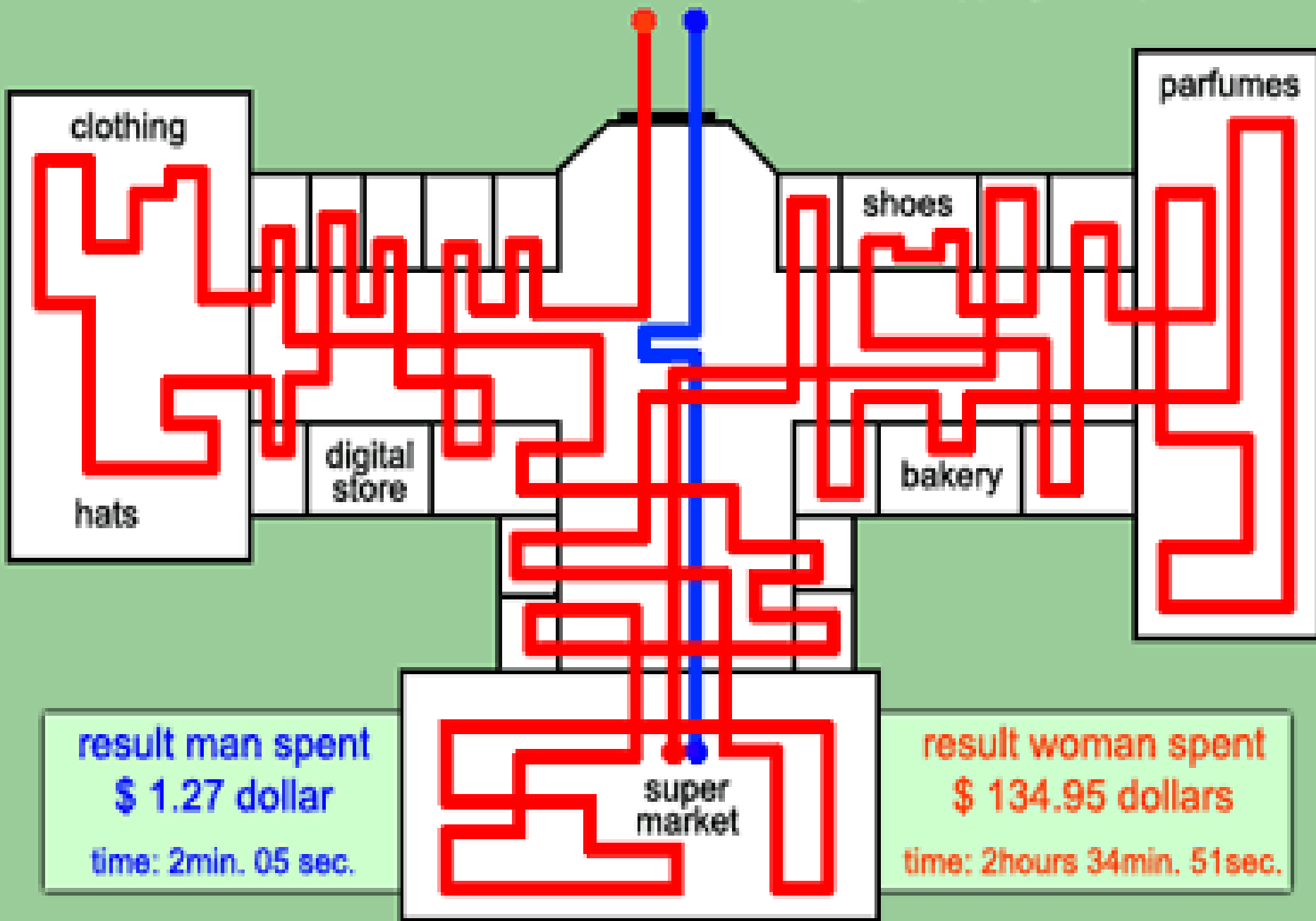




The future of travel retail; innovating added value
Frank Oostdam
APAVT conference december 2016 Aveiro

when **woman** & **man** go shopping for 1 pack of milk



Being able to make a perfect lasagna doesn't mean that you can start a succesfull Italian restaurant.







Main research question

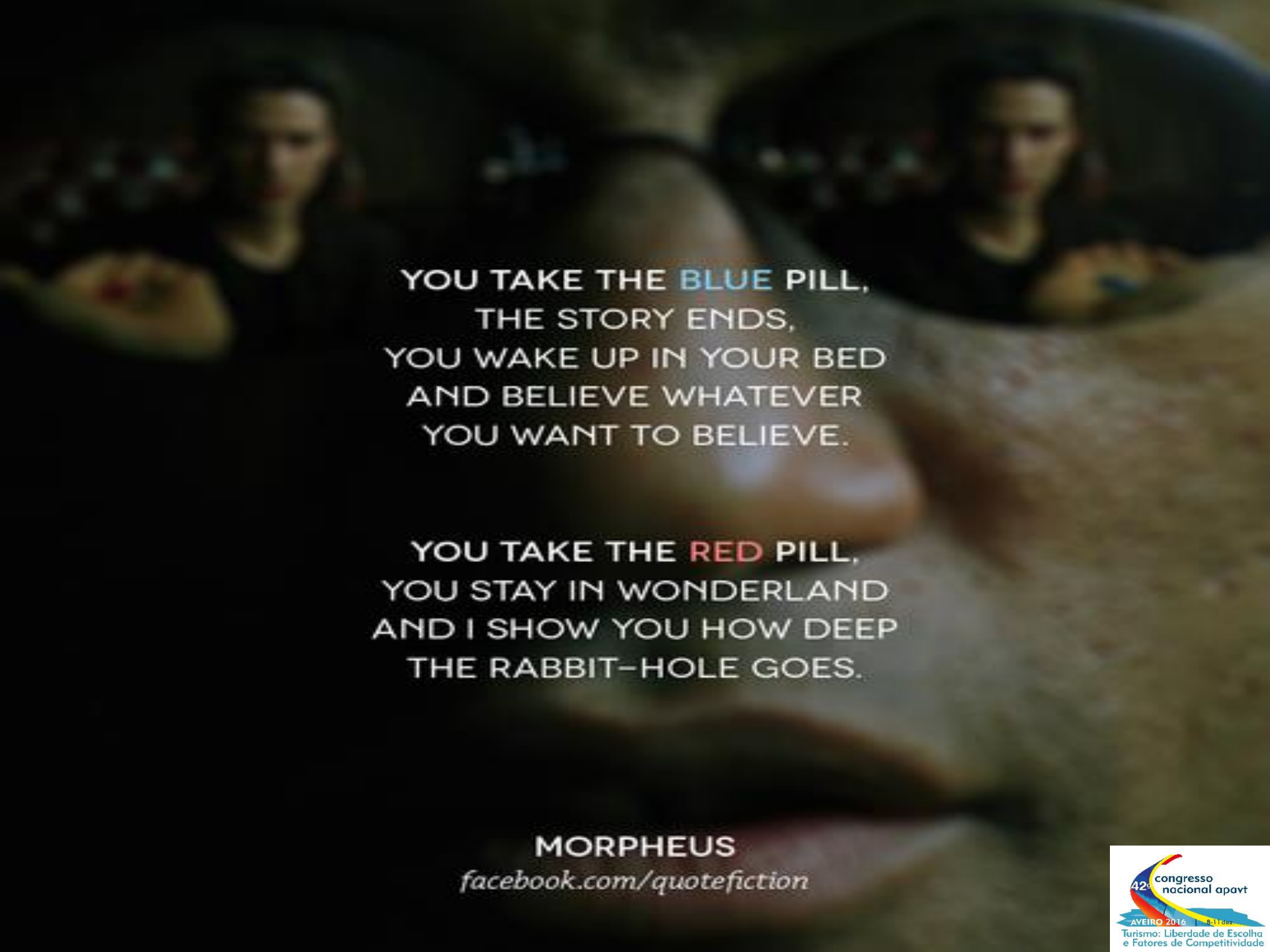
How do Dutch, outbound travellers shop in the future (2025) and which actions do Dutch travel companies have to take to fulfil the needs of future travellers and conquer a leading position in an increasingly global, competitive travel landscape?



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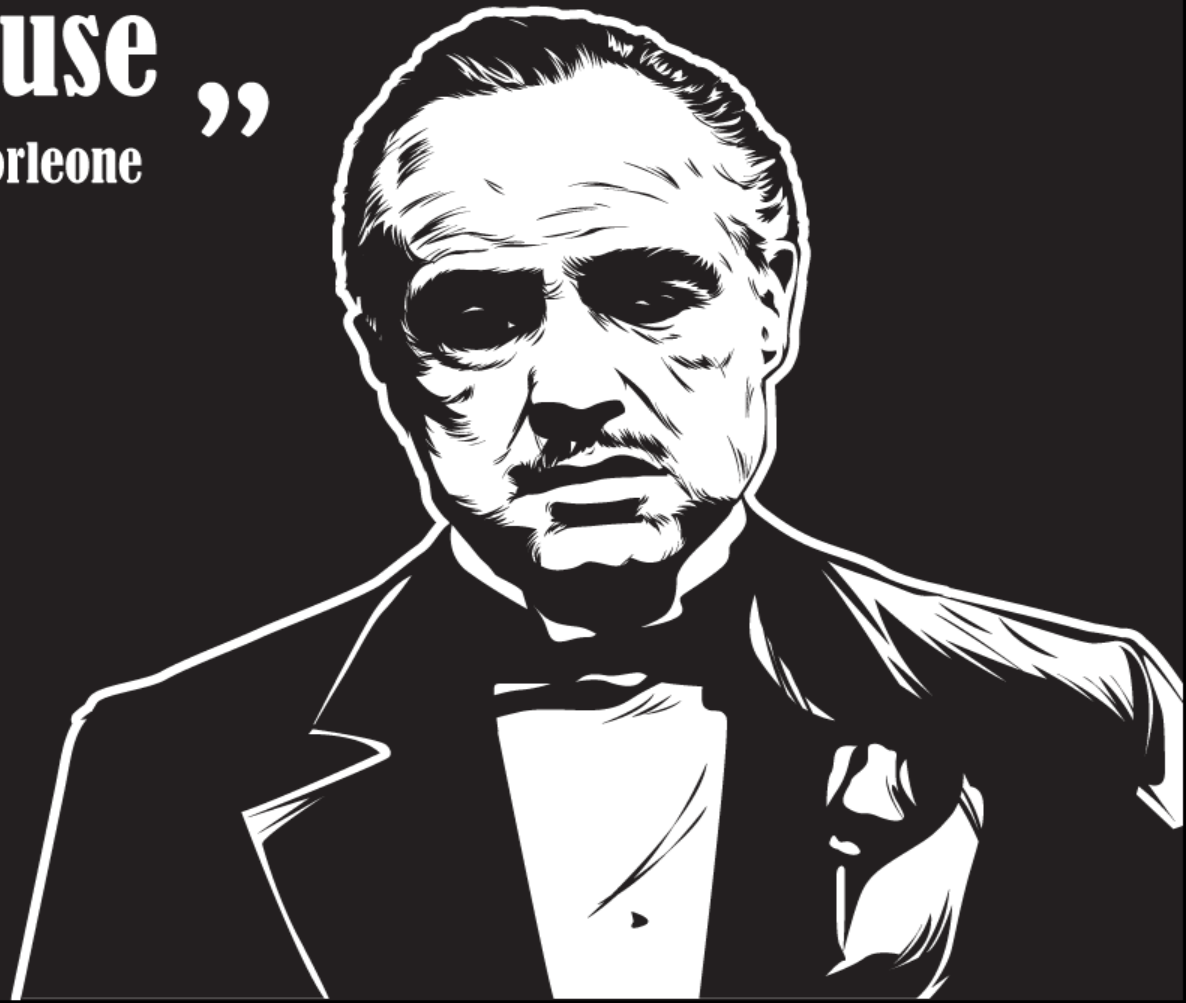
YOU TAKE THE **BLUE** PILL,
THE STORY ENDS,
YOU WAKE UP IN YOUR BED
AND BELIEVE WHATEVER
YOU WANT TO BELIEVE.

YOU TAKE THE **RED** PILL,
YOU STAY IN WONDERLAND
AND I SHOW YOU HOW DEEP
THE RABBIT-HOLE GOES.

MORPHEUS

facebook.com/quotefiction

“
I'm gonna
make him an offer
he can't refuse
”
—— Don Corleone



transaction



interaction





A woman in a black and orange patterned leotard is performing on a red aerial silk. She is holding onto the silk with both hands and has one leg extended. The background is a stage with warm orange and red lighting. Several spotlights are visible, casting beams of light. A banner with the text 'HILF AN REINZ' is partially visible in the background.

Content and Context







SECRET to SUCCESS

BEING
RELEVANT =



Extreme customer centricity

A random act of kindness







Very fast changing market
with consequences for
travel companies.

12-25



thinkingbricks.com



thinkingbricks.com



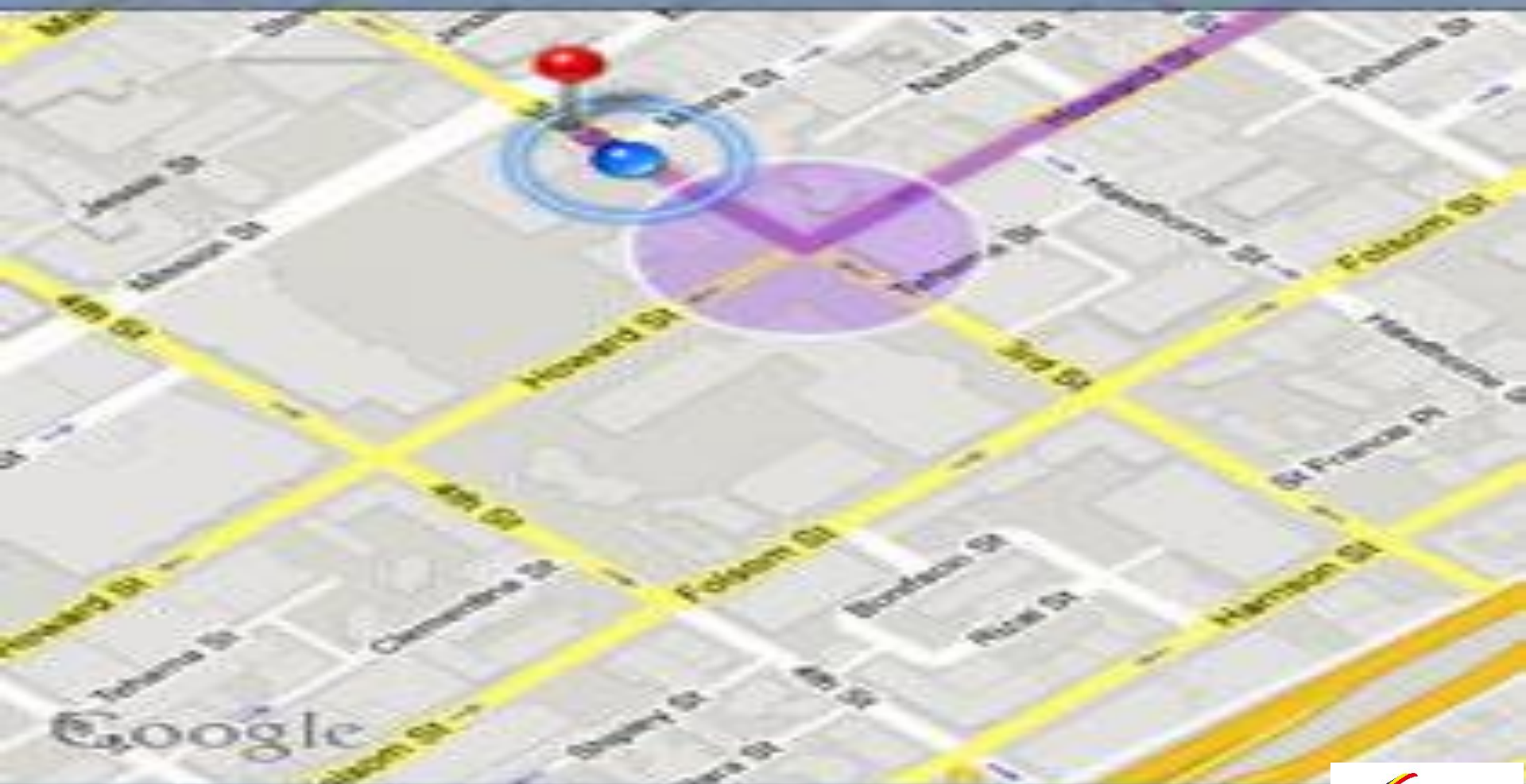


Edit

10 of 10



Turn right at 3rd St - 499 ft



Search

Directions

Ma nan is ded, cant stop crying #yolo #selfie #sexy











GET IN THE GAME









Shop as a marketplace for relations

**WHAT'S
YOUR
STORY?**

There is no more
B2B or B2C.

It's H2H:

Human to Human.

@bryankramer #substa

Without a Travel Agent



You're on your own

IN THE NOSTALGIA DISTRICT

