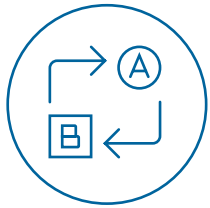


# Here, there and everywhere

## Digital Reinvention in travel

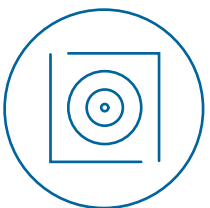
### Disruption has fundamentally changed the travel industry



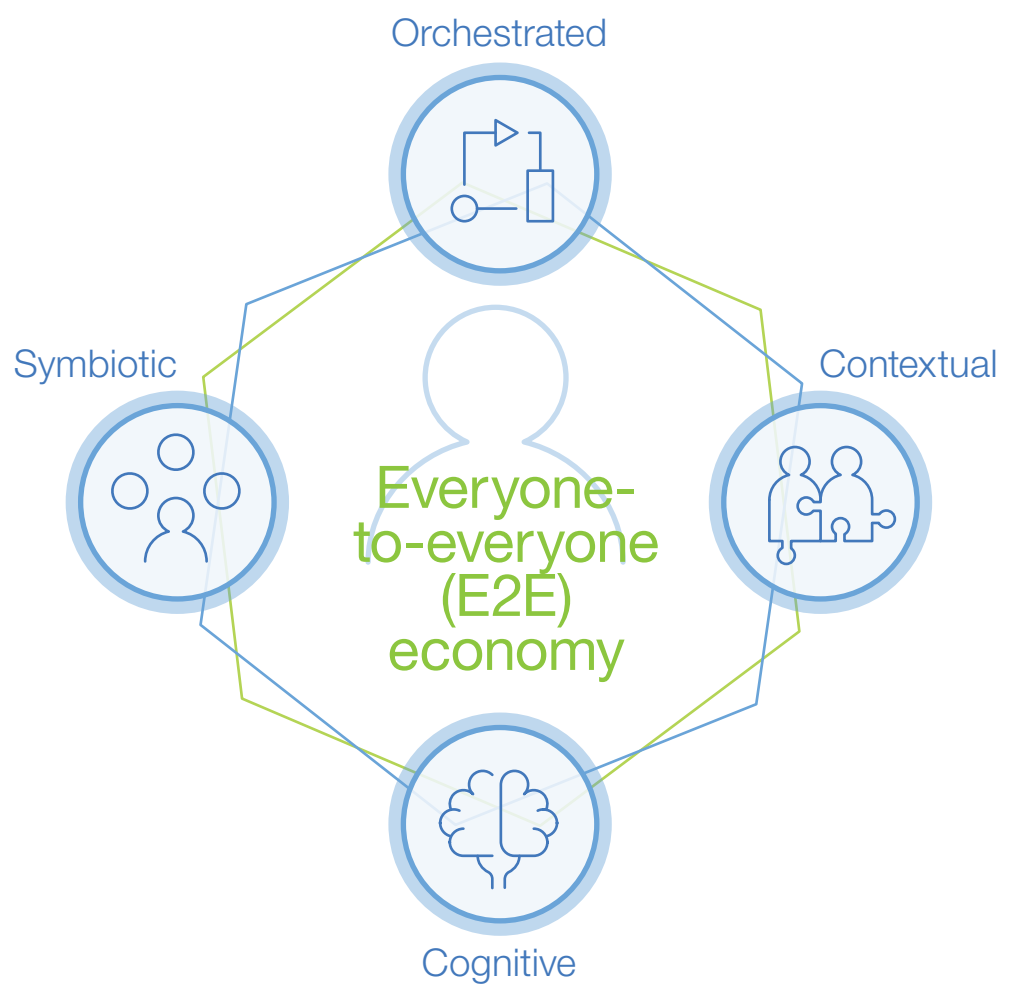
**63%** of surveyed travel industry executives report that traditional value chains are being replaced with new value models



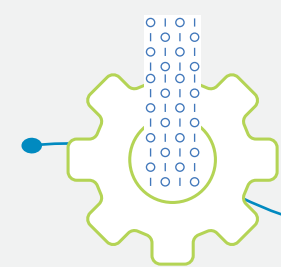
**50%** of surveyed travel industry executives indicate that boundaries between their industry and others are blurring



**57%** of surveyed travel industry executives say that competition from new and unexpected sources is beginning to impact their businesses



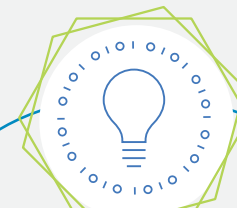
### Travel industry executives recognize the imperative to digitally reinvent their business



**Digitization**  
Improve efficiency by applying technology to individual resources or processes

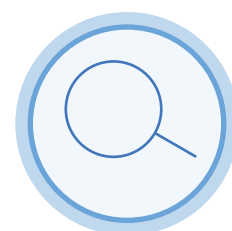
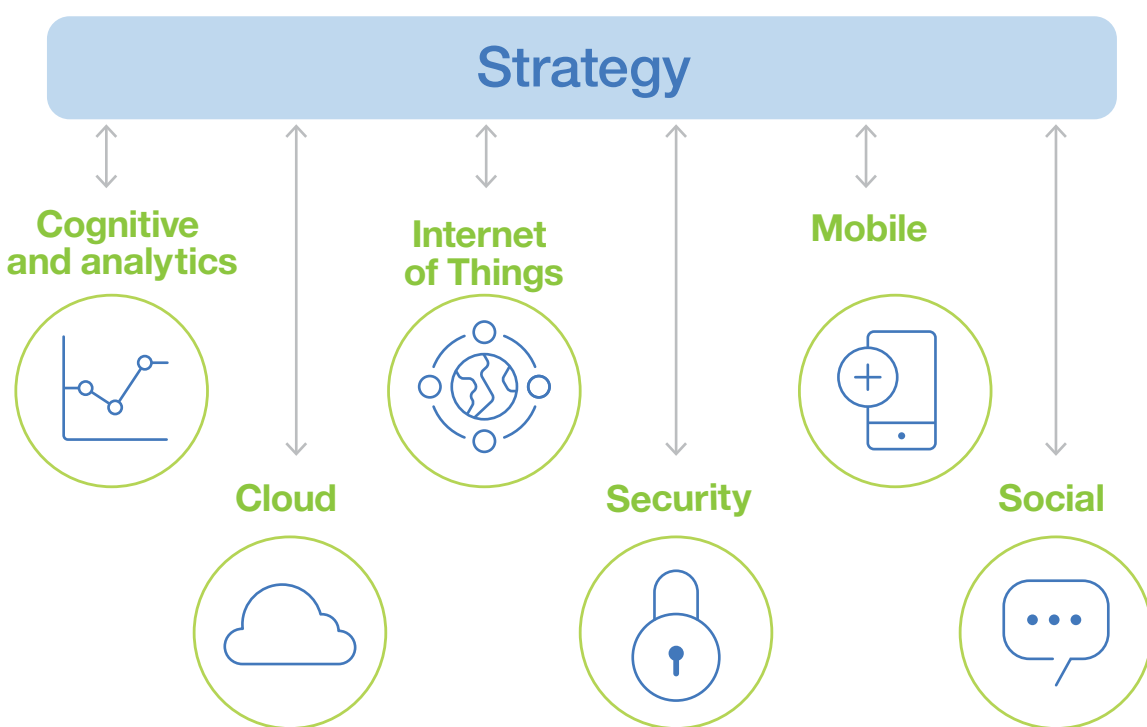


**Digital transformation**  
Digitize entire aspects of a business, producing consumer experiences that support individuals' needs or wants

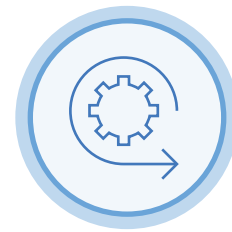


**Digital Reinvention™**  
Incorporate digital technologies like never before to create revenues and results via innovative strategies, products and experiences

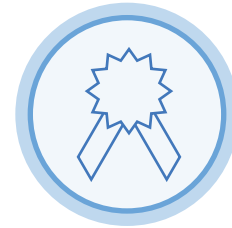
### Travel businesses need to seize the digital advantage



**New focus**  
New business models and new ways to create value



**New ways to work**  
Digitized operations built for efficiency and consumer centricity



**New expertise**  
Capabilities built through a culture of openness, innovation and collaboration

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