



# Stop Over

**6.6.2018 Tampere**

# 1. Airtouch - General



- Founded in 2008 by Pekka Mäkinen, 100 % privately owned
- Representation, Sales and Marketing of International airlines and travel industry (GSA)
- Customer references, e.g. Icelandair, Vietnam Airlines, Belavia, Aegean Airlines, Hurtigruten
- Member of the APG - Global Associates organization active in more than 170 countries
- Transmission and utilization of APG's product portfolio for aviation
- Associated member of AFTA Association of Finnish Travel Agents
- Registered Innovation Voucher partner of TEKES – Finnish Government Technology Fund



## Services provided

- Strategic and tactical representation of international clients in the Nordic region
- Market research, competitor analysis, positioning, PR communication / brand work
- Design and implementation of sales and marketing activities (events, fairs)
- Information and relations with authorities and decision makers
- Tailor-made consultation services and supervisory tasks
- Specialist on Stopover concept development and supporting technology



# 1. Airtouch - Staff

## **Mrs. Virpi Hemmer, Manager Operations**

Ms. Hemmer has a solid +20 years industry experience from transportation, tour operation and travel agencies. This includes building up teams, hiring staff, developing and managing projects and contracts for corporates and organizations.

## **Mrs Anastina Aura, Sales Manager**

Ms Aura has + 15 years operative experience in travel industry sales and travel agent/tour operation. Specialist on IT on distribution solutions.

## **Ms. Johanna Orpana, Project Manager , IT and system support**

Tour production specialist – Stopover by Airtouch customer support including Bokun and Stopover.

## **Mr. Juha Tikanoja, Account Manager**

Stopover and Bokun introductions and preliminary support for starting the co-operations. +15 years experience in Implementation and IT support.

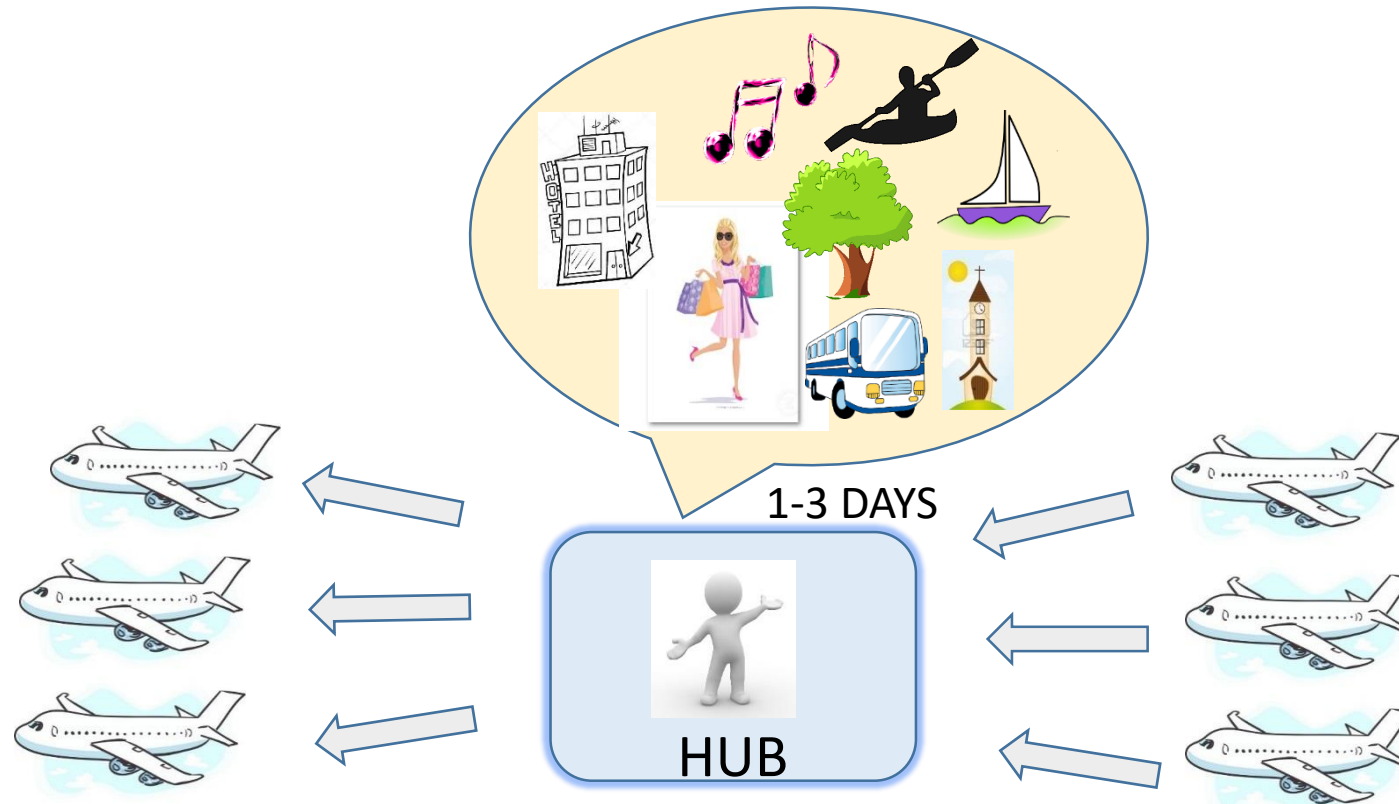
## **Mr. Pekka Mäkinen, Founder and Chairman**

Experienced aviation executive with + 30 years in business, acting chairman of Board of Airline Representatives in Finland. Solid knowledge of industry insights with extensive international and domestic business network. Held executive positions with Icelandair, MEK Scandinavia, Viking Line. Advisory role in selected start ups.



### 3. What Is Stopover?

Stopover is initially defined as a 1-3 days stop for airtraveller when connecting to final destination. Growing segment of travellers decide to spend more time and use number of services and experience the Stopover destination. Estimated consumption excluding accommodation per person is \$ 500 and average stay is 1.7 days



## 5. StopOver by Airtouch

### Service description

- StopOver by Airtouch is a scalable sales configuration tool and a service concept for travel industry
- The core of the operation is local partnership with HUB Airport and the destination
- Travellers, airlines, retail and service suppliers define the sales channels and service content
- StopOver offers mobile services prior, during and after the trip
- StopOver enables the realtime interaction and digital payment between supplier and consumer
- StopOver is relevant for arriving, departing and connecting travellers



## Competition

- Tours & Activities is currently the largest growing segment of travel industry
- Due to its local strategy and architecture, the presented concept does not have a direct competitor as such
- Expedia, Tripadvisor / Viator and Booking.com can be defined as competitors and partners in distribution
- Local service providers, information desks at the airports and hotel concierge are traditional actors, but future partners
- Current business models do not offer tailored solutions or consider airport operators interests specifically



## Target groups and their needs

1. Consumers
2. Accommodation, services and retail
3. Airlines
4. Airport operators

Short definition of target group focus below :

TARGET GROUP	CUSTOMER NEED
<b>Consumers</b>	Easy to use – book and pay, fast, reliable, quality, unique, interesting selection of products available anywhere and preferably not demanding downloading of application.
<b>Accommodation, services, retail</b>	Increased sales, large customer base, access to international online channels and sales funnels Digital reporting and inventory management
<b>Airlines</b>	Increased revenue, stronger position and customer satisfaction and loyalty
<b>Airport operators</b>	New revenue flow, Unique Selling Point (USP) and more attractive choice for airlines Increased lease interest and effect on lease price, improved B2B and B2C customer satisfaction.

## 8. Stopover by Airtouch - Technology

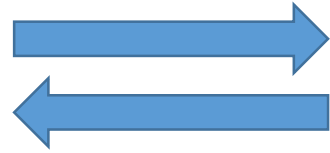
### IT - architecture

- Central elements of the solution :
  - 1) Smooth connection to services through mobile and WiFi with no App
  - 2) Digital marketplace to discover all or promoted products
  - 3) Digital marketplace for inventory management, distribution and cross-selling
    - StopOver in partnership with Bókun
  
- StopOver- architecture consists of two elements
  - a. Browsing on mobile, internet or WiFi \* ( Frontend )
  - b. Digital inventory and server ( Backend )

Optional WiFi Captive Portal ( CP ) creates connection to a personal device of a customer. The solution does not demand downloading of an App. The content defined by airport or destination will be featured and gives full opportunity for analytics.

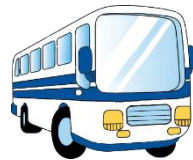


# Architecture Overview

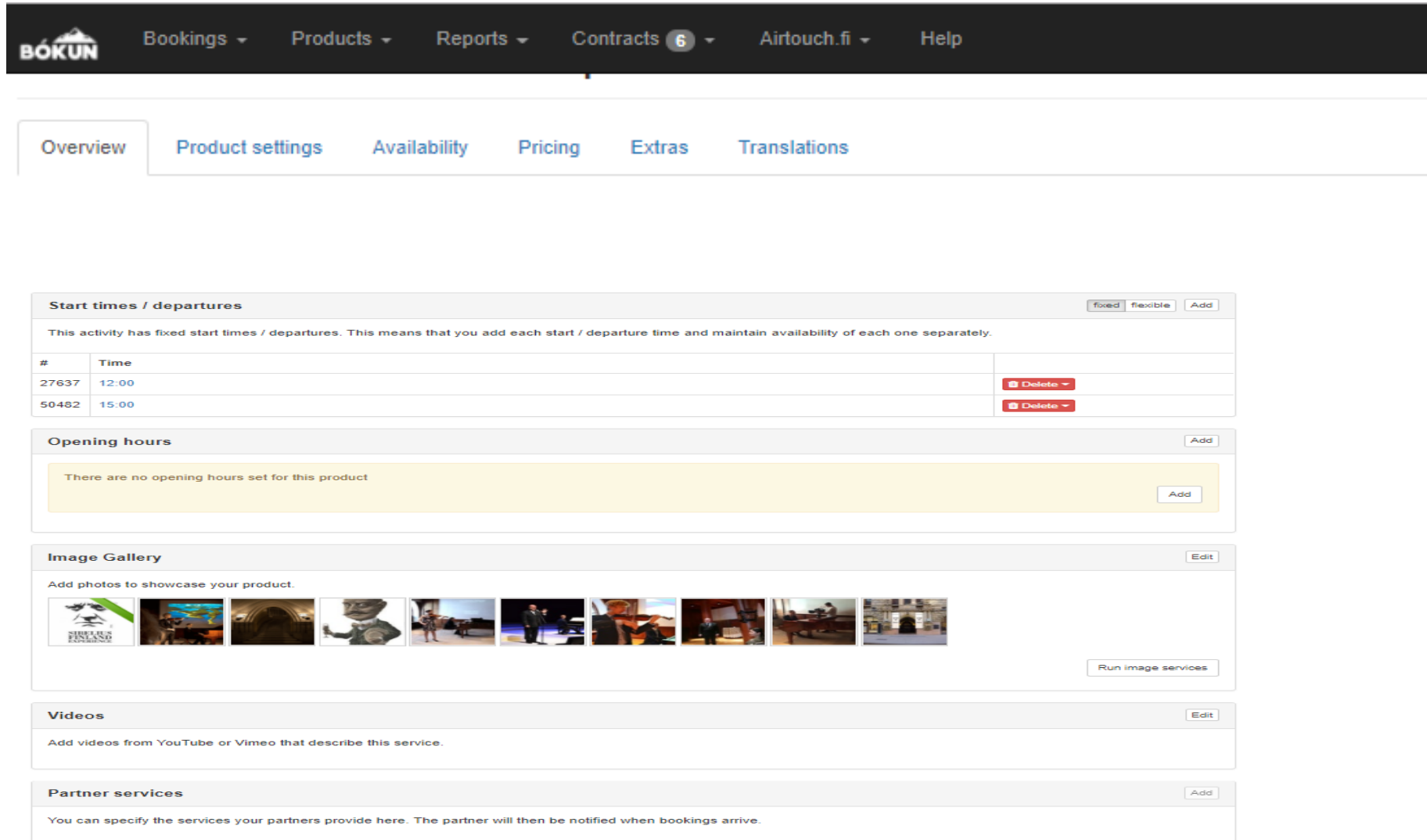


- Product inventory
- Reservation
- Payment solution

## Local inventory (Bókun)



# 9. StopOver by Airtouch – Presentation of Features Inventory Management



The screenshot shows the Bokun interface for managing StopOver products. The top navigation bar includes 'Bookings', 'Products', 'Reports', 'Contracts' (with a '6' notification), 'Airtouch.fi', and 'Help'. Below this is a sub-navigation menu with 'Overview', 'Product settings', 'Availability', 'Pricing', 'Extras', and 'Translations'. The main content area is divided into several sections:

- Start times / departures:** A section with 'fixed' and 'flexible' tabs and an 'Add' button. It contains a table with two rows of start times and 'Delete' buttons for each.
- Opening hours:** A section with an 'Add' button and a message: 'There are no opening hours set for this product'.
- Image Gallery:** A section with an 'Edit' button and a row of image thumbnails. A 'Run image services' button is located at the bottom right.
- Videos:** A section with an 'Edit' button and a message: 'Add videos from YouTube or Vimeo that describe this service.'
- Partner services:** A section with an 'Add' button and a message: 'You can specify the services your partners provide here. The partner will then be notified when bookings arrive.'

<https://stopover.bokun.io/extranet/login>

# Live Presentation of Inventory Features

Airtouch.fi ▾ Help

- Subscription & Billing

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- Vendor info
- Settings
- Storefronts
- Booking labels
- Features
- White labelling
- Payment Providers
- Taxes
- Currency conversion rates
- Currency Settings
- Terms & conditions
- API keys
- Booking Channels
- Email templates
- Widgets
- Widget resources
- Import Bookings
- Image transformation services
- Custom input fields
- Integrated systems
- Push notifications
- Plugins
- Automated messages
- Review dashboard
- Users

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- MyAllocator Channel Manager

Reports ▾ Contracts 6 ▾

- Sales overview report
- Income Statement
- Tours & Activities
- Activity Sales
- Accommodation

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- Pick up list
- Passenger list
- Transport passenger list
- Departure statistics

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- Affiliate Sales
- Agent Sales
- Payment list

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- Marketplace Invoice Report

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- Hotel Report
- Occupancy report

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- Custom reports

Products ▾ Reports ▾

- Accommodation

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- Tours & Activities
- Place groups
- Pick up places
- Shore Excursions

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- Car Rentals
- Car Rental Locations

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- Transport
- Route Stations

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- Pricing
- Price modulators

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- Regions
- Pricing categories
- Product lists
- Product distribution
- Cancellation policies
- Promo codes

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- Tags

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- Translations
- Inventory Service

Bookings ▾ Products ▾

- Sales feed
- Product booking feed
- Activity dashboard

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- Book: Accommodation
- Book: Tours & Activities
- Book: Car Rentals
- Book: Transport

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- Booking desk
- Accommodation front desk
- Accommodation dashboard
- Allotments
- Incoming allotments

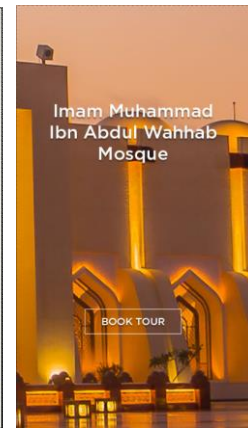
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- Export configurations

## New and Unique Mobile Approach

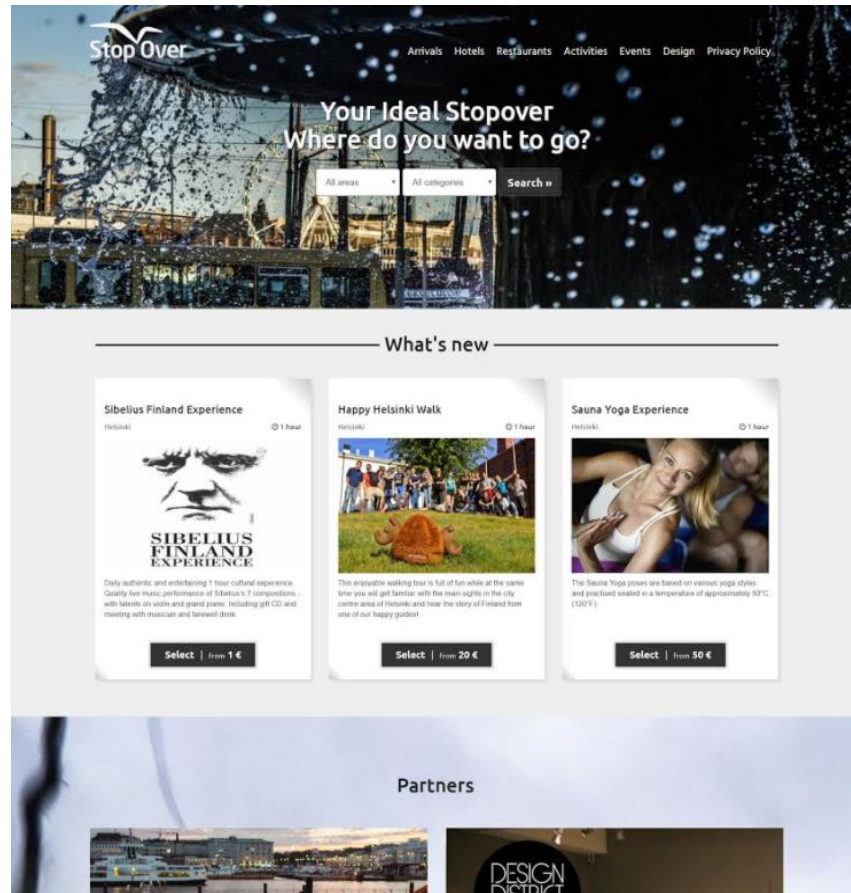
- examples of new tech to improve sales and turnover

1. Gyro – technology allows 365 presentation of any view, destination or product
2. Magnifier – bring new activity for consumers to study a details with magnifier
3. Spinorama – presents a retails product in a new way, like Samsung in this case
4. Carousell - offers the consumer an exclusive way to to study the offerings
5. Rain /Snow/Steam – using special effects to make the experience more attractive



# Finland Example

<https://stopover.fi/en>



# Finland Example







## Description

Enjoy an authentic and entertaining cultural experience in Helsinki with a 1-hour concert of the great Finnish composer Jean Sibelius' compositions Finlandia, Kuusi, Romance, Rondino, and Valse Triste, which feature talents on violin and grand piano. This moderated show includes visual illustration of Finnish nature scenes on screen. You'll receive a Sibelius Finland Experience gift CD and a booklet especially designed and produced for the occasion. To celebrate the concert, a provided nonalcoholic festive drink that represents a taste of Finland will be served and enjoyed with the musicians.

The Sibelius Finland live concert takes place at the centrally located Helsinki National Hall, or Kansallisoila, known for its Romantic style. This inspiring musical and visual production

### Book online



#### 1. Select date

November 2017

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

#### 2. Select time

12:00 ✓ 15:00

#### 3. Tickets

Adults 12- y.o. 1€

Children 0€

min: 1 tickets 5 tickets left

Customer Details 49€ >

## Competitive aspects for airports and destinations

- 1) Local product development consultation – international bench mark
- 2) Cost effective local digital inventory, control and management of suppliers
- 3) Tool to manage distribution channels and mix - local and global
- 4) End-to-End product sales and delivery automation
- 5) Superior mobile presentation formats

Local approach which engages the suppliers – wider distribution and integrations to chosen stakeholders.

## 14. Contact Details

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