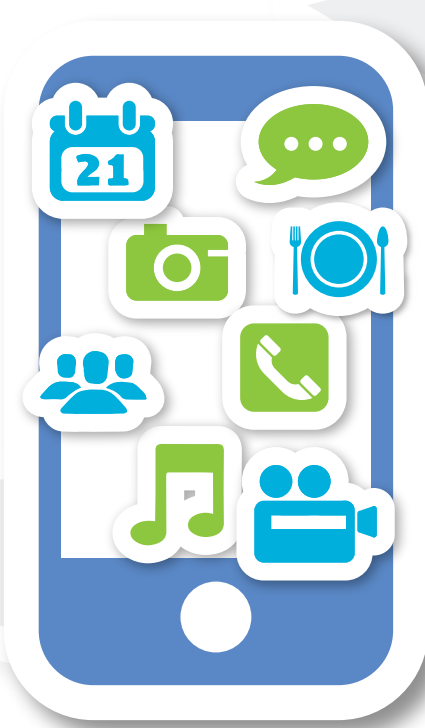


# Mobile is on the upswing

By 2015  
Mobile will comprise <sup>1</sup>

**25%** of all online  
bookings in the U.S.

**20%** of all online  
bookings in Europe



**75%**

of business travelers  
use a smartphone  
while they travel... <sup>2</sup>  
...of those

**65%**

use their own device <sup>3</sup>

And road warriors?

**35%**

use itinerary management apps<sup>4</sup>

and

**20%**

book travel via mobile<sup>5</sup>

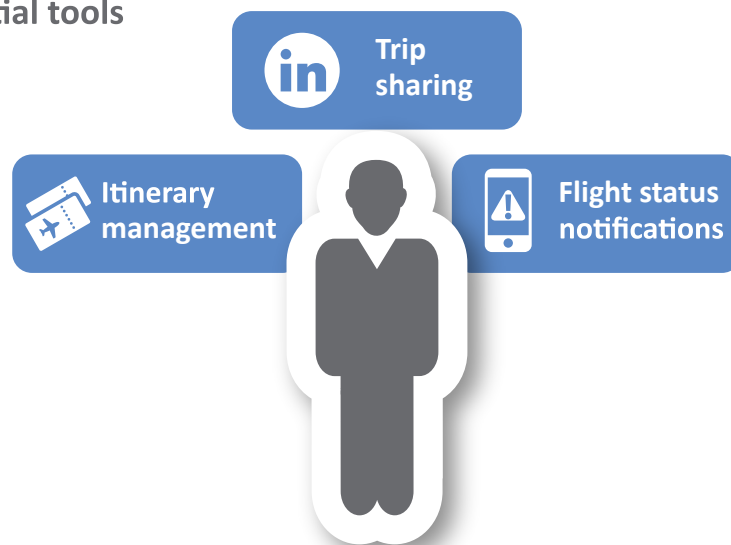


**tripsource**  
by **BCD** travel

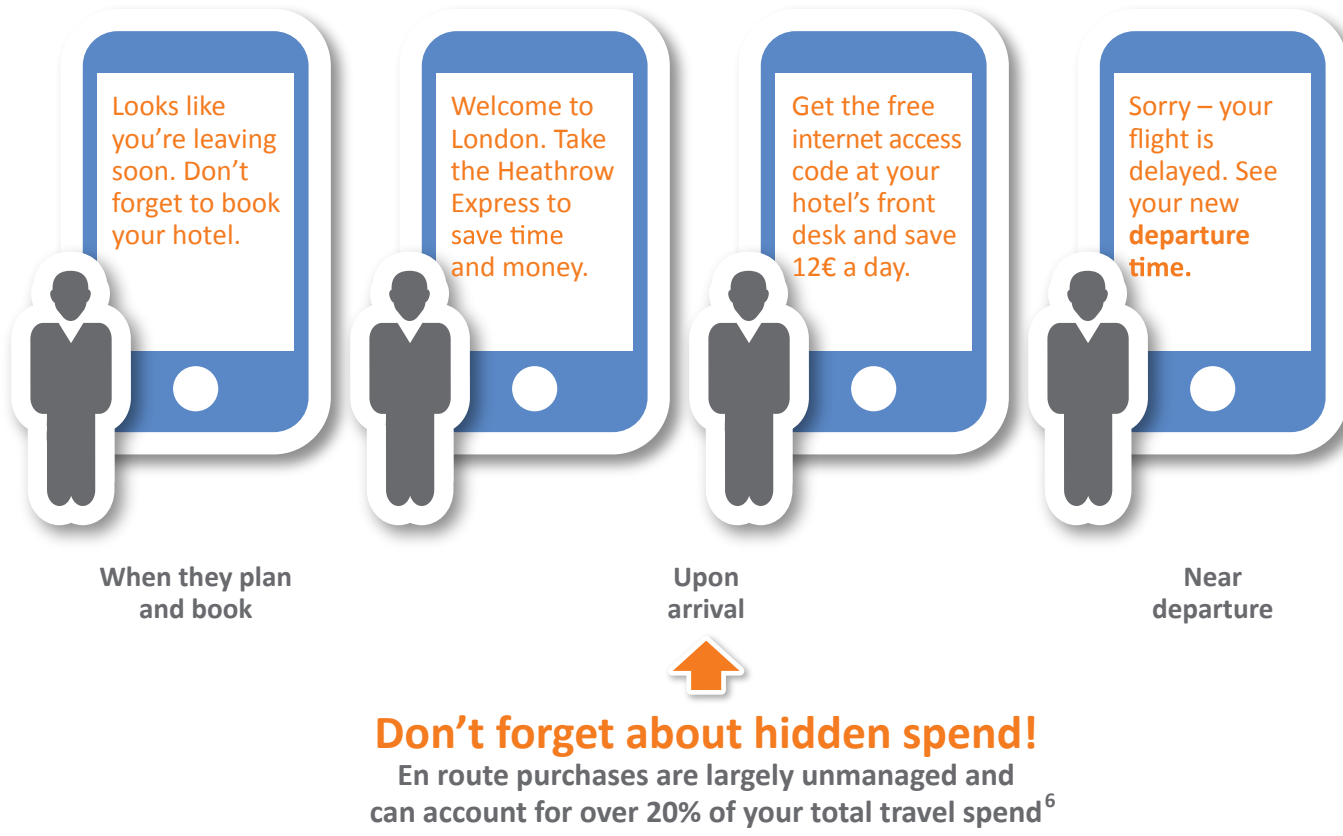
## TripSource® extends the influence of your program

It's an app your travelers won't want to leave without

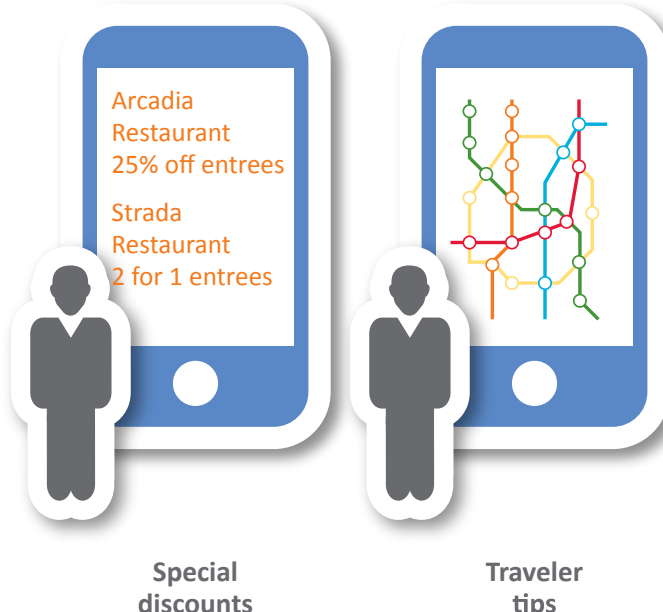
### 1 Gives them essential tools



### 2 Influences and assists them throughout the trip



### 3 Empowers them with information when and where they need it



### 4 Rewards them for the behaviors you want to encourage



### 5 Engages them with an app that's fun and personable



**TripSource** early releases

Coming Soon



#### Platforms

- iPhone
- Android
- Mobile web
- Multiple languages

#### Basic features

- Itinerary management with maps, flight alerts and sharing
- State & location aware
- Intelligent messaging
- Giveaways & rewards
- Customized trip notes

#### Premium features

- Client-driven intelligent messaging
- Customized loyalty & rewards
- Travel risk management
- Managed air and hotel booking
- House program information

## Where do we go next?

### TripSource Enterprise



Custom traveler messaging



Third party itinerary integration



Managed hotel & air booking



Corporate rewards program



Traveler location tracking and safety alerts

Sources: <sup>1</sup> PhoCusWright; <sup>2-3</sup> Starwood Hotels & Resorts, 2012; <sup>4</sup> Concur; <sup>5</sup> Amadeus, 2011; <sup>6</sup> Advito Research, 2013