



Verband Deutsches
Reisemanagement e.V.

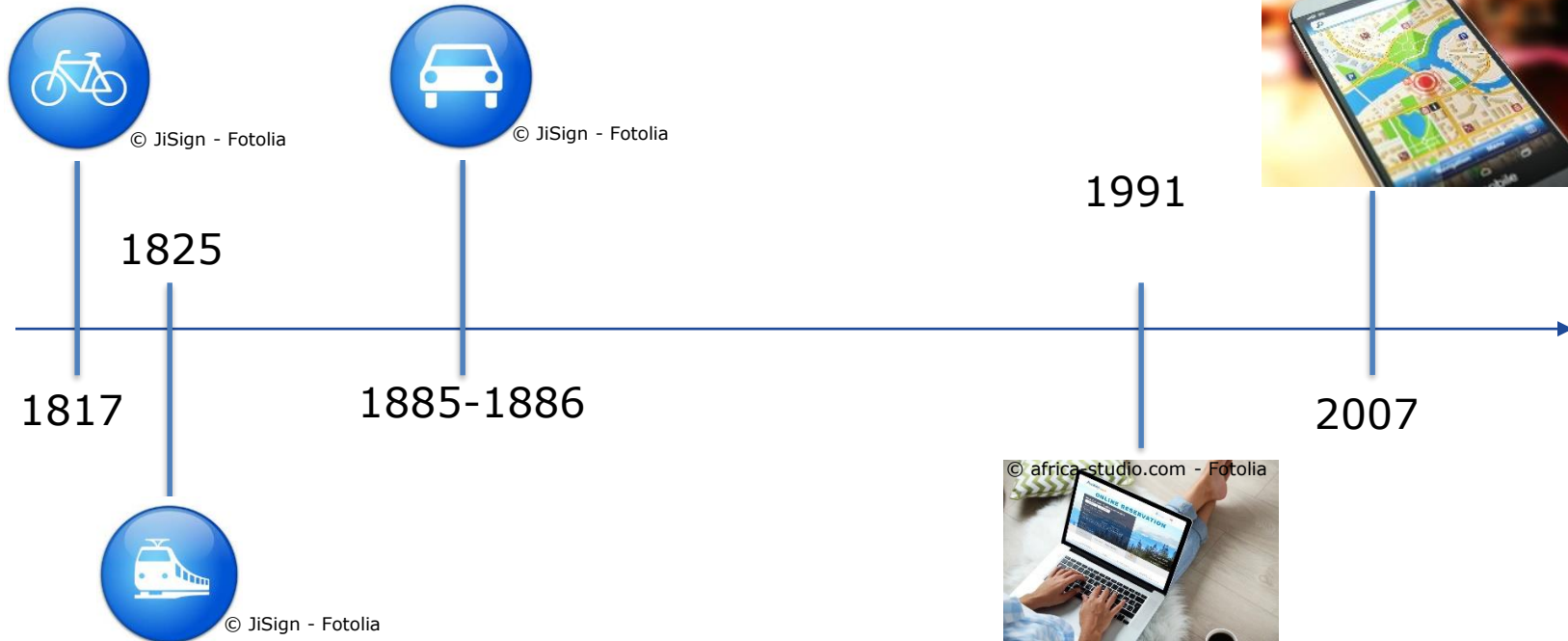


CONVERGENCE

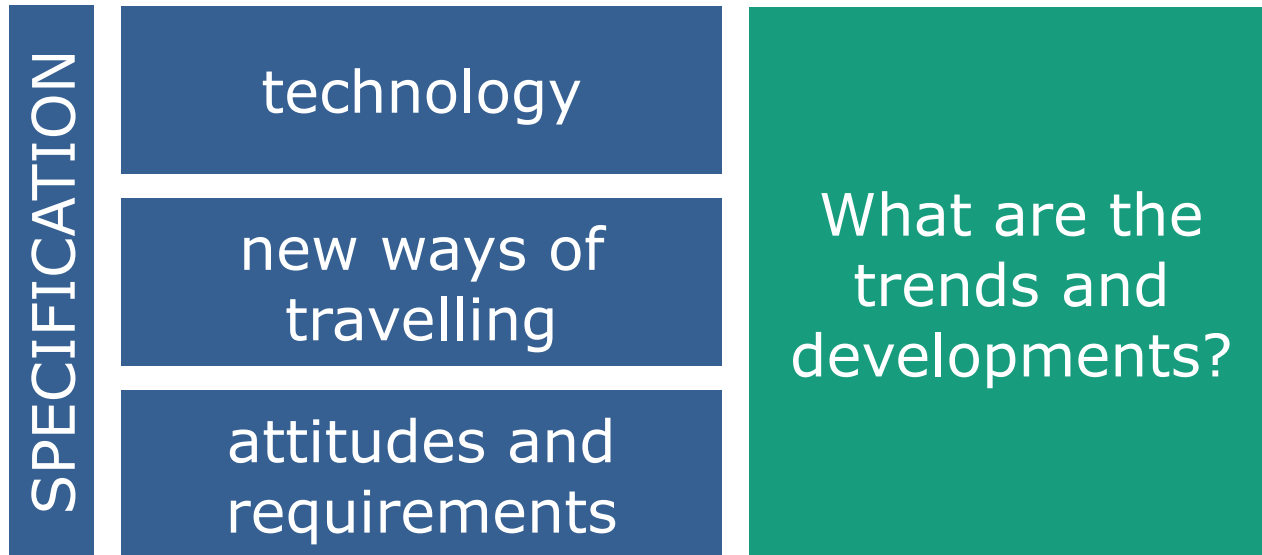
Creating a Vision of Business Mobility – A Picture of the Future

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The Future of Business Mobility – Taking a Look



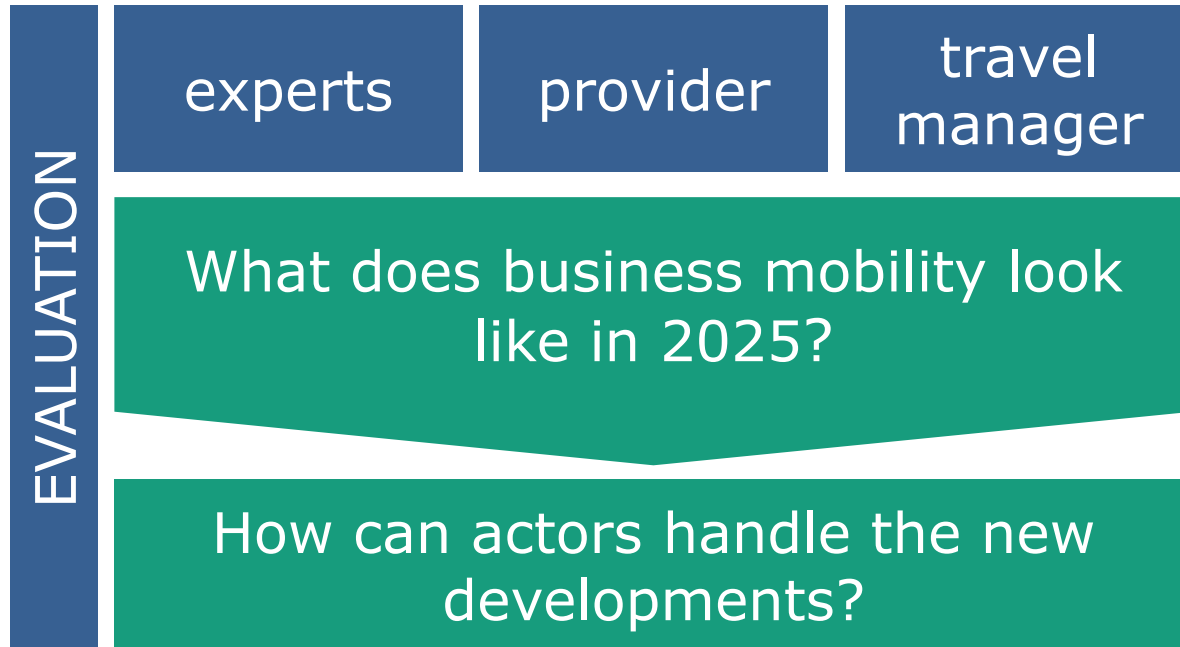
Developing a Picture of the Future – Step 1



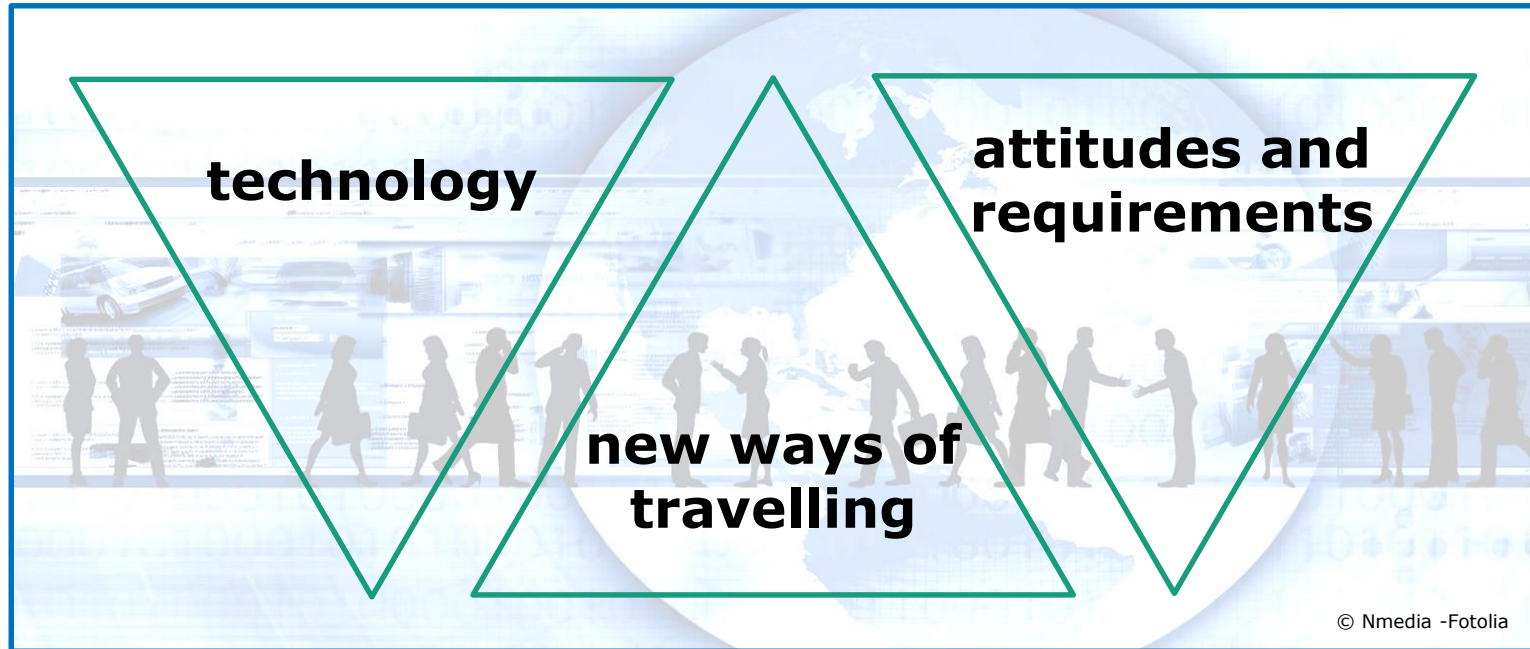
Developing a Picture of the Future – Step 2



Developing a Picture of the Future – Step 3



Fields of Vision – Or: Is a Transition ahead?



Technology as a Driver for Change

60 mio. €
AR-market¹

48 mio.
vehicles connected
to the internet²

Economic value of
data 300 billion €³



65% smartphone
user⁴

85% have access to
internet⁵

90 % use
smartphones for
information and
ticket services⁶

56% use a mobile
phone to access the
internet⁵

¹[Deutsche Bank Research 2015]; ²[Oliver Wyman/Statista 2017]; ³[European Commission 2017]; ⁴[eMarketer2014/Statista 2017]; ⁵[Eurostat 2017]; ⁶[SPLENDID RESEARCH/Statista 2017]

Picture of the Future: Technology

- smart devices as non-stop trip companions
- flexible navigation and booking
- autonomous driving
- augmented reality
- user-centric technologies



Usage of Data – From Trip Companion to Traveller Tracking



Automated Driving - Overrated or Realistic in Business Mobility



Picture of the Future – New Ways of Travelling



- sharing and using instead of owning: cars, bikes, taxis, apartments
- travelling in a flexible and spontaneous way
- online marketplaces and hospitality services instead of hotels

The Future of Travelling – Sustainable and Shared?



Picture of the Future – Traveller Attitudes and Requirements

- demand determines supply and supply determines demand
- time as the most important property
- mobility budgets
- long-distance coaches as a alternative for business travellers



Data Provision from a Travellers' Perspective



Thank you for your attention.



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