Afternoon breakouts

3 p.m.	**Nine Steps to Data-Based Content** *Sequoia Ballroom*	**Personalizing Trade for Today's Traveler** *Sorrel Room*	**Changing Channels: Working with Digital Influencers** *Trillium Room*

All Dreams Welcome

visit California

Personalizing Trade for Today’s Traveler

All Dreams Welcome

Joe Diaz

Co-Founder and Chief Product Officer

AFAR Media

All Dreams Welcome

Lars Sande

SVP of Sales & Distribution

Norwegian Air

Barry Lin

Vice General Manager of Destination Marketing

Tuniu

Renata Cenni

Head of Sourcing (West Coast)

GTA Travel

All Dreams Welcome

Lars Sande

SVP of Sales & Distribution

Norwegian Air

All Dreams Welcome

norwegian

The Changing Landscape & Distribution Seen From An Airline

Lars Sande/SVP Sales & Distribution

lars@norwegian.com

Facts

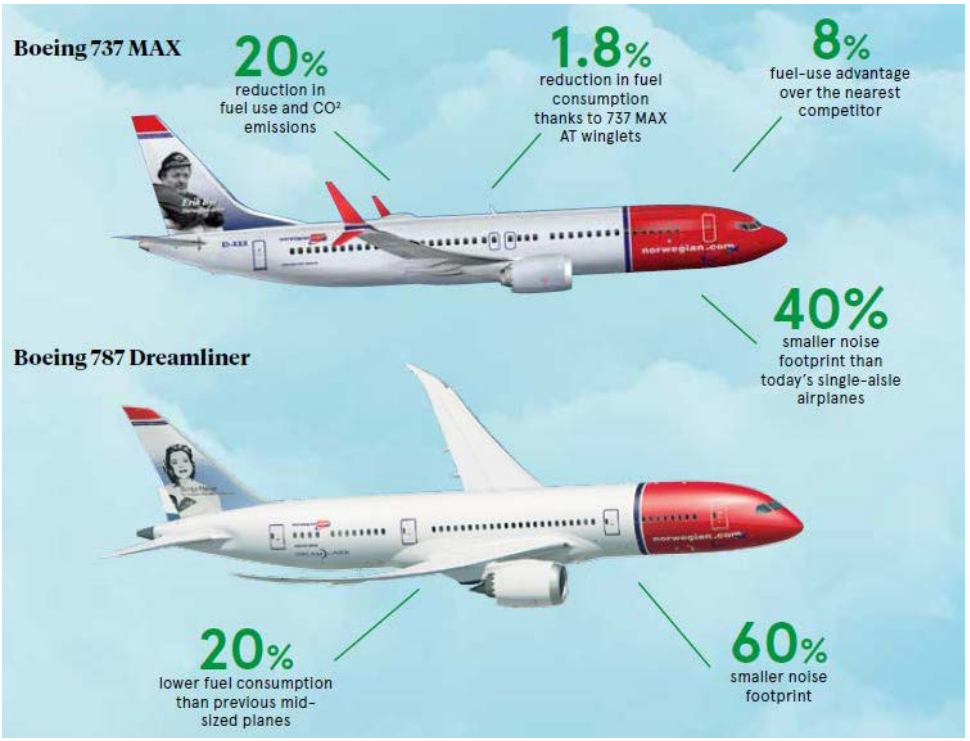
- World's 6th largest low-cost carrier
- Third largest low-cost carrier in Europe
- Around 9,000 dedicated colleagues
- 23 operational bases including:
  - New York
  - Fort Lauderdale
  - Providence
  - Stewart
- Skytrax World Airline Awards 2017:
  - Voted World's Best Low-Cost Long-Haul Airline' 2015, 2016 and 2017
  - Voted 'Best Low-Cost Airline in Europe' in 2013, 2014, 2015, 2016 and 2017

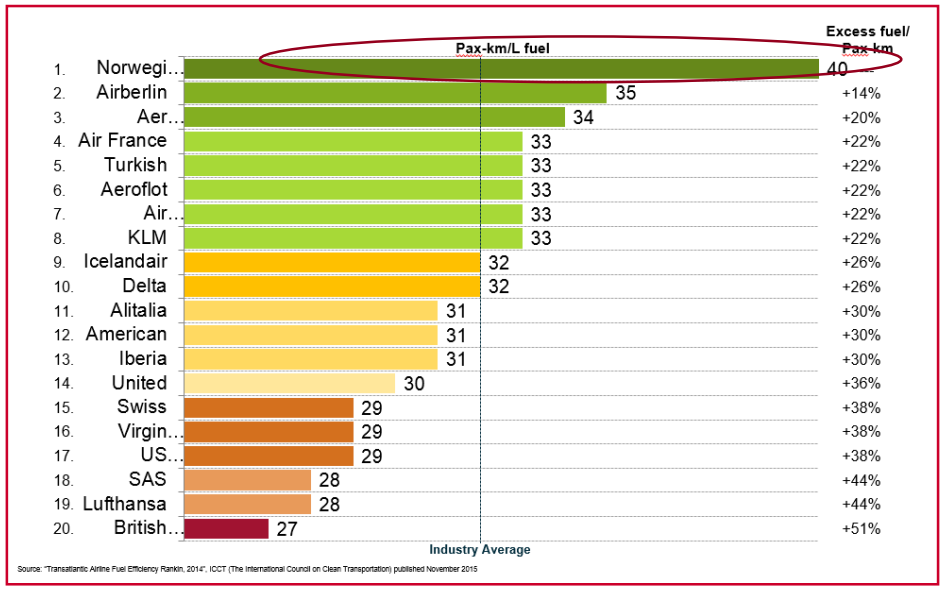
A «new generation» fleet

- First airline to offer free WiFi on board
- Made the biggest aircraft order in Europe ever in 2012
- Norwegian was the first airline in Europe to receive the new Boeing 737-MAX in June 2017
- Norwegian will be the first first low-cost airline to operate Airbus A321LR (delivery in 2019)

A greener airline

- Norwegian has one of the newest and greenest fleets in Europe
- Was named the most fuel-efficient airline on transatlantic routes by [The International Council on Clean Transportation (ICCT)]

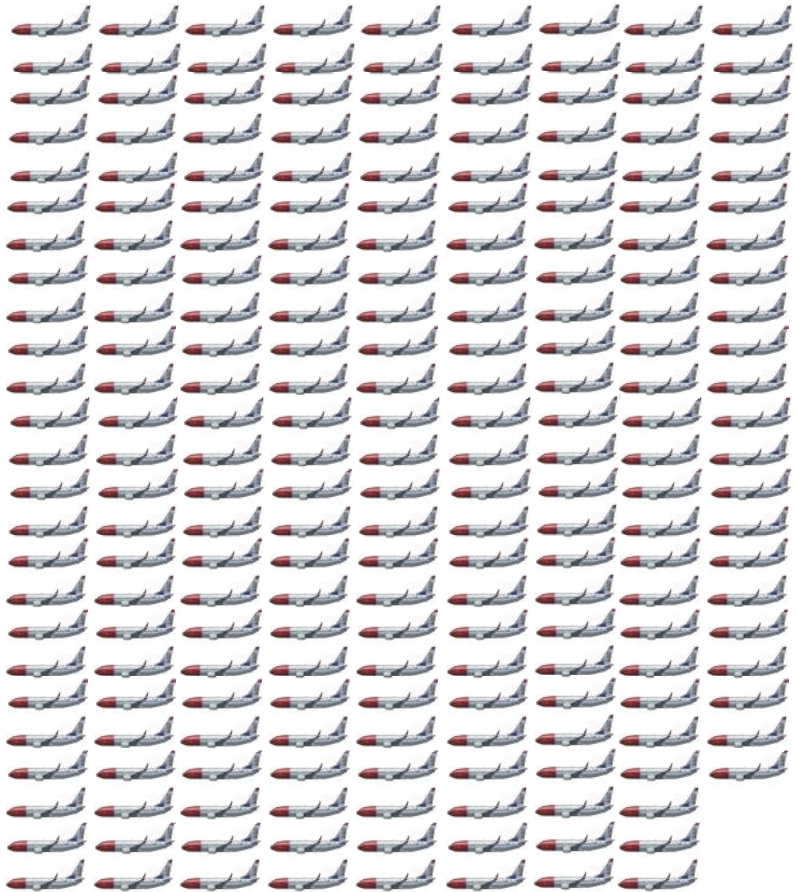




A top average modern fleet age of 3.6 years

146 aircraft in fleet

222 aircraft on firm order



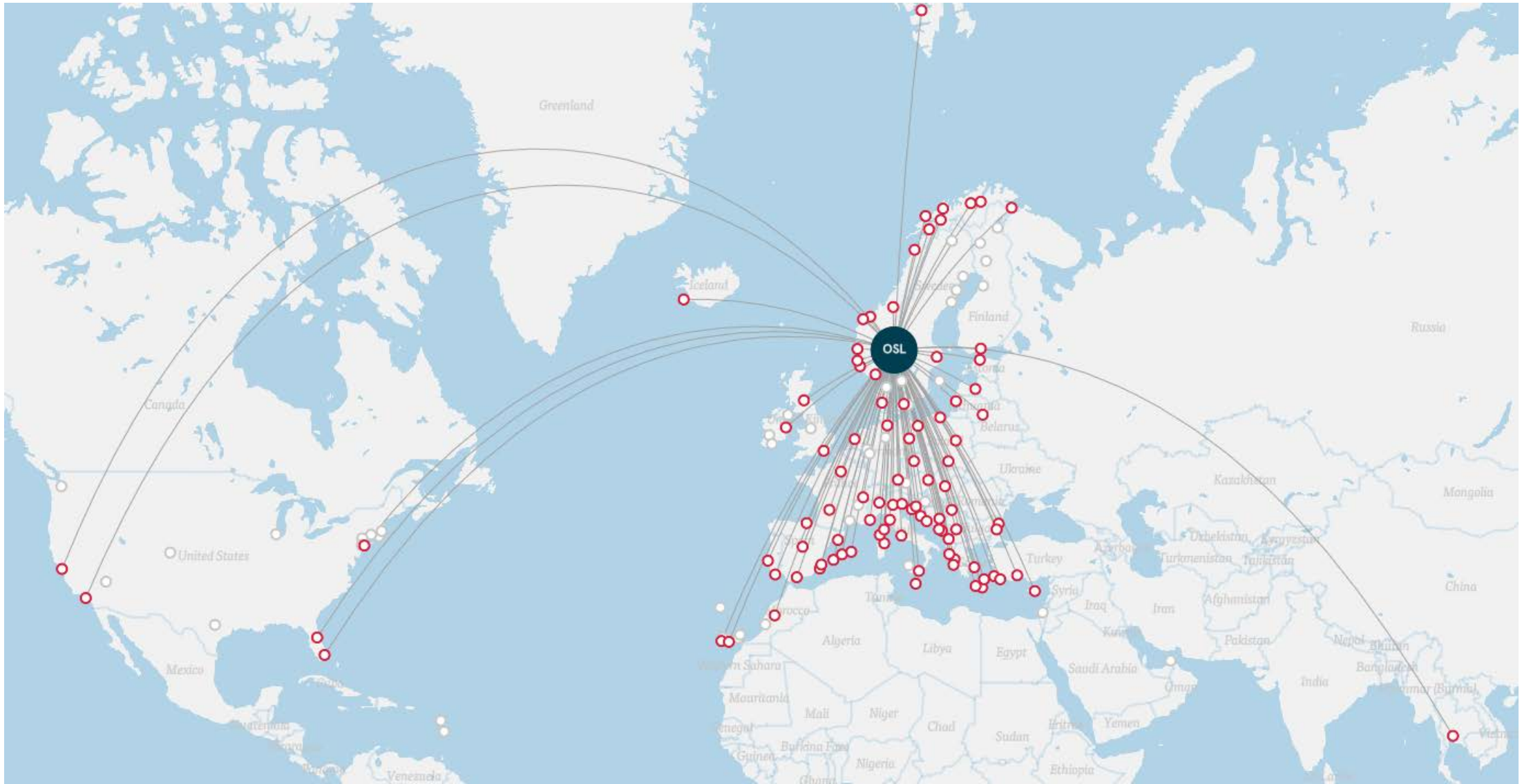
150 purchase rights

Stay relevant by spreading you wings

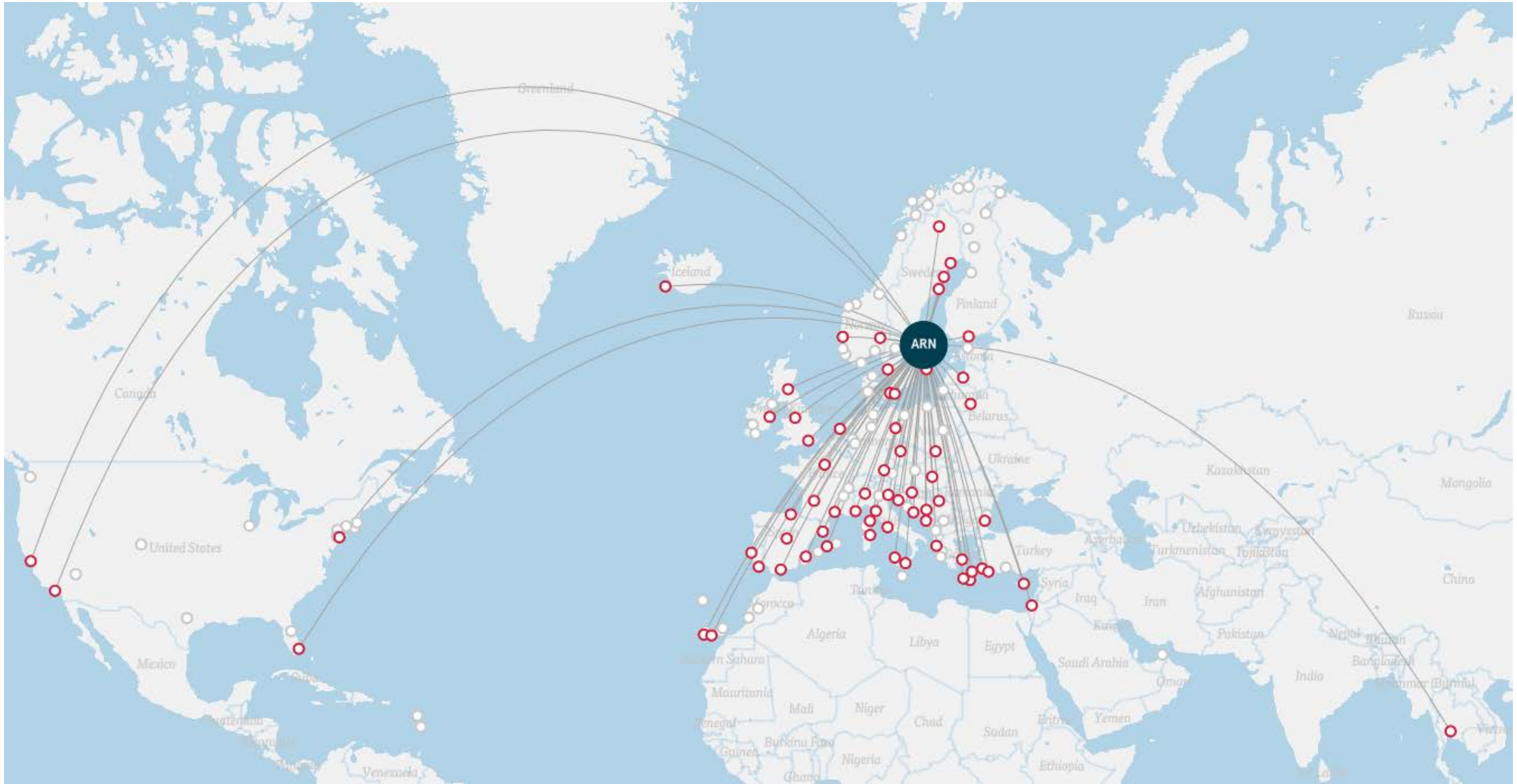
Europe's best
low-cost airline

norwegian

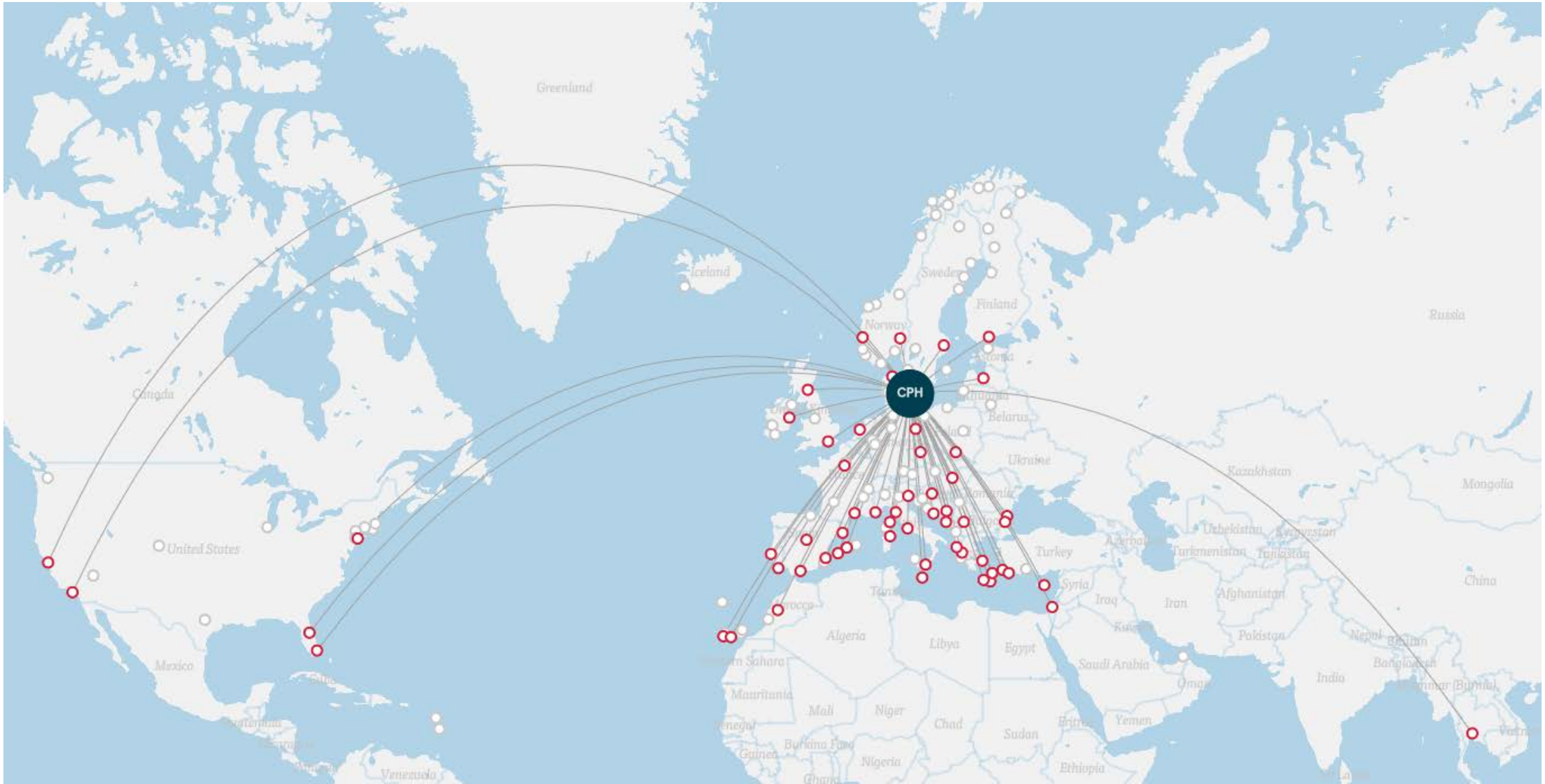
Oslo network



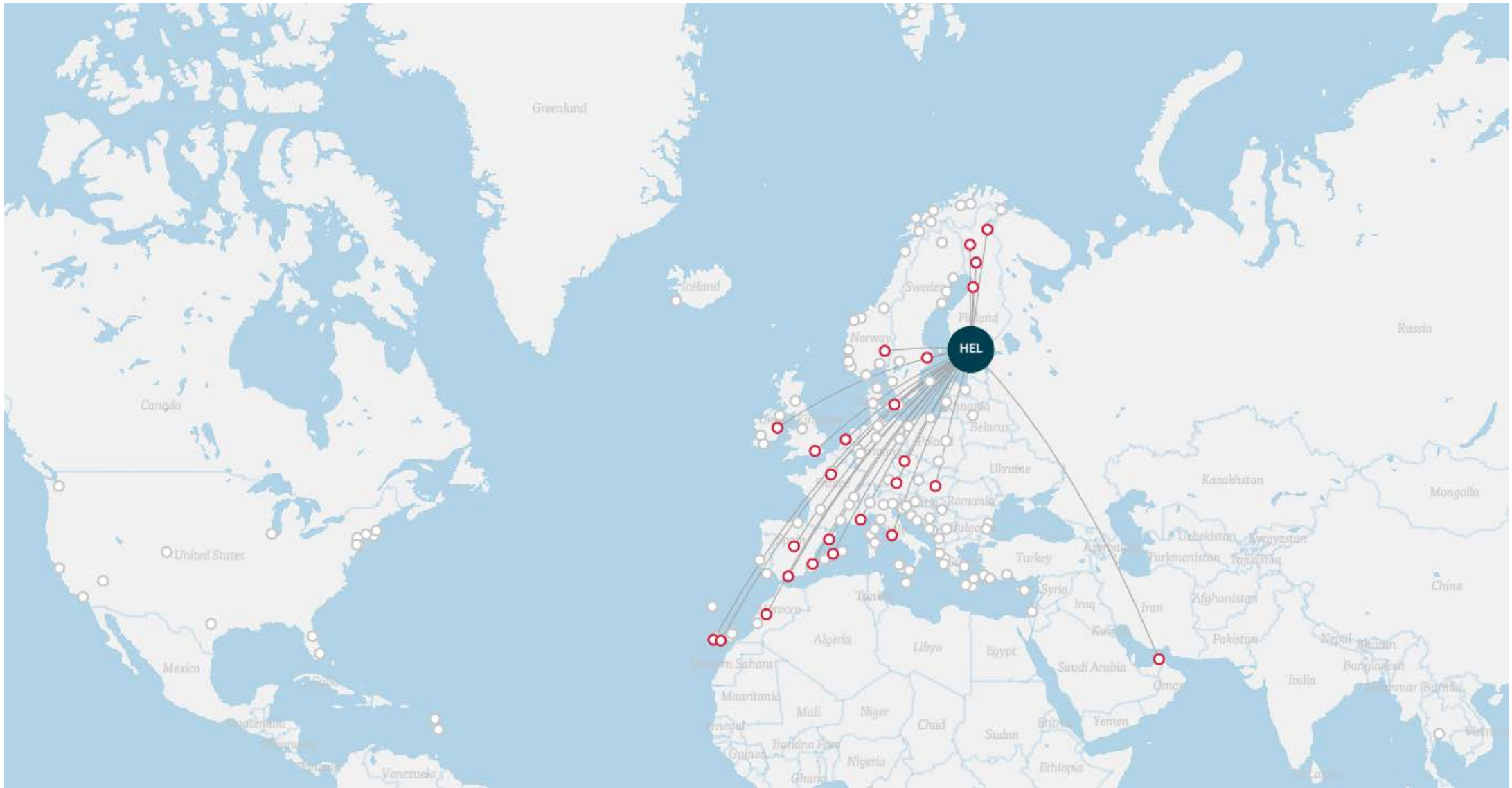
Stockholm network



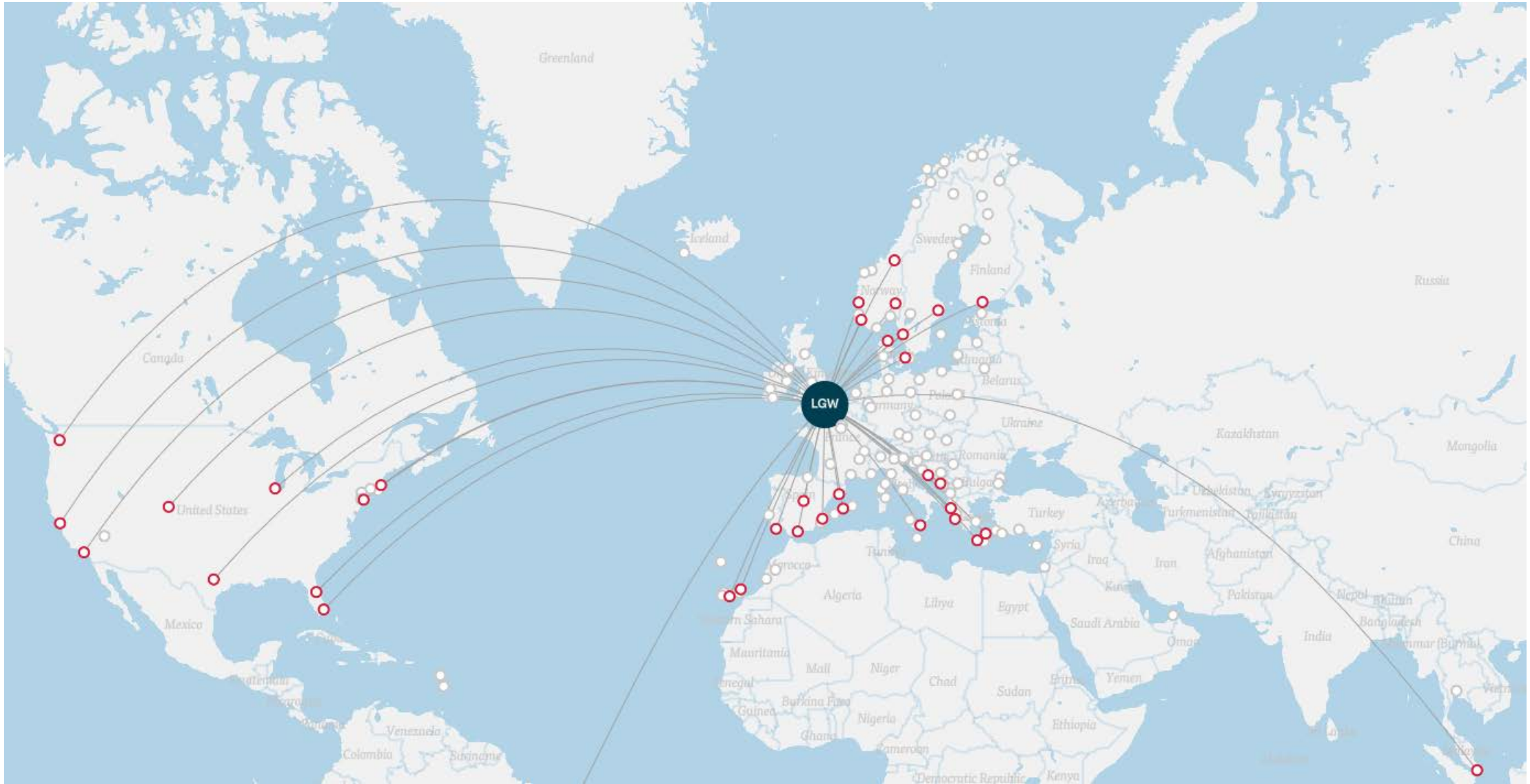
Copenhagen network



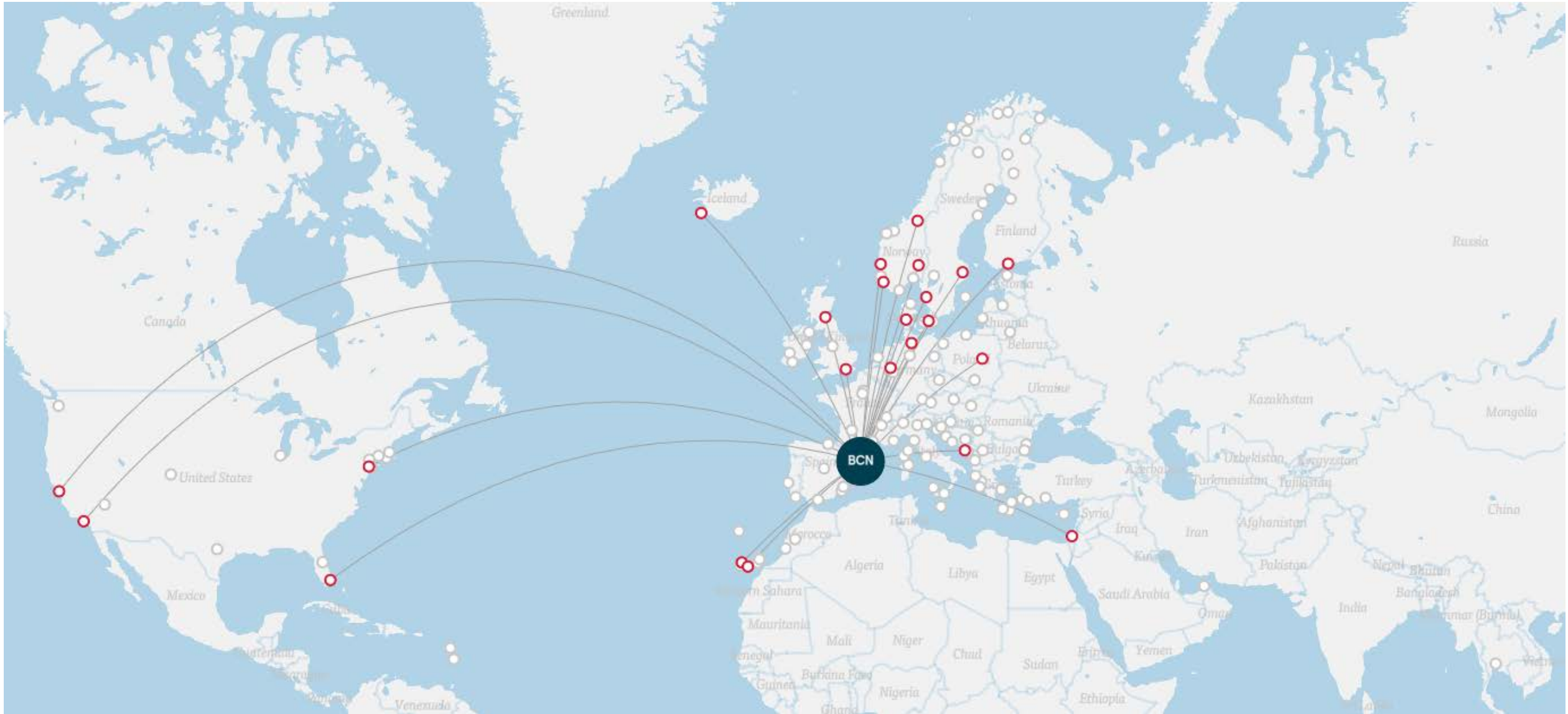
Helsinki network



London network



Barcelona network

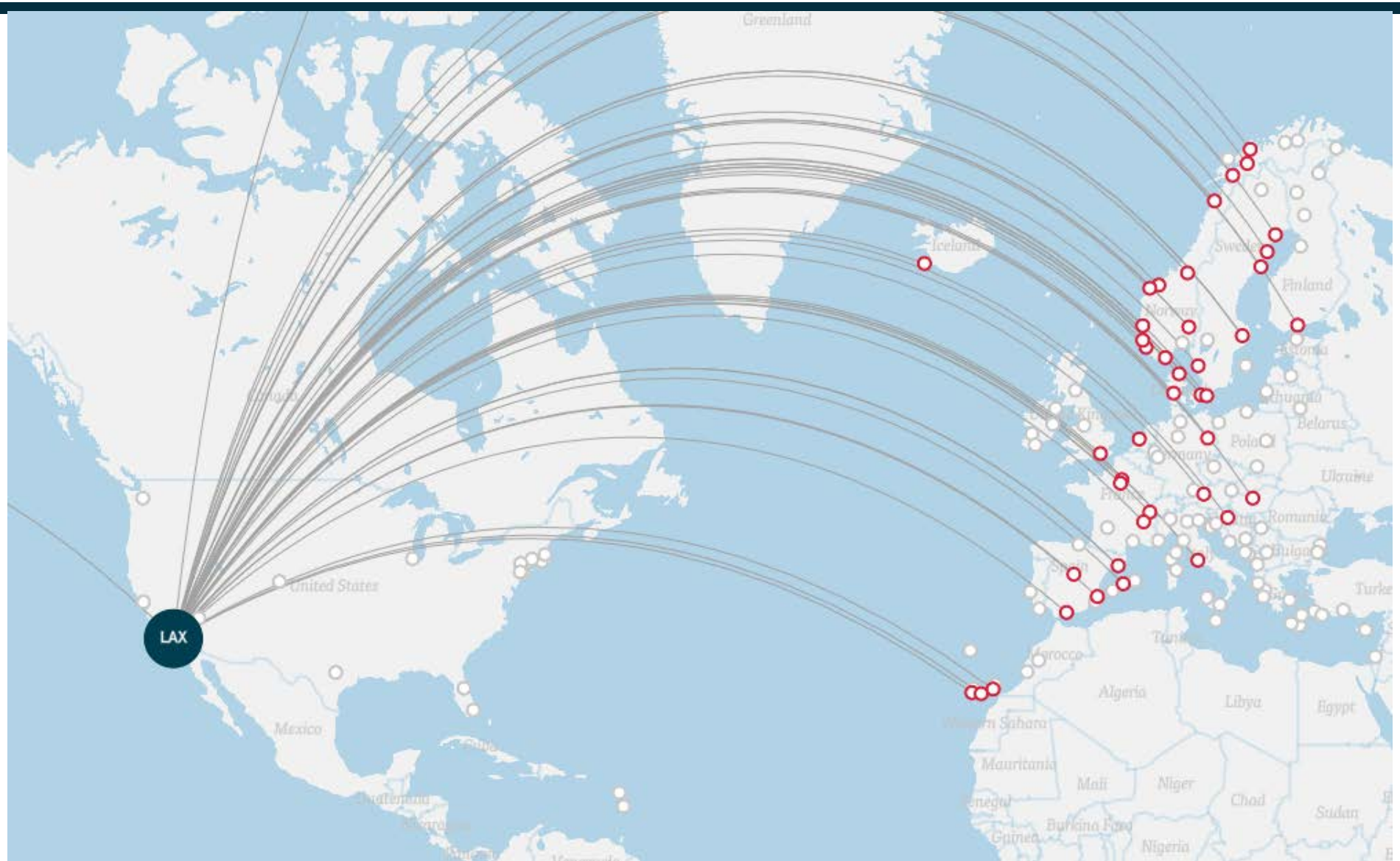


62 non-stop routes from the U.S.

LA non-stop to Europe

- Feb ’14 Started La to Stockholm & Copenhagen service
- Jun ’14 Started LA to Oslo service
- Jul ’14 Started LA to London service
- Jul ’16 Started LA to Paris service
- Jun ’17 Started LA to Barcelona service
- Nov ’17 Started LA to Rome service
- Jun ’18 Starting LA to Milan service
- Jul ’18 Starting LA to Madrid service 4W

Our connected destinations from Los Angeles



...and offer unbeatable fares

Europe's best
low-cost airline

norwegian

Unbeatable fares (Los Angeles-Rome)

BEST FLIGHTS

Norwegian	1:55 pm LAX	nonstop	10:45 am FCO (+1)	11h 50m	$500 Norwegian Air
Norwegian	7:55 am FCO	nonstop	11:55 am LAX	13h 00m	View Deal

$598 book easily on KAYAK

Turkish Airlines	6:30 pm LAX	IST	9:20 pm FCO (+1)	17h 50m	$678 Orbitz
Turkish Airlines	7:10 am FCO	IST	4:50 pm LAX	18h 40m	View Deal

$696 book easily on KAYAK

+34%

British Airways	4:40 pm LAX	LHR	4:25 pm FCO (+1)	14h 45m	$1872 KAYAK
British Airways	11:15 am FCO	DUB	6:15 pm LAX	16h 00m	View Deal

Operated by Aer Lingus

+274%

*Booking Thursday February 1 – travel dates February 12 to 19

Unbeatable fares (Los Angeles-Rome)

BEST FLIGHTS

Norwegian	1:55 pm LAX	nonstop	10:45 am FCO (+1)	11h 50m
Norwegian	7:55 am FCO	nonstop	11:55 am LAX	13h 00m

$598 book easily on KAYAK

$500
Norwegian Air
View Deal

Turkish Airlines	6:30 pm LAX	IST	9:20 pm FCO (+1)	17h 50m
Turkish Airlines	7:10 am FCO	IST	4:50 pm LAX	18h 40m

$696 book easily on KAYAK

British Airways	4:40 pm LAX	LHR	4:25 pm FCO (+1)	14h 45m
British Airways	11:15 am FCO	DUB	6:15 pm LAX	16h 00m

Operated by Aer Lingus

BOOK ON KAYAK

KAYAK	$598

MORE BOOKING OPTIONS

Norwegian Air	$500
Gotogate	$515
eDreams	$543
FlightNetwork	$598
JustFly	$634
FlightHub	$634
Expedia	$639
Hotwire	$646
Orbitz	$646
Travelocity	$646
CheapTickets.com	$646
Vayama	$652
Priceline	$653
CheapOair	$653

Unbeatable fares (Premium cabin vs Premium economy)

BEST FLIGHTS

Norwegian	1:55 pm LAX	nonstop	10:45 am FCO (+1)	11h 50m	$1440 Norwegian Air View Deal
Norwegian	7:55 am FCO	nonstop	11:55 am LAX	13h 00m	
Delta	9:30 am LAX	ATL	9:40 am FCO (+1)	15h 10m	$2464 Delta View Deal
Delta	11:25 am FCO	ATL	9:10 pm LAX	18h 45m	

+71%

Unbeatable fares (Premium cabin vs Premium economy)

BEST FLIGHTS

Norwegian	1:55 pm LAX	nonstop	10:45 am FCO (+1)	11h 50m	$1440 Norwegian Air View Deal
Norwegian	7:55 am FCO	nonstop	11:55 am LAX	13h 00m	
British Airways	4:40 pm LAX	LHR	4:25 pm FCO (+1)	14h 45m	$9609 KAYAK View Deal
British Airways	11:45 am FCO	LHR	6:50 pm LAX	16h 05m	

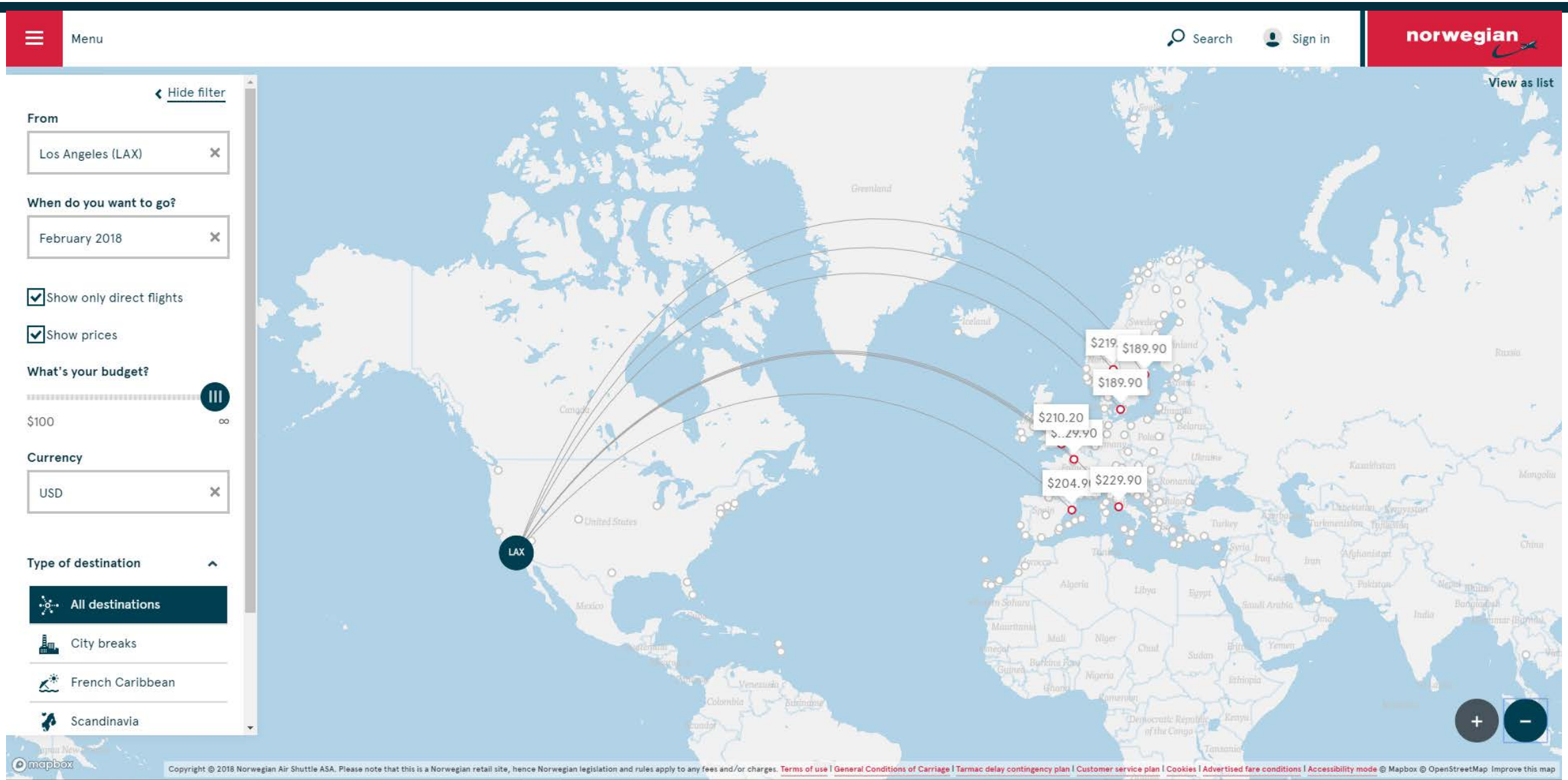
+567%

...by taking advantage of technology

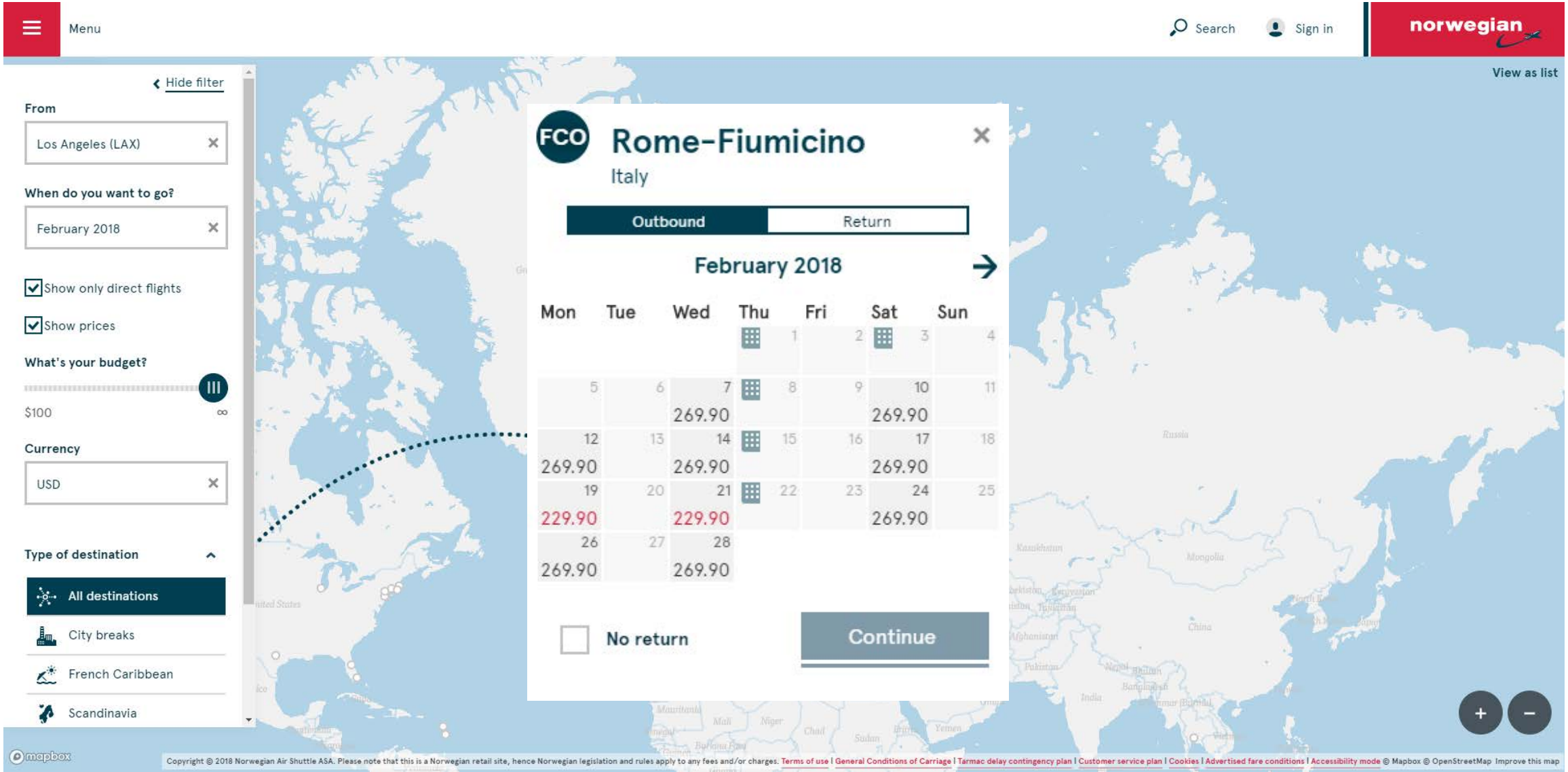
Europe's best
low-cost airline

norwegian

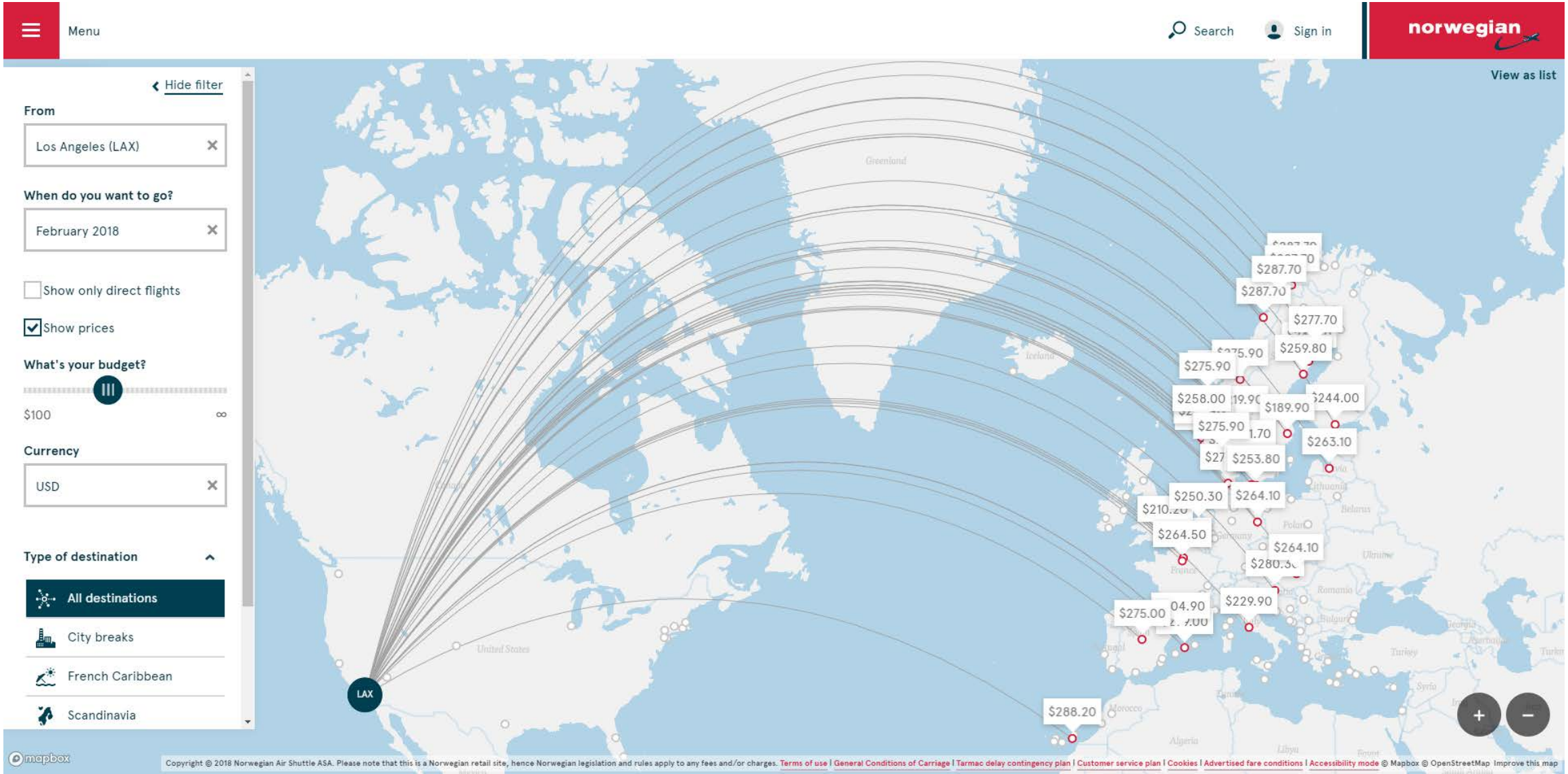
I just want to go somewhere



I know where, but not when

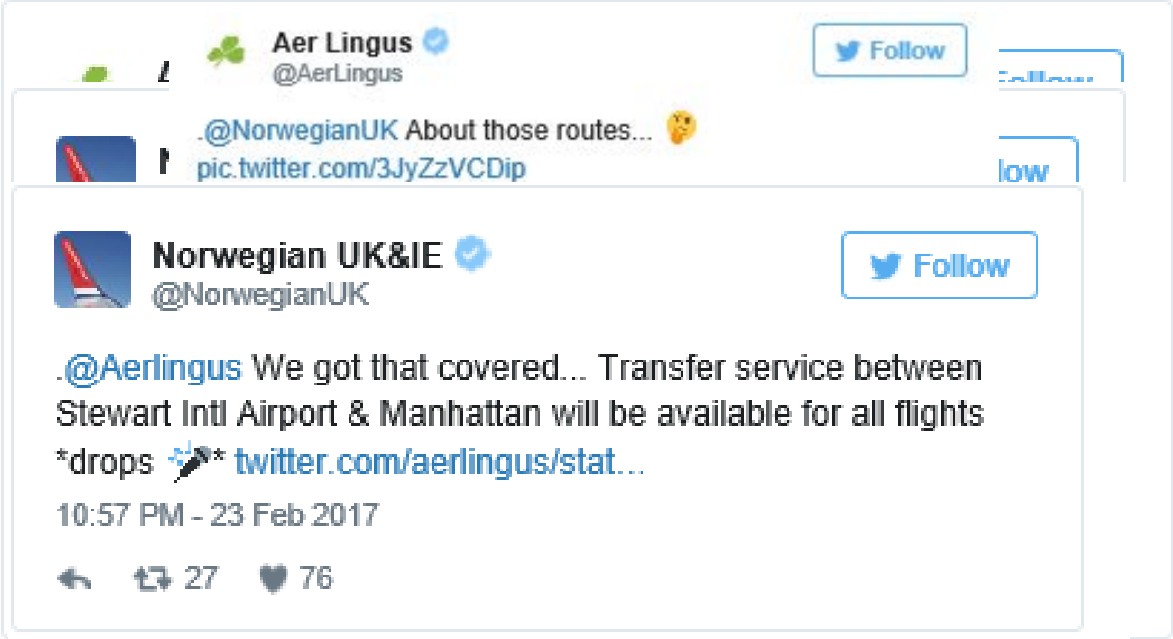


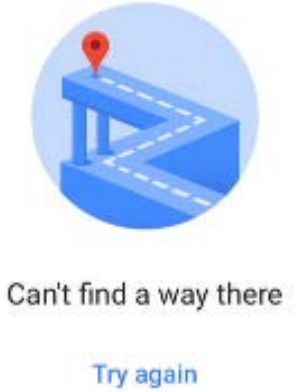
I’m on a budget



Getting the attention, and help, from our competitors

Getting the attention, and help, from our competitors





norwegian.com

Brad is single

Los Angeles. From/one way, incl taxes.

£169*

*Start your journey from London-Gatwick (LGW). Travel between 20 January 2017 – Feb 2017. Book by 26th September 2016. The fare is based on our lowest one way direct economy fare incl. taxes and charges excl. weekends, school and public holidays. Restrictions and baggage fees may apply. Fare correct as of 20 September 2016.

Print ad:
norwegian.com
Brad is single
£169*
"Remarkably cheap flights at £169"
Daily Mail
"Simple yet brilliant – and now viral".
Bravo
"Bravo, Norwegian."
Sun
53,2
MILLIONS
EARNED REACH IN SOCIAL MEDIA
"Why one way? Well, you won't need to come back of course!"
Mirror
"Seizing the moment. Hilarious."
Us
norwegian

Brad is single results

EXECUTIVE SUMMARY

TOTAL MENTIONS
6,804
Total amount of posts mentioning Norwegian and the campaign in earned social media

HASHTAG USAGE
1,079
Total amount of posts mentioning Norwegian and including the hashtag #BradIsSingle in earned social media

EARNED POT. REACH
53,2M
Total amount of followers of social media accounts mentioning Norwegian and the campaign

POS/NEU SENTIMENT
94%
The proportion of positive or neutral posts about Norwegian and the campaign in earned social media

TOTAL IMPRESSIONS IN OWNED CHANNELS
4,7M
Total impressions on all campaign posts uploaded on Norwegians own Facebook channels

TOTAL ENGAGEMENTS IN OWNED CHANNELS
62,9K
Total likes, comments and shares on all campaign posts uploaded on Norwegians own Facebook channels

TOP EARNED POST

Potential Reach: 4,2M

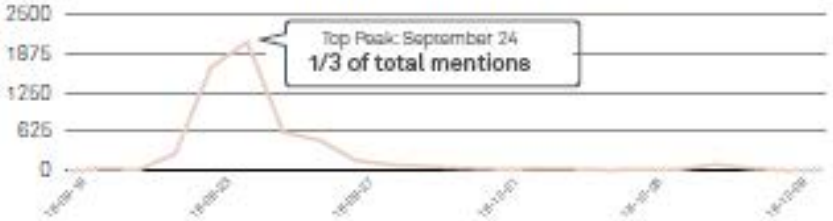
TOP OWNED POST

Impressions: 3,0M

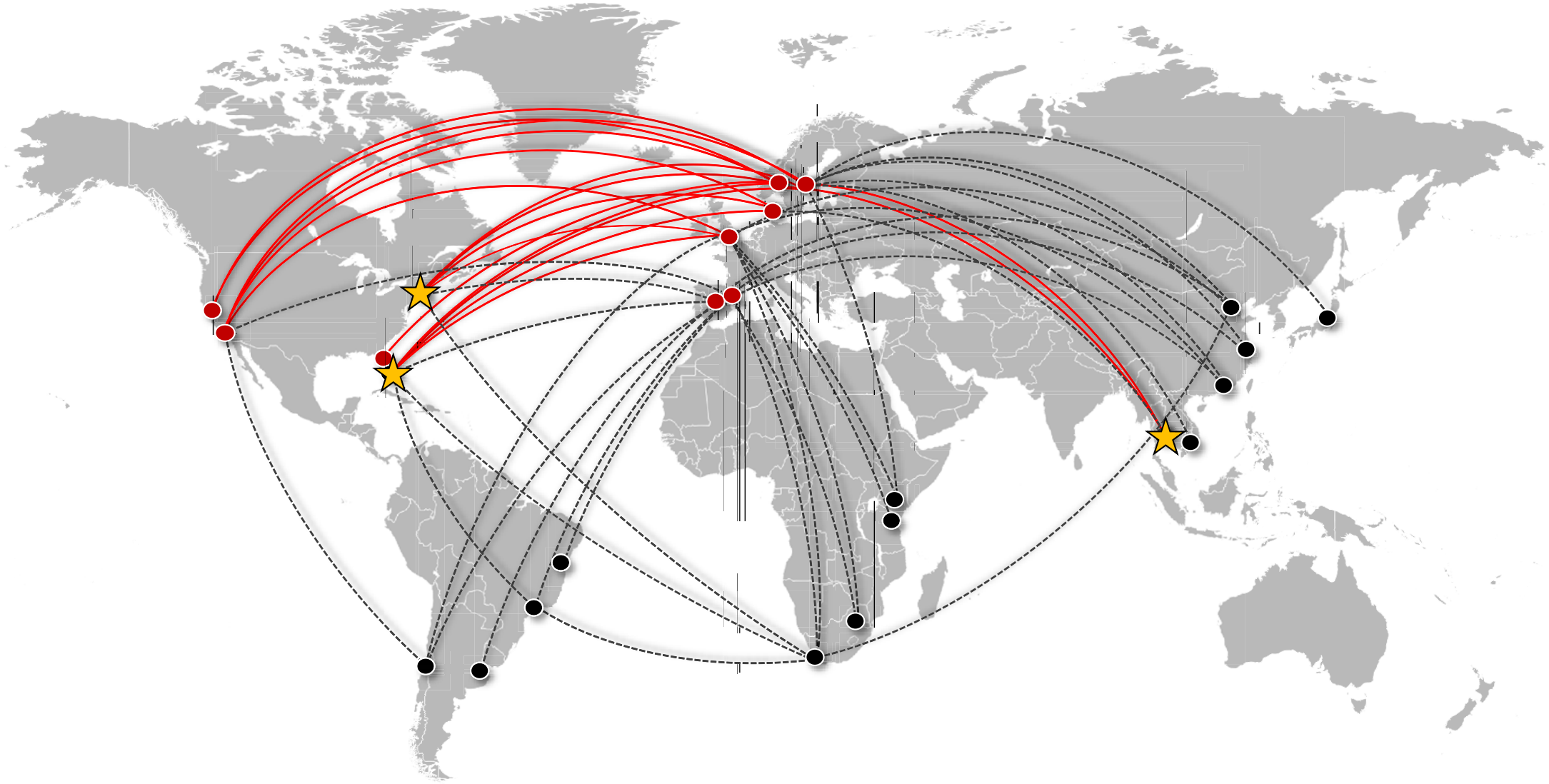
TOP INFLUENCERS
HINDUSTAN TIMES — 4,2M Twitter followers

EL UNIVERSAL — 4,1M Twitter followers

KEVIN PIETERSEN — 3,2M Twitter followers

CONVERSATION VOLUME


The Competition is Global
– if you're able to adapt, you will succeed



By

“It is not the strongest of the species that survives, nor the most intelligent that survives.

It is the one that is the most adaptable to change.”

Charles Darwin

Europe’s best
low-cost airline

norwegian

Renata Cenni

Head of Sourcing
(West Coast)
GTA Travel

All Dreams Welcome

China Outbound Travel Market

Tuniu.com
Mr. Barry Lin
Vice General Manager of Destination Marketing

High Speed Change of China Marketing

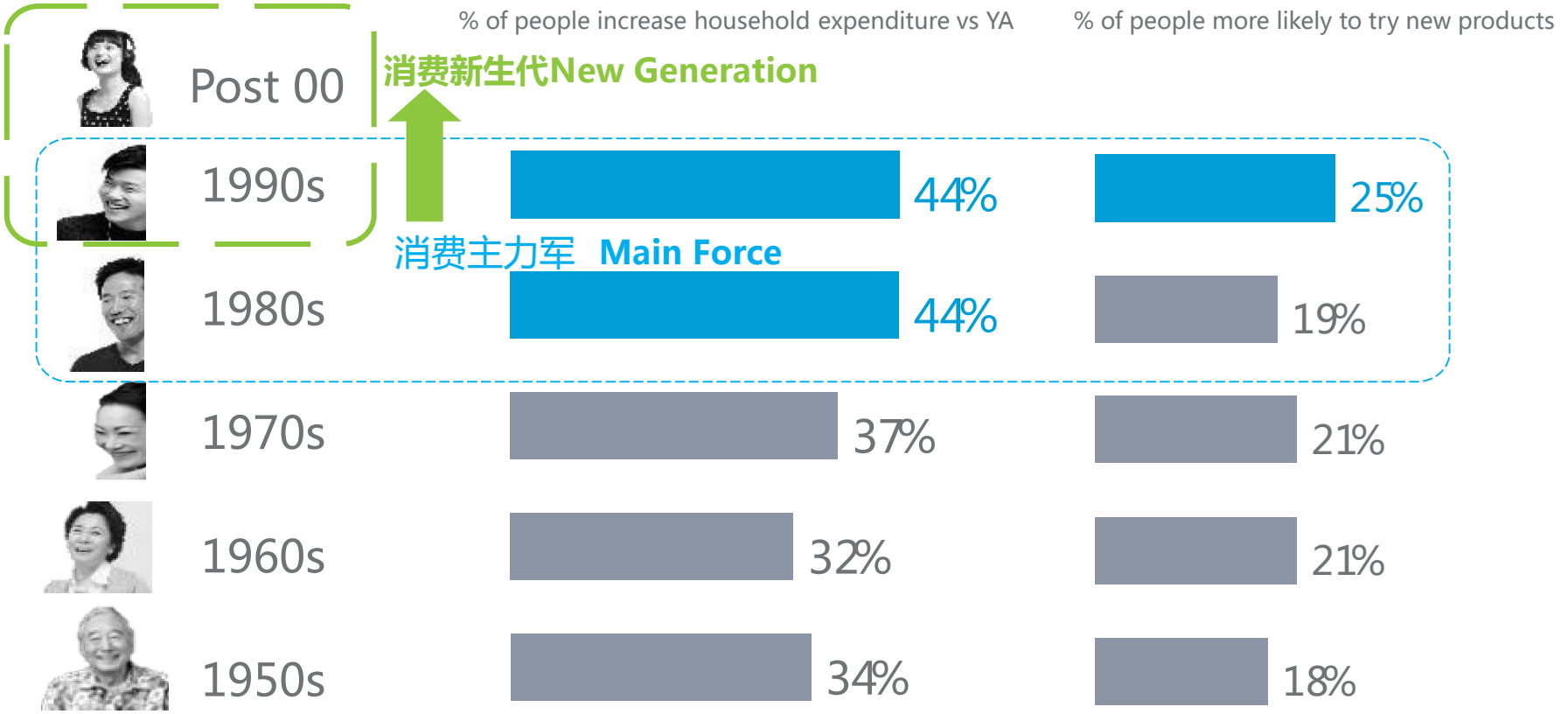
HOW MANY 2007 TOP 100 BRANDS NO LONGER EXIST IN 2017 TOP 100?

54 BRANDS

数据来源：前1000 品牌；尼尔森突破性创新报告
Source: Top 1000 Brands; Nielsen Breakthrough Innovation Study

途牛 tuniu.com

Purchase Power Tend to Younger Generation with Diversified Brand Loyalty



数据来源：国家统计局

Source: China National Bureau of Statistics; China Consumer Confidence Survey

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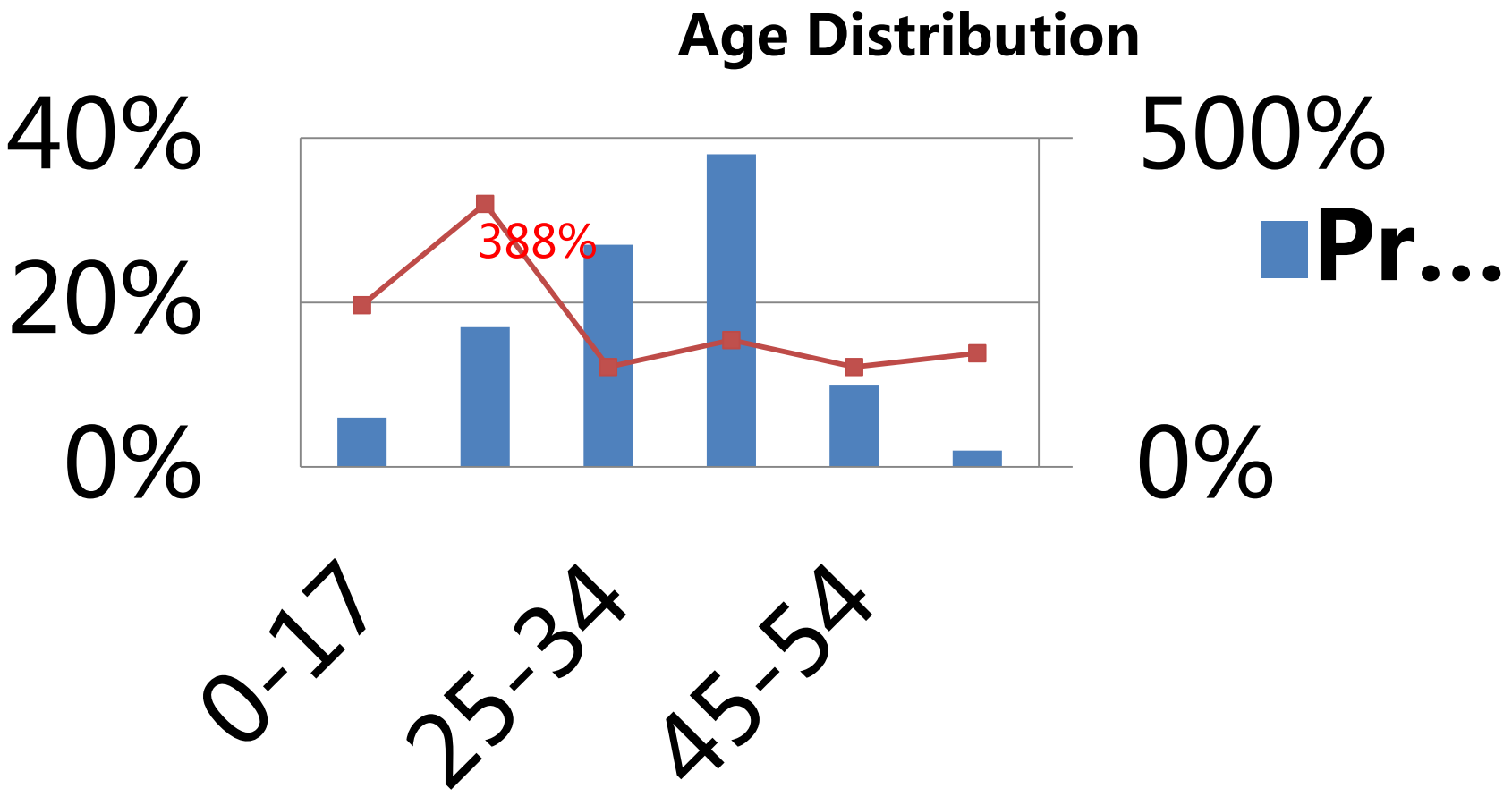

Mainly born in 1980s
The 1990s are growing rapidly.

Eager for interaction and influence on manufacturer.

resource：Annual Report of China Outbound Tourism Development

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tuniu.com

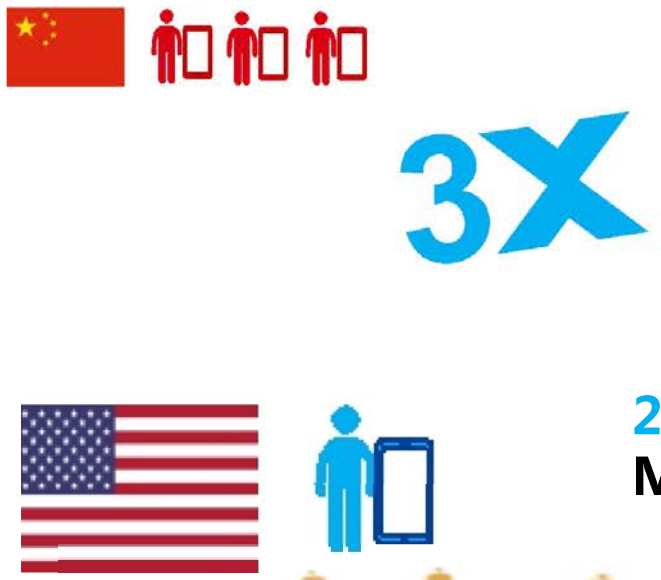
Rising Female Consumption

Male 44%

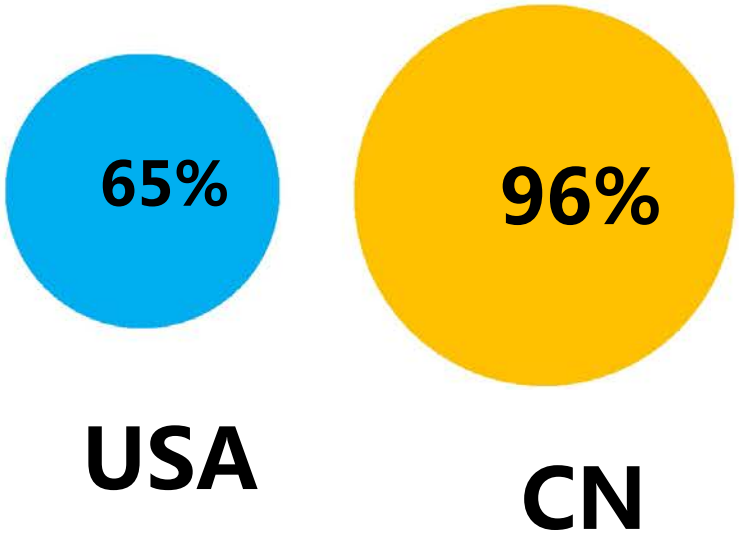
Female 56%

High Concentration of Mobile Commerce

Chinese internet users and mobile internet users are about three times that of the United States



Chinese mobile internet users have stronger willingness to pay via mobile than users in the United States



People Highly+Somewhat Likely use a mobile app to make a purchase

数据来源：尼尔森数字化研究报告 2017，中国互联网络信息中心报告，尼尔森2016Q1全球生态结果

Source: Nielsen Connected Commerce Report Jan 2017; The 40th Statistical Report on Internet Development (2017)；Nielsen 2016Q1 Global Mobile Ecosystem Result

途牛 tuniu.com

Main OTAs

Tuniu.com

NO.1 online package tour service

Ctrip

One-stop Service

Qunar.com

Search Engine

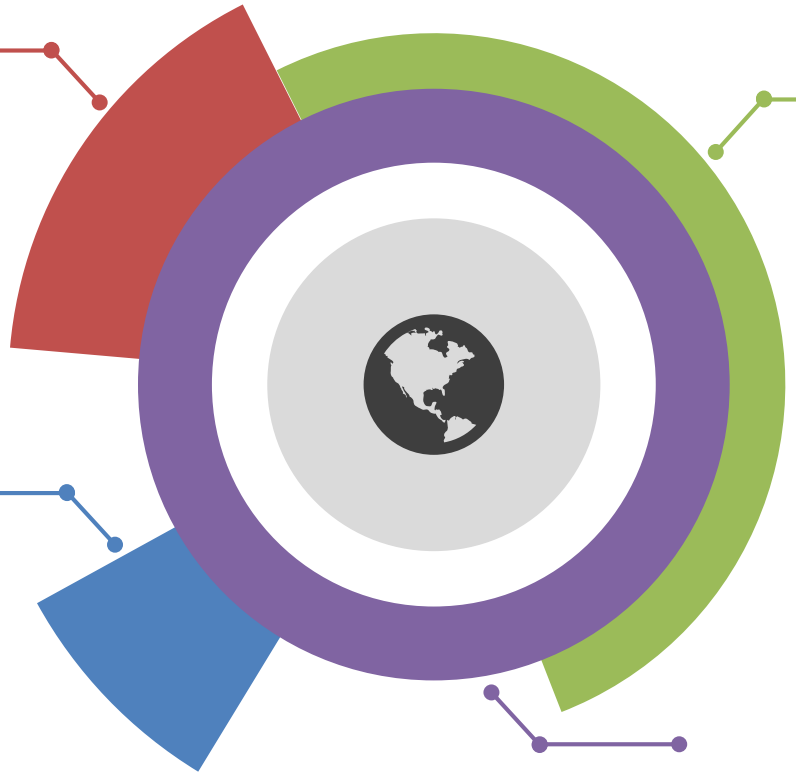
eLong.com

Largest Hotel Resource Base

How to Capture New Generation, Win Future Consumption

Win new generation consumer

Increase female related investment, motivate sales



Differentiated product, interesting experience

Improve the interaction, drive strategy and action to influence others

途牛 tuniu.com

Celebrity Activity

IP Content-based

I

P

FOLLOWERS

Why choose Jaychou

- Inspiring
- High quality with style
- Authentic
- Playful
- Easy& Extreme

70% of his followers are **1980s, 1990s.**
Fans cover great China world: China(Hong Kong, Taiwan), Singapore, Malaysia, Korea, Australia, America……

杰伦旅游策划笔记

01

02

03

完美·来自精心的准备

Dynamic, detailing, specialized

We experience the products in person to try our best to present our customers with more distinctive and vivacious tourism products. We are producer, producing products that customers want.

挑剔·是为了更好

Personalized, customized

We have themed products fit for different requirement. Just surf the Tuniu app, you can find everything you want.

掌握·所以自在追逐

Butler service

Traffic, accommodation, destination information push at any time you want.

途牛 tuniu.com

Brands Convey Advertisements to Consumers through Content Marketing

LIVE SHOW

Branding explore during drama

Small talk show

Barrage showed brand names

Butler Service

BUTLER SERVICE & OFFLINE SERVICE CENTER

专属服务 线下中心

途致

贵宾会员服务

WHAT CAN WE DO……

Make Travel Easier!

Price? Quality?

Diversified by : leisure ,cultural, sport …

Tourists care about **travel experience !!**

“New Kid in Town” to “Tour Expert”

途牛
tuniu.com

China-Ready

Know where to find instant noodles

I want cook the instant noodles...

China-Ready

Chopsticks!
Porridge!
Etc…

China-Ready

Slippers!
Kettle!
Toothbrush!

途牛
tuniu.com

China-Ready

I can speak Chinese!!!

Pay by Wechat & Alipay

China-Ready

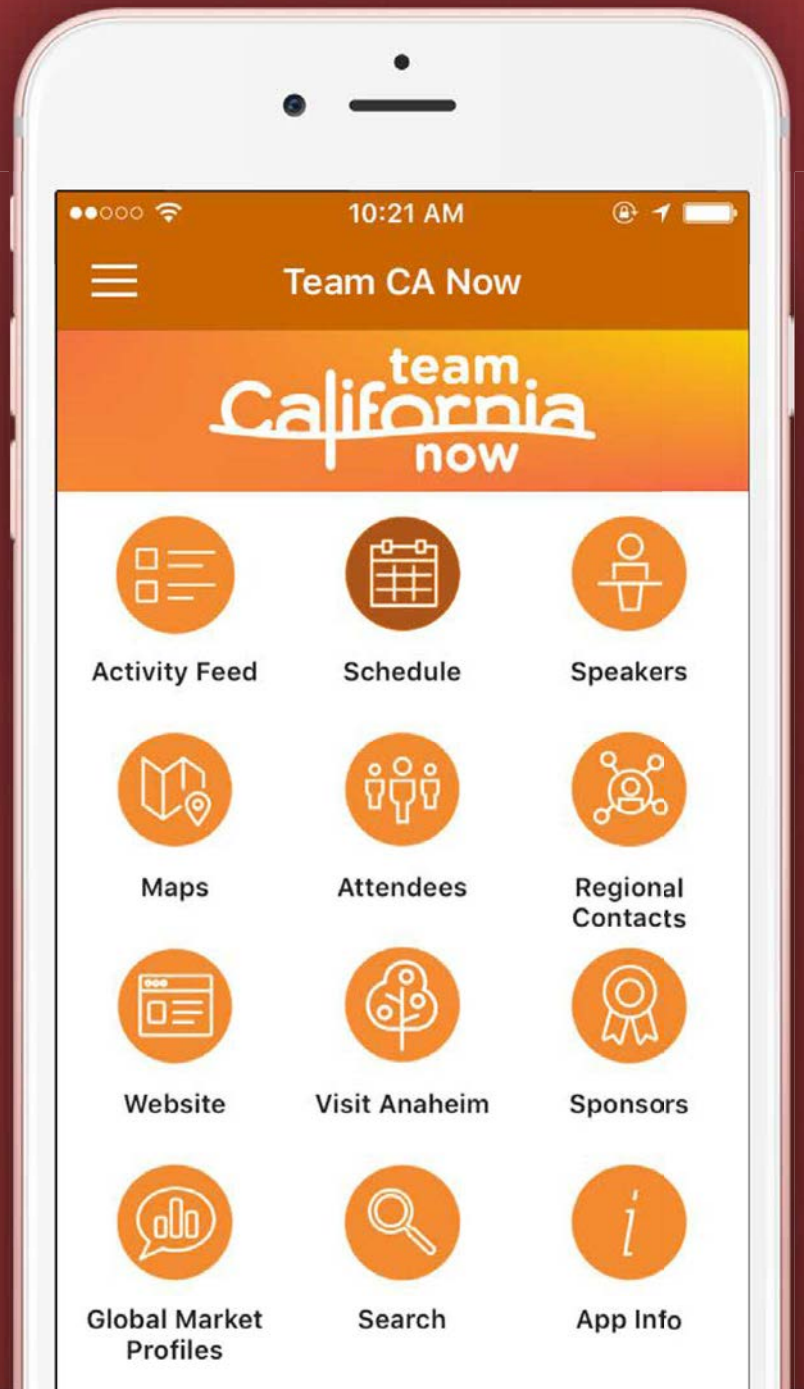
途牛 tuniu.com

Thank you, and see you again!

Contact : Barry Lin

Email address : linyouxin@tuniu.com

途牛
tuniu.com



Submit questions

All Dreams Welcome

POPPY AWARDS 2018

2018 VISIT CALIFORNIA Outlook FORUM