-fare economy to long-haul destinations, or fly economy to markets where the airline wants to gain or defend market share”

BCD 2019 Industry Forecast



## Trend-setting technology

DATAART PREDICTS 2019 WILL SEE FIVE MAJOR TECH TRENDS TAKING TRAVEL AND HOSPITALITY TO THE NEXT LEVEL



### AI IS SET TO REACH NEW HEIGHTS

Progression will ‘skyrocket’, helping improve customer service and save human resources



### OPEN APIs

Proliferation of open APIs will enable better synchronisation between technology systems



### AUGMENTED REALITY

Travel and hospitality players have been slow to adopt AR but it will be at the forefront of marketing and personalisation in 2019



### SELF-SERVICE

Expect more tech that eliminates the need for customers to interact with a human to complete a transaction



### VOICE ASSIST

Use is already growing at an impressive rate and will be a vital component of the industry’s demand for efficiency



## ONE Order is the new NDC?

Those tired of hearing about IATA’s NDC standard can look forward to hearing plenty about the organisation’s **ONE Order** programme in 2019 – which in fact is made possible by NDC advances. “Today, an air booking creates both a passenger name record (PNR) and an electronic ticket, plus an electronic miscellaneous document for any ancillary purchases like checked bag fees. Under ONE Order, all these documents will be replaced with a single, retail-type digital order management process,” explains travel management company BCD.

**For passengers and their employers, the potential benefits include more coordinated disruption management when flights are delayed, better customer recognition, improved MI and better understanding of total trip cost**

