

D O H O P

Anywhere. Simple.





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# About Dohop

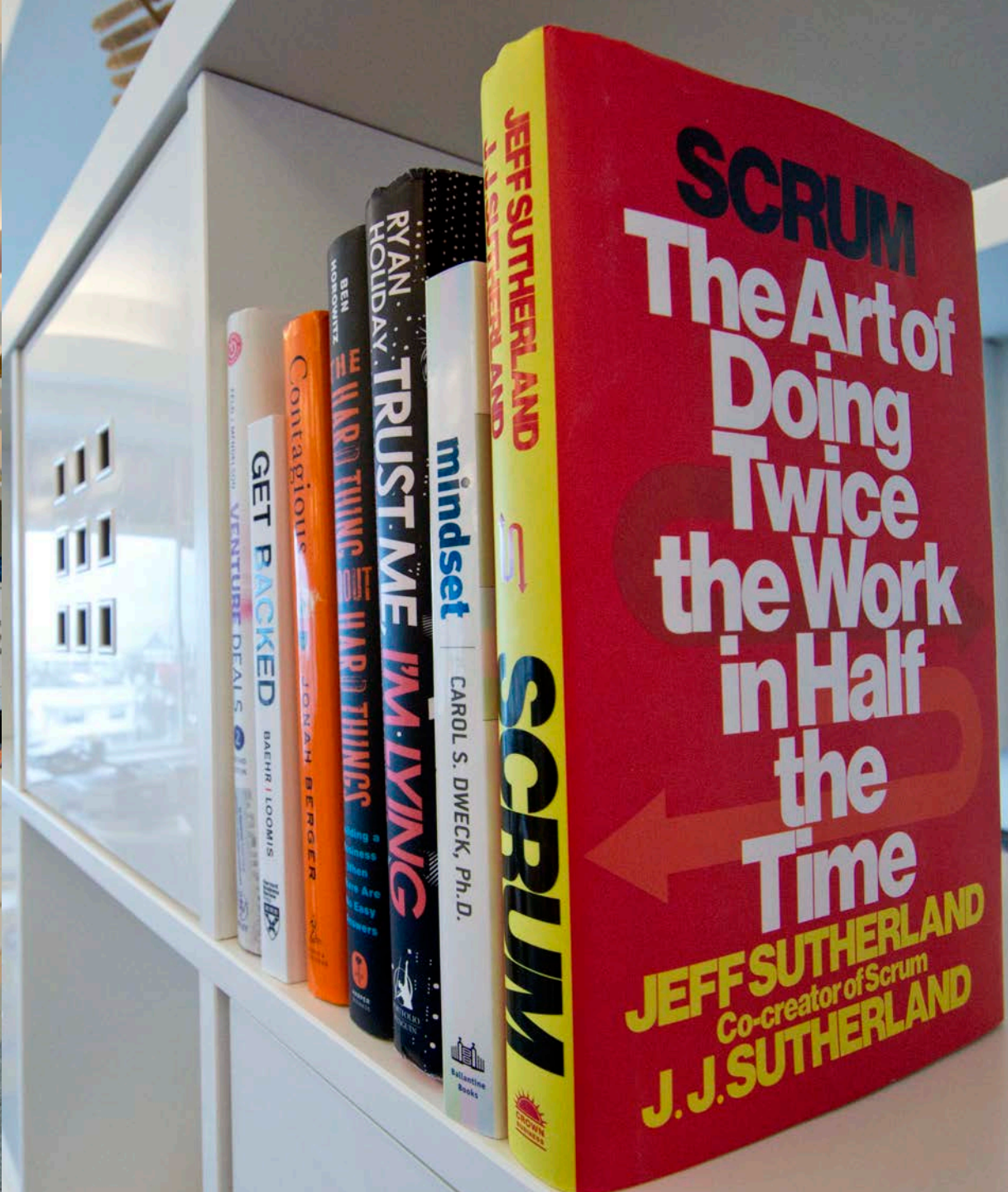
- Travel technology company born out of the need for self-connect itineraries.
- Founded in Iceland in 2004, >30 employees and growing.
- Metasearch website and B2B technology provider.
- World's Leading Flight Comparison Website at 2014 World Travel Awards, 2015 nominee.

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# Our technology

- Our technology is based on airline schedules.
- We pre-build all possible itineraries, disregarding any rules except minimum connection time.
- Our search is extremely fast and flexible.
- We are currently handling ~500,000 searches per day.



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# B2C vs. B2B

- Our Dohop.com website drives 60% of our revenue.
- Relationships with over 400 airlines and OTAs.
- We can customize our technology to the needs of travel industry partners - airlines, airports, and travel websites.
- B2B partners: ViaMilano, GatwickConnects, Yandex, Jetairfly.





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# Why Self-Connect

- The phenomenal growth of LCCs
- Airlines waking up to self-connect
- A wealth of options to compete with expensive interline tickets
- So far not for everyone



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# Pains of Self-Connect

- Travelers need an intimate knowledge of airlines and routes.
- Travelers have to go to two different websites to book.
- Risk of missing a connection.
- Border control, luggage re-check, security.



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# The Current Landscape

- New players entering the market.
  - Skyscanner
  - Skypicker
- Multiple categories of players taking a look
  - Airlines
  - Airports
  - Technology providers





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# Airports stepping in

- Uniquely positioned to facilitate transfer.
- Increasing the number of transfer passengers.
- Pioneered by MXP - ViaMilano, powered by Dohop.
- ViaMilano includes connection insurance and luggage transfer.



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# Malpensa overview

- Came to us late 2011, launched early 2012.
- Ground product - ViaMilano - already in place.
- Insurance and baggage, but multiple bookings.
- Next step is single booking capability.



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# Gatwick overview

- Came to us late 2014, launched September 2015.
- GatwickConnects already in place, wanted to add online piece with single booking.
- The goal is a seamless user experience.
- Generate revenue from insurance and premium transfer services to offset the cost of ground operations.





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# Other players

- Airlines are joining the party.
- Airports all over the world are exploring.
- Skyscanner and Skypicker more focused on this, along with additional technology providers.
- Some OTAs provide single-ticket self-connect on select routes.



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# Two models - Gatwick

- Single booking experience - multiple transactions.
- Tickets directly via airlines.
- Simpler in terms of customer service.
- User gets multiple confirmation emails.



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# Two models - OTA

- Single booking experience - single transaction.
- Single ticket issued by OTA.
- OTA needs to handle customer support.
- Single confirmation email.





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# Pros and cons

- Both models work - it's a question of customer service.
- We provide post-booking / pre-travel service.
- The Gatwick model makes it easy for the airport.
- The OTA model makes it easier for the passenger.



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# The airline perspective

- Simple to connect two airlines via a participating airport.
- Long-haul to low-cost connections.
- Increased ticket sales.
- Key partnerships on feeder routes.



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# Who benefits from Self-Connect

- Airlines
  - Additional revenue from higher load, ancillaries.
- Airports
  - More transit passengers, additional revenue stream.
- Technology providers
  - Per-transaction fees, insurance, yield management.
- Passenger
  - More options at lower prices.



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# What's missing?

- Baggage through-check
  - Evolution of baggage handling, e.g. OSL.
- Electronic bag tags.
- Streamlined transit procedures.
- Streamlined customer service procedures.



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# What's next?

- LCCs partnering with traditional carriers, e.g. Ryanair + Aer Lingus.
- Airline / airport networks
  - Without the cost and complexity of interline.
- Self-connect more widely bookable in single-ticket.
- More viable option for all kinds of travelers.



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# Where to find me?

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