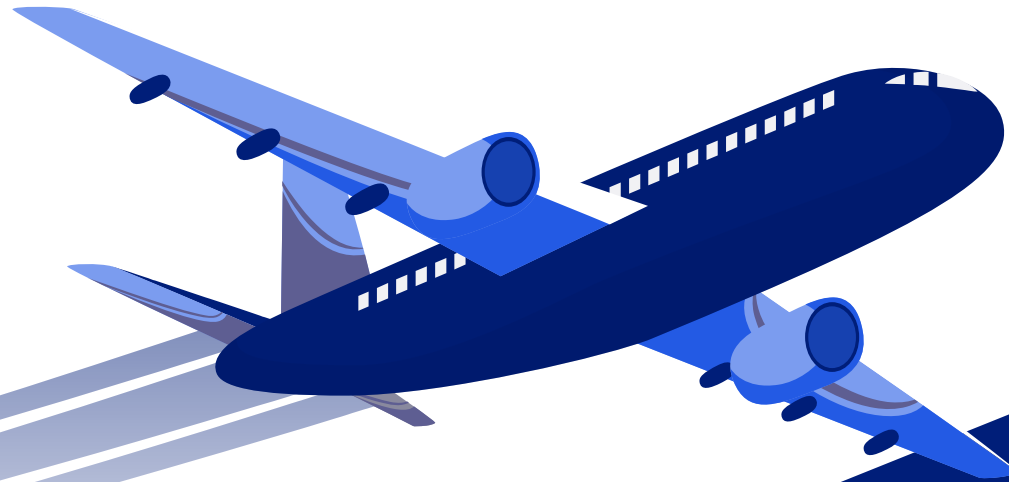# Disrupting the Disrupted

Modernizing Travel Experiences & Accelerating Recovery

Bradley Matthews

Digital Payments Innovation & Partnerships at U.S. Bank

Turbulent Skies: Factors Driving Travel Disruption

Inflation, high interest rates, supply chain shortages

Fluctuating oil and energy costs

Staffing shortages and depleted capacity

Increasingly extreme weather patterns

10.3% overall inflation

128% jet fuel inflation
– IATA (June 2022)

412K jobs will go unfilled in the sector in the U.S. this year
– World Travel & Tourism Council

25% of travel delayed operations were caused by weather
– U.S. Department of Transportation

Turbulent Skies: The Cost of Disruption

Flight disruption annually costs airlines…

$25B - $35B
(about 5% of airline revenue)

Add estimated cost to travelers, corporations, and the rest of the ecosystem?

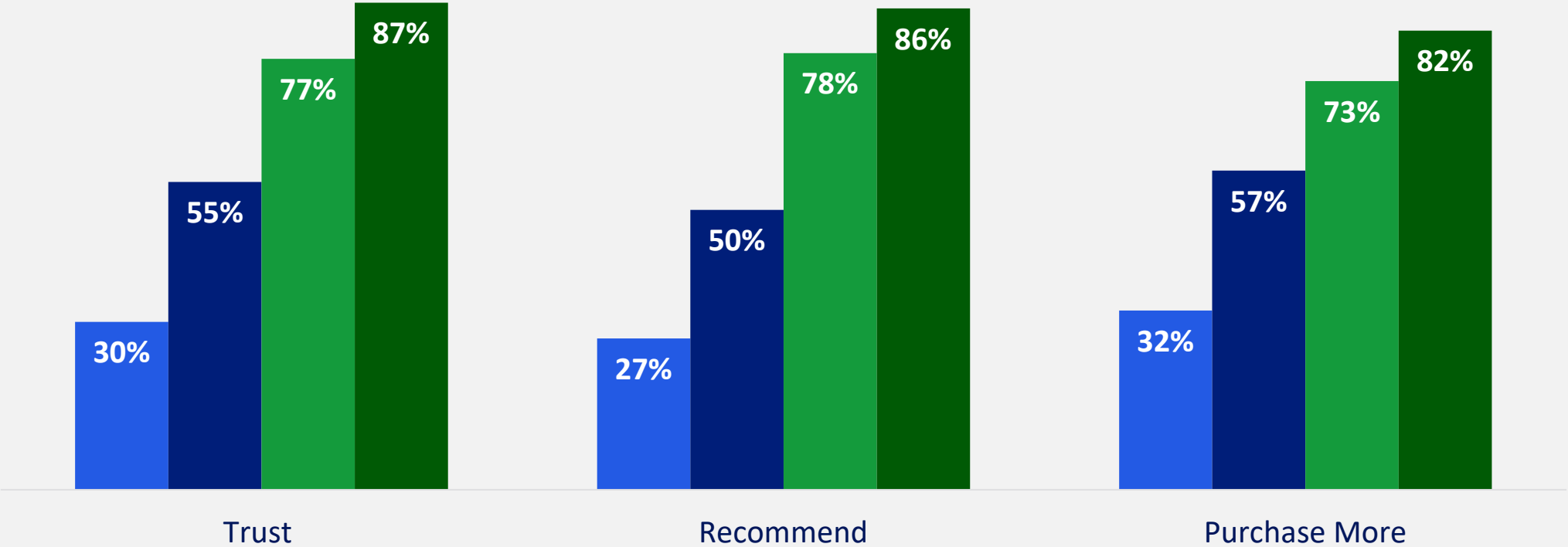The costs of disruption becomes…

$60B
(about 8% of airline revenue)

– Worldwide Business Research

CX and Loyalty Connections – Qualtrics XMinstitute

Airline consumers who say they are "somewhat" or "very" likely to:

(1- to 5-star satisfaction ratings)

■ 1-2 stars ■ 3 stars ■ 4 stars ■ 5 stars

	Trust	Recommend	Purchase More
1-2 stars	30%	27%	32%
3 stars	55%	50%	57%
4 stars	77%	78%	73%
5 stars	87%	86%	82%

Evolving Business Traveler Preferences

The New Business Traveler

- Personalized, seamless experiences

- Greater service expectations

- Economic concerns > health concerns

- Less tolerance for service disruptions

- Focus on sustainability

42% of travelers identify disruption management most important for improvement

– J.D. Power study

28% of business travel employees report travel experience or satisfaction as biggest pain point

– GBTA

188%

Growth predicted in business travel market by 2028

– Statista

12%

of all airline passengers are business travelers

75%

of profits are contributed by business travelers

– Investopedia

A Transformed Traveler Experience: Emerging Technology Trends

Matching the consumer experience with business travel

Revisiting corporate travel policies and tools for hybrid work environment

Streamlining travel processes and the shift towards contactless travel

Artificial intelligence (AI), the Internet of Things (IoT), and blockchain

ROI of 5X

initial investment seen by airlines that prioritize customer experience

– IATA

Travel Reimagined: Disrupting the Disruption

The Missing Piece of the Traveler Payment Experience

Card as a Service (CaaS)

An embedded virtual card solution that reimagines the payment process to fuel new possibilities.

- Improve customer satisfaction and retention
- Streamline existing processes
- Gain greater flexibility and control
- Increase efficiency and reduce costs
- Unlock your card program's value

When it comes to travel disruptions, customers want a prompt response and real-time reimbursement.

In the airline industry, there are many factors beyond your control...

You can control giving your customers the best experience possible.