



ZANZIBAR ASSOCIATION OF TOUR OPERATORS

Digital Landscape of the Travel Industry Workshop



pesapal

*Enabling people and businesses make,
receive and manage payments.*



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INTRODUCTION: GREATEST INVENTIONS



Internet
Business runs 24/7



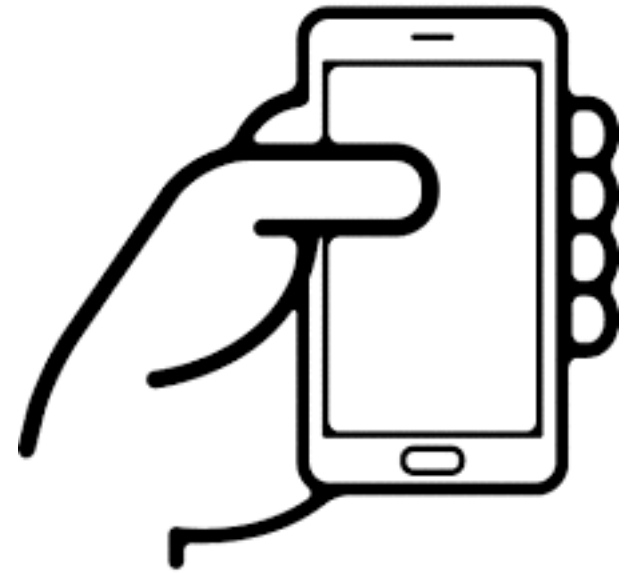
Mobile
Africa is Mobile

DIGITAL TRAVEL LANDSCAPE

10 Megatrends changing travel globally

1. ERA OF THE DIGITAL TRAVELLER

WHAT TO DO



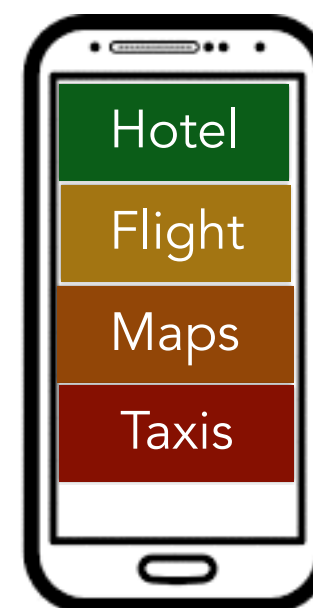
Primarily Mobile User



Wants access to Internet



Reviews affect decision



Independence of information

Recent data shows that customers will use digital tools when planning, booking and experiencing a journey

- ✓ Offer a rich online experience
- ✓ Support Mobile Experience
- ✓ Ensure access to Wi-fi
- ✓ Manage active online profile
- ✓ Ask for sharing of info and feedback

2. EVOLVING DIGITAL COMMUNICATION

WHAT TO DO



Instant Messaging



Response Expectations



Email still important



Evolving Digital marketing

Customers want to be attended to immediately and a responsive human touch will go a long way to convince

- ✓ Ensure responsive process
- ✓ Make use of live chat
- ✓ Make use of mass-email service
- ✓ Review communication channels to improve quality

3. EVOLVING SOCIAL MEDIA

WHAT TO DO



Video & Photography



Social Media for Business



Increased digital advert spend



Influencer Marketing

Social media is changing how individual and business travellers interact with travel providers

- ✓ Be active on Social Media
- ✓ Encourage the use of a branded hashtag by staff and customer
- ✓ Invest in video and photography
- ✓ Pull social feeds onto Website
- ✓ Experiment on social media marketing

4. ONLINE SOCIAL PROFILING

WHAT TO DO



Peer to Peer Reviews



Online reputation Mngt



Sentiment Analysis



Social communities for travel

Customers are forming their views of a brand using their publicly and shared social data such as reviews and shared content

- ✓ Analyze and Manage online reputation
- ✓ Share the experience of your brand
- ✓ Be responsive to comments/queries
- ✓ Ask customers to review/send feedback post-travel

5. EXPERIENTIAL TRAVELLING

WHAT TO DO



Rise of Air BnB

✓ Business + *Leisure*

The rise of "Bleisure" travel



Emergence of all-inclusive



Location travel

Understanding what your clients expects can make the difference in crafting a wow experience that leads to a memorable experience

- ✓ Be Creative with Itinerary
- ✓ Provide for customization leaving time for spontaneity
- ✓ Use of Rich-media to capture the essence of experiences
- ✓ Ask customer to share experience on social media platforms

6. ANCILLARY SALES

WHAT TO DO



Emerging Packaged Tours



Travel Insurance



One-stop Portal



Customer loyalty

Ancillary services refers to all the 'extras' thing that a person might need when going on holiday or taking a business trip

- ✓ Provide a one-in-all service
- ✓ Provide a wide variety of services
- ✓ Create working partnerships to extend your reach

7. THE MOBILE REVOLUTION

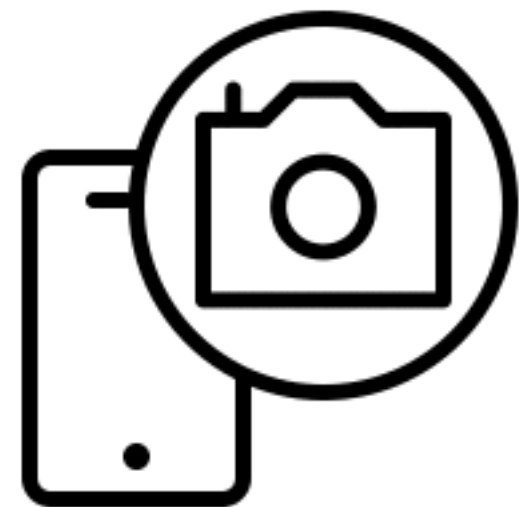
WHAT TO DO



Mobile Research



Mobile Booking



Mobile-camera-phone



Growth of Mobile Apps

Mobile is helping people find what they want more quickly, making booking fast and convenient and also act as a one-in-all rich media device

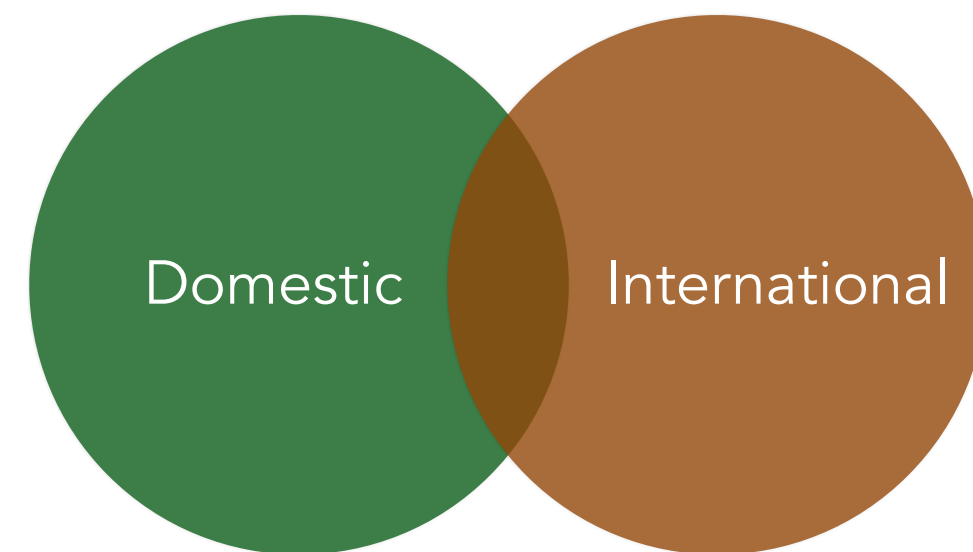
- ✓ Ensure website is responsive
- ✓ Provide internet through local mobile data bundles
- ✓ Ask customer to share and tag your brand on photos/videos
- ✓ Use platforms with ready Mobile apps

8. EMERGENCE OF THE LOCAL TRAVELLER

WHAT TO DO

The number of local and regional traveller interested to travel domestically or within the region is growing

- ✓ Target specific local customers
- ✓ Offer products in local currency
- ✓ Give discounts to locals during low season
- ✓ Focus on regional packages



Domestic Vs International



Seasonal Offers



Regional travel



Cross-border tourism

9. GROWTH OF OTA's IN AFRICA

WHAT TO DO



Service Aggregation



Metasearch Engines



Increased Marketing



Virtual Card Payments

Identify areas where you offer a differentiated service, that gives more than just rooms

- ✓ Target Niche customers - Luxury & corporate traveler
- ✓ Include special offers / packages
- ✓ Offer Payment plans
- ✓ Up-sell Enhancements e.g. local shopping
- ✓ Signup and use global distribution systems

10. BIG DATA REVOLUTION

WHAT TO DO



Customer Profiling



Greater Personalization



Enhanced Customer service



Conversion optimization

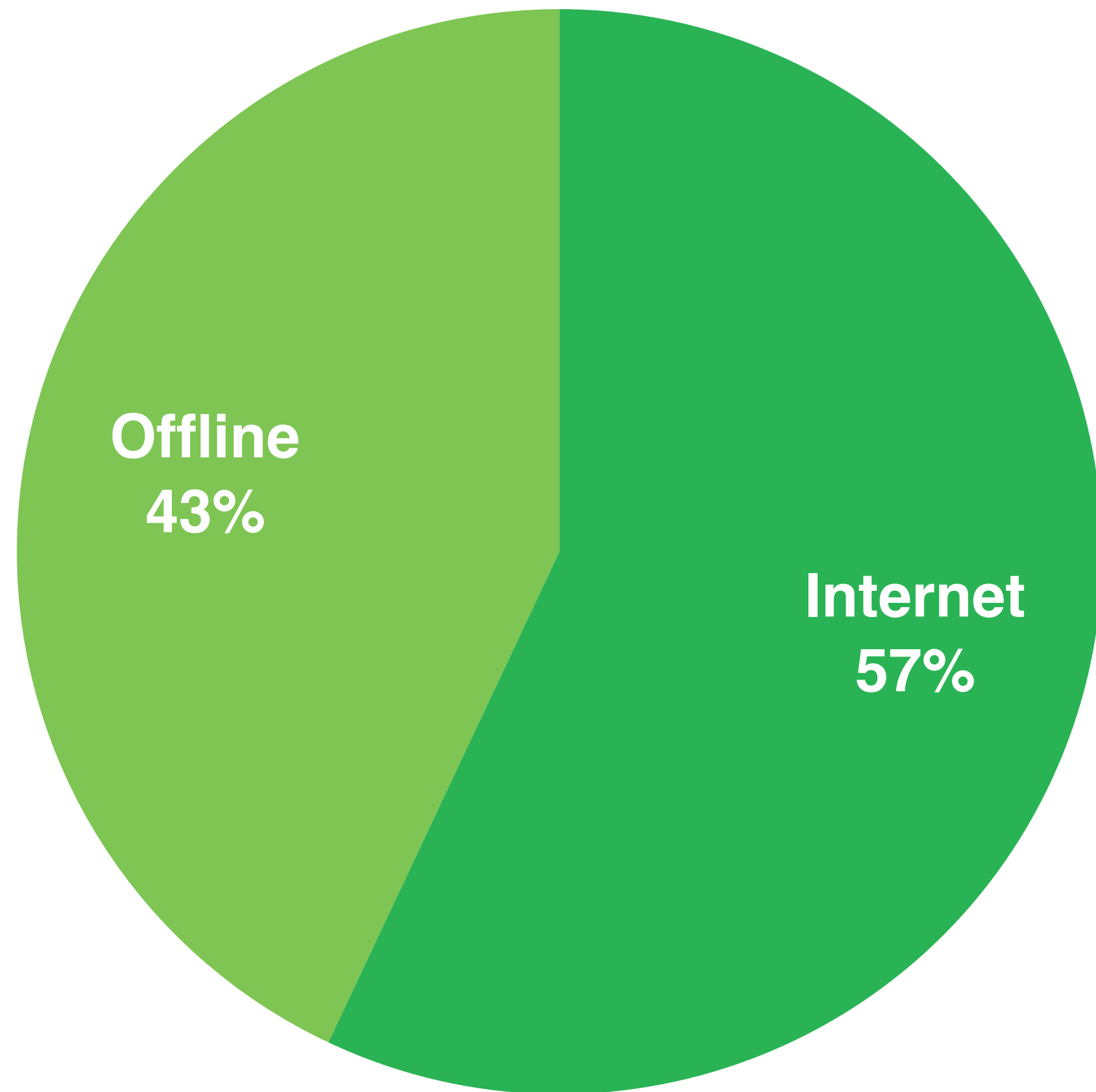
Use the information you have about your customers and your products to enhance the service you offer

- ✓ Build Customer profiles and target repeat customers
- ✓ Analyze your digital profiles
- ✓ Analyze your website and what customer are clicking
- ✓ Offer premium service to valuable customers

ONLINE TRAVEL BOOKING

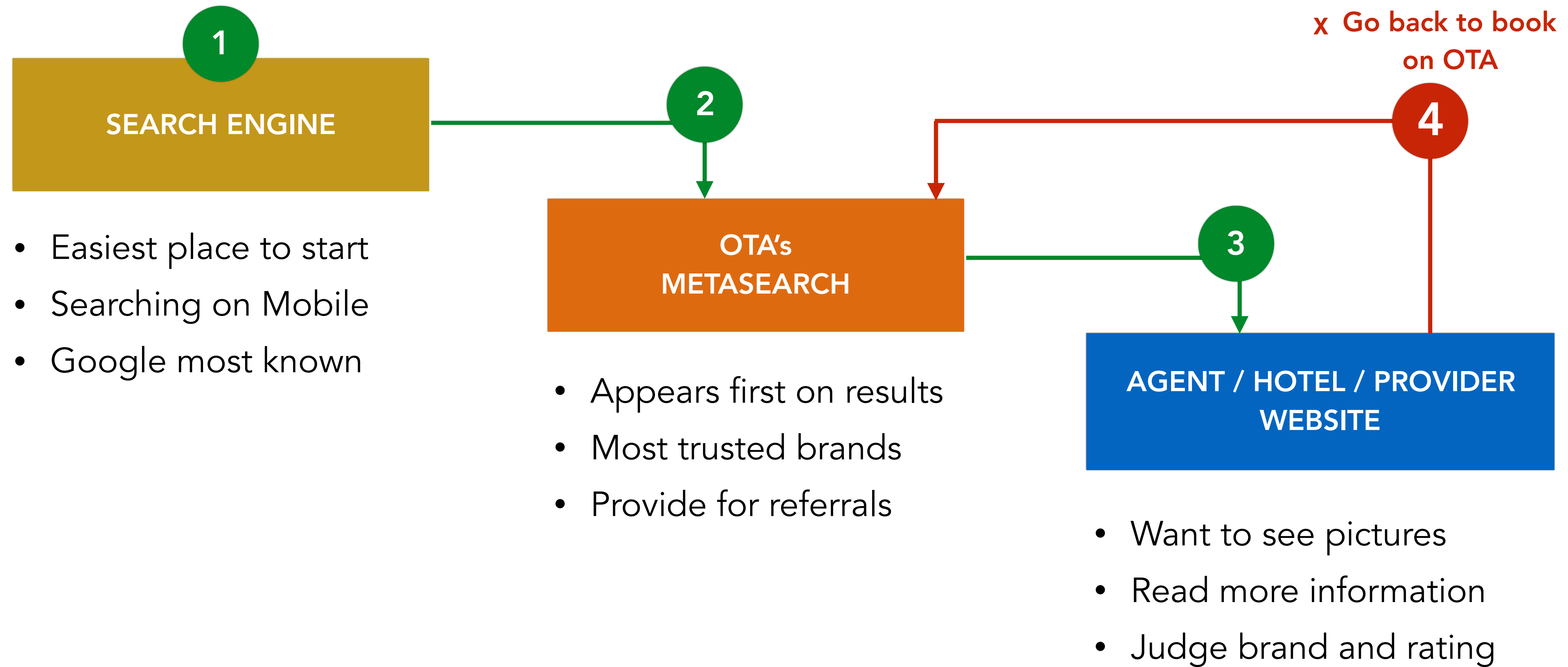
Harnessing the Opportunity

ONLINE BOOKING BEHAVIOUR: INTERNET & MOBILE

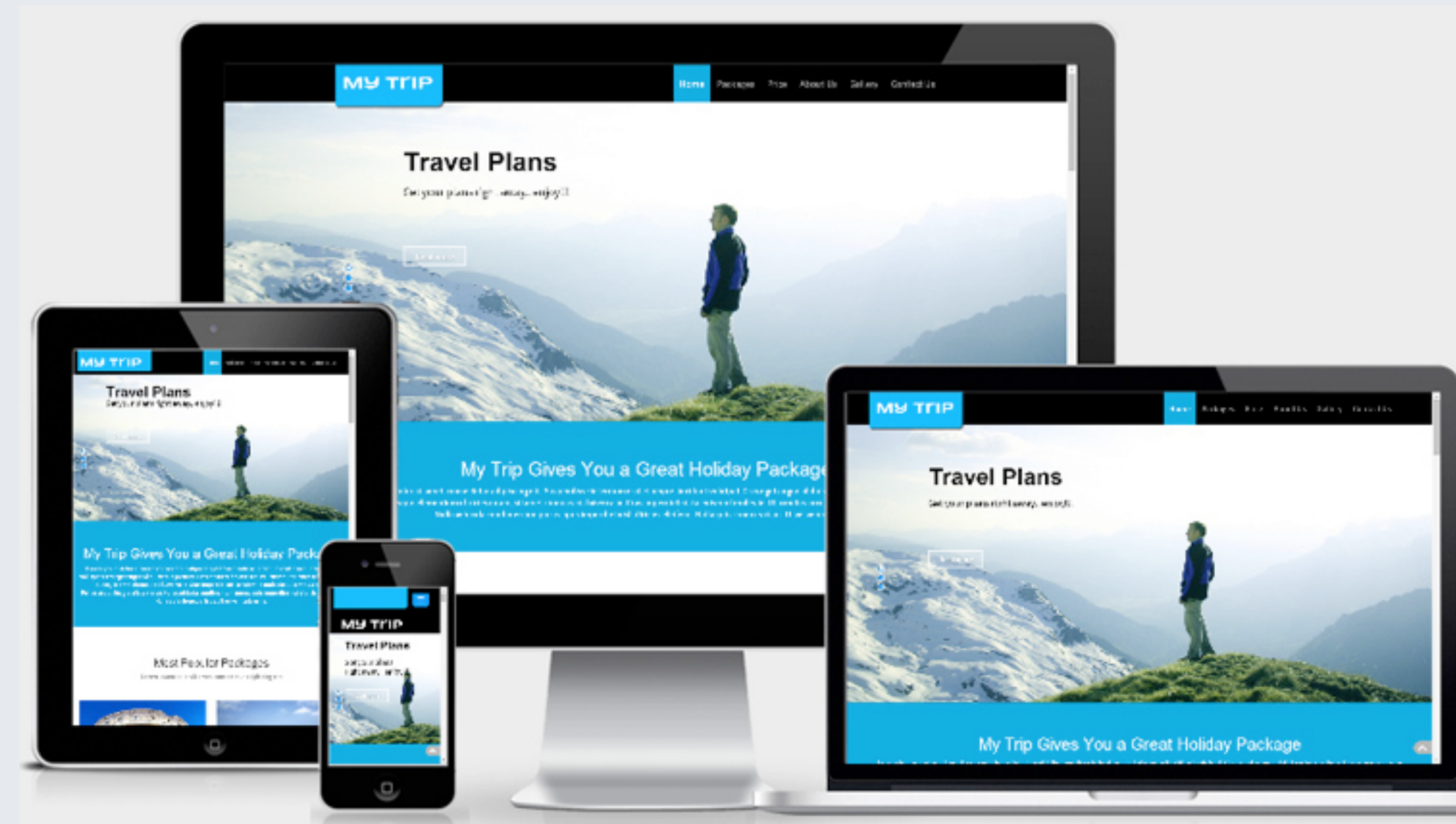


1. 57 % of all travel reservations made on the internet (Statistic Brain)
2. Internet travel booking revenue has grown by more than 73% over the past five years.
3. 97% of people now prefer to find business online (Forbes)
4. 60% of leisure and 41% of business travellers are making their own travel arrangements, generally via Internet (Amadeus)
5. 65% of tourist book hotels reservations for the same day on a mobile device (Statistic Brain, 2015)

THE CUSTOMER JOURNEY



STRATEGIC APPROACH



**A good internet strategy and mobile strategy
needs to be in place to capture the full
opportunity of online booking**

THE 5-STEP PLAN

1. Have a One-stop shop Website

2. Build & Manage an Online profile

3. Provide Secure Online Booking

4. Invest in SEO & Digital Marketing

5. Be proactive

1. HAVE A ONE STOP-SHOP WEBSITE

WHAT TO DO



Interactive Website



Responsive display



Show products / Experience



Live chat

Customers booking online want to be attended to immediately and an interactive website will go a long way to convince an online customer

- ✓ Build interactive website
- ✓ Make is responsive
- ✓ Show products/experience with clear call to action
- ✓ Implement live chat

2. BUILD AN MANAGE ONLINE PROFILE

WHAT TO DO



Social Media



Responsiveness



Instant Messaging



Meta Search / Search Engine

An online profile will spread the unique aspects of your brand from any channel that the customer comes in contact with

- ✓ Create and Manage Social media profiles
- ✓ Be first to respond to all comments
- ✓ List website on directories & Search Engines
- ✓ Build a responsive process Integrate e.g Skype, whatsApp e.t.c

3. PROVIDE SECURE ONLINE BOOKING

WHAT TO DO



Real-time booking

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Payment methods



Secure & Fraud Mgt



Up sell / Special offers

A Secure online booking process will give customers the confidence to proceed to book and pay

- ✓ Enable real-time room booking
- ✓ Provide variety of payment modes
- ✓ Support security & Fraud Mgt
- ✓ Up-sell Enhancements
- ✓ Include special offers / packages

4. INVEST IN SEO & DIGITAL MARKETING

WHAT TO DO



Customer Engagement



Social Media



Link Exchange



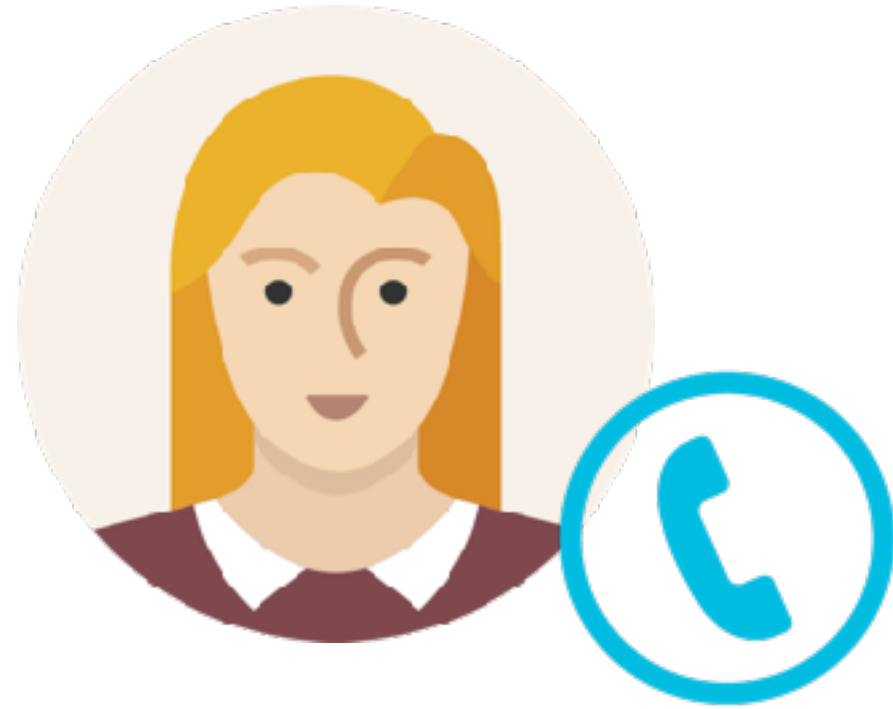
Email newsletters

Your brand as a hotel is the most important aspect for you to be able to sell to a customer you cannot see

- ✓ Create & Manage profile on OTA's
- ✓ Update social Media often
- ✓ Display customers feedback on website
- ✓ Automate Customer survey

5. BE PROACTIVE

WHAT TO DO



Follow-up Bookings



Live chat



Social Media



Emails response

Your Online plan needs you to be proactive in order to capture more returns and to engage directly with your customers

- ✓ Follow up cancelled bookings
- ✓ Activate live chat for idle customers
- ✓ Update your online profiles weekly
- ✓ Respond to e-mails immediately

DIGITAL PAYMENTS

Accepting digital payments

DIGITAL PAYMENTS

BENEFITS



Credit,Debit & Prepaid cards



Mobile Wallets



QR-Code based



Internet/Mobile Banking

Offers efficient service for a business to accept electronic payments by a variety of payment methods

- ✓ Trusted by customers
- ✓ Revenue assurance
- ✓ Customer confidence
- ✓ Security & Fraud
- ✓ Quick access to funds

CHALLENGES OF DIGITAL PAYMENTS



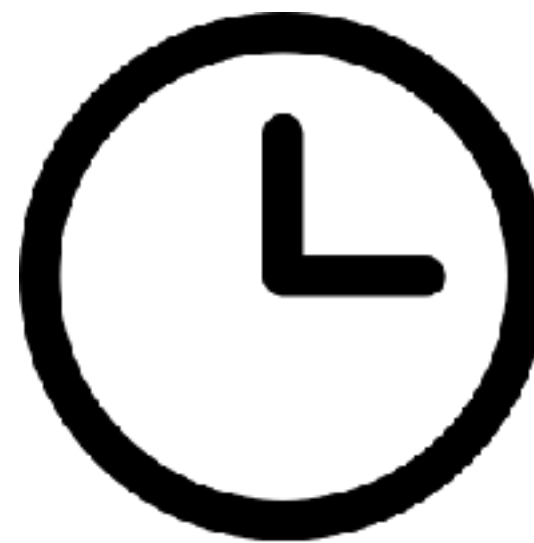
Fraud & Chargebacks



Technical Integration



Compliance & Liability



Access to funds

WHAT TO DO

It's important to have business partners that provide good support, timely access to funds & risk management

- ✓ Know your customer
- ✓ Work with knowledgeable partner
- ✓ Ensure clear terms and cancellation policies
- ✓ Monitor transactions and Reconcile often

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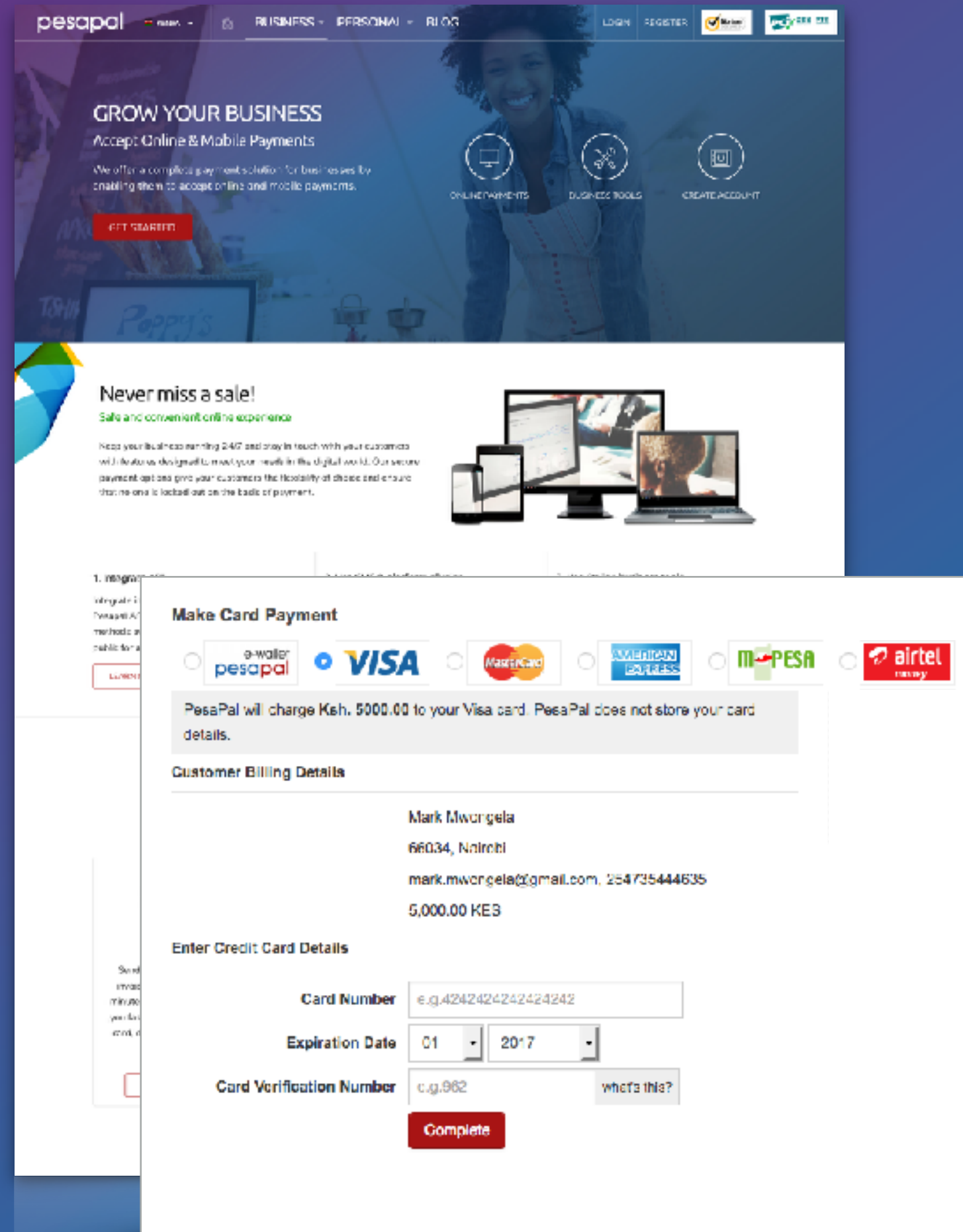
TZ



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Online Payment Gateway
Keep your business running and
accept payments 24/7



Mobile Point of Sale
Manage payments within your store
and on the move

PROPOSAL FOR TRAVEL AGENTS

ONLINE PAYMENTS

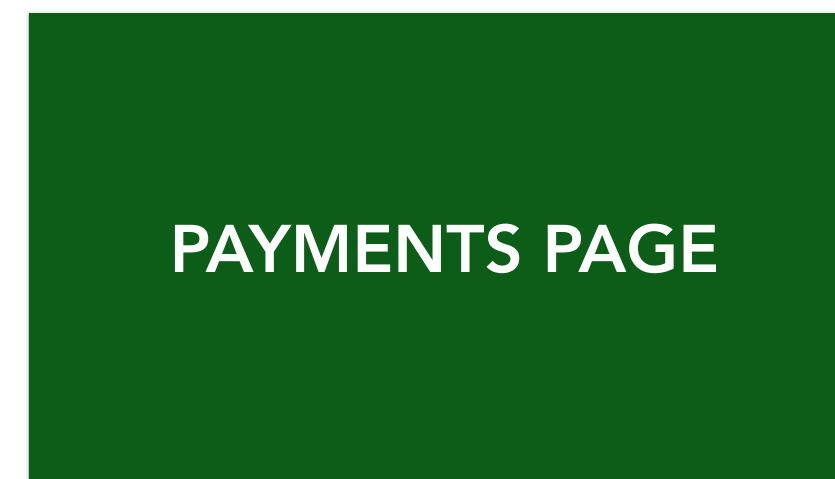
Customer Enquiry

Customer sends request for from website with their details



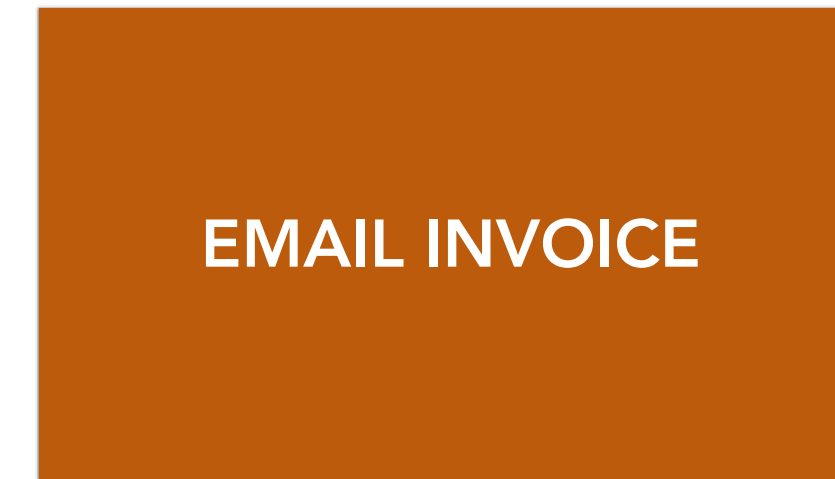
Direct Payments

Enable customers to pay online from your website



Send Online Invoice

Request payments from customers through email



POINT OF SALE



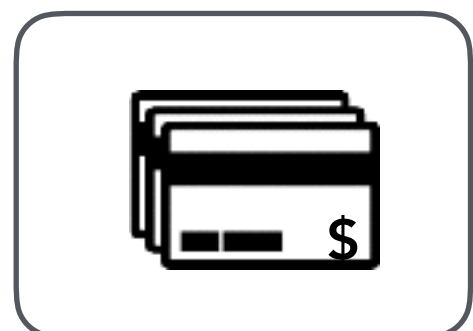
**CARD PAYMENTS
TERMINAL
(Mobile POS)**

On Premise payments

Provide multiple payment options for face to face payments

FEATURES

PESAPAL SABI



Multi-Currency

Support for local currency and USD transactions



Visa, MasterCard

Support payments for major cards



Chip & Pin

Requires the customer to enter PIN



Digital Receipts

Provides email and/or SMS receipts



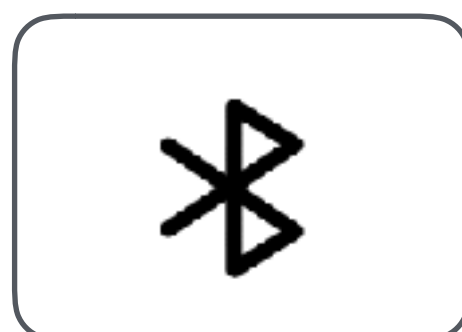
Signature support

Allow customers to sign on screen



Long Battery life

Lasts over 24hrs, able to charge 200+ transactions



Bluetooth Enabled

Connects through Bluetooth technology



Secure

PCI / DSS and PCI PTS compliant, securing PIN



Mobile Point of Sale

BENEFITS

PESAPAL SABI

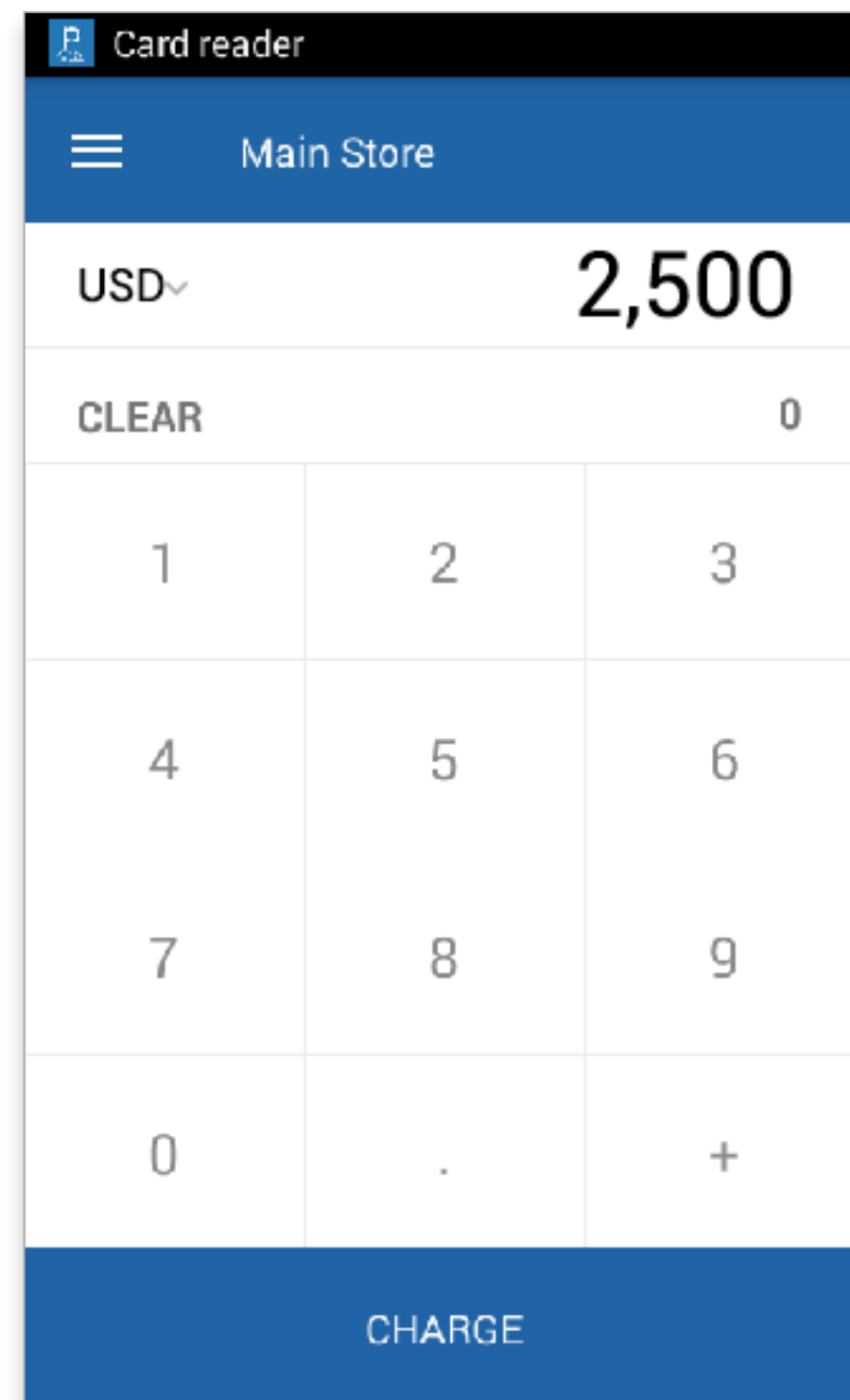
- ✓ **Convenience & Increased sales**
Only a smart phone and a low-cost terminal needed, start accepting payments from credit and debit cards, providing convenience and convert more sales.
- ✓ **Portable**
Lightweight device, and only requires access to internet meaning you can accept payments on the move, and cross border as well.
- ✓ **Dedicated Support**
A dedicated team is available round the clock to provide support and guidance through phone, email or physically at your premises.
- ✓ **Real-time Reporting & Reconciliation**
All transactions are available on the app in real-time, as well as stored online on your online account providing real-time and on-demand reconciliation



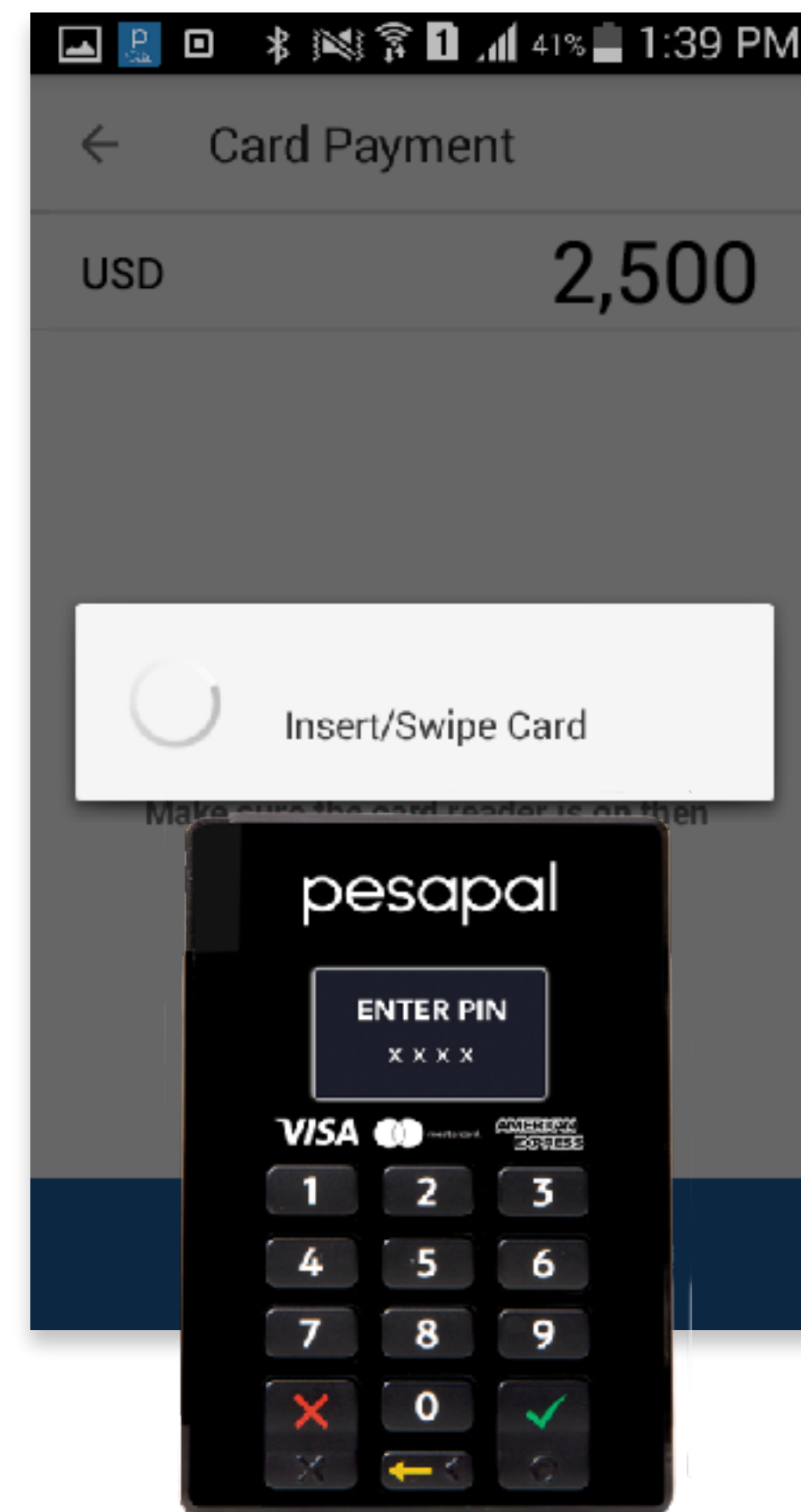
Mobile Point of Sale

HOW IT WORKS

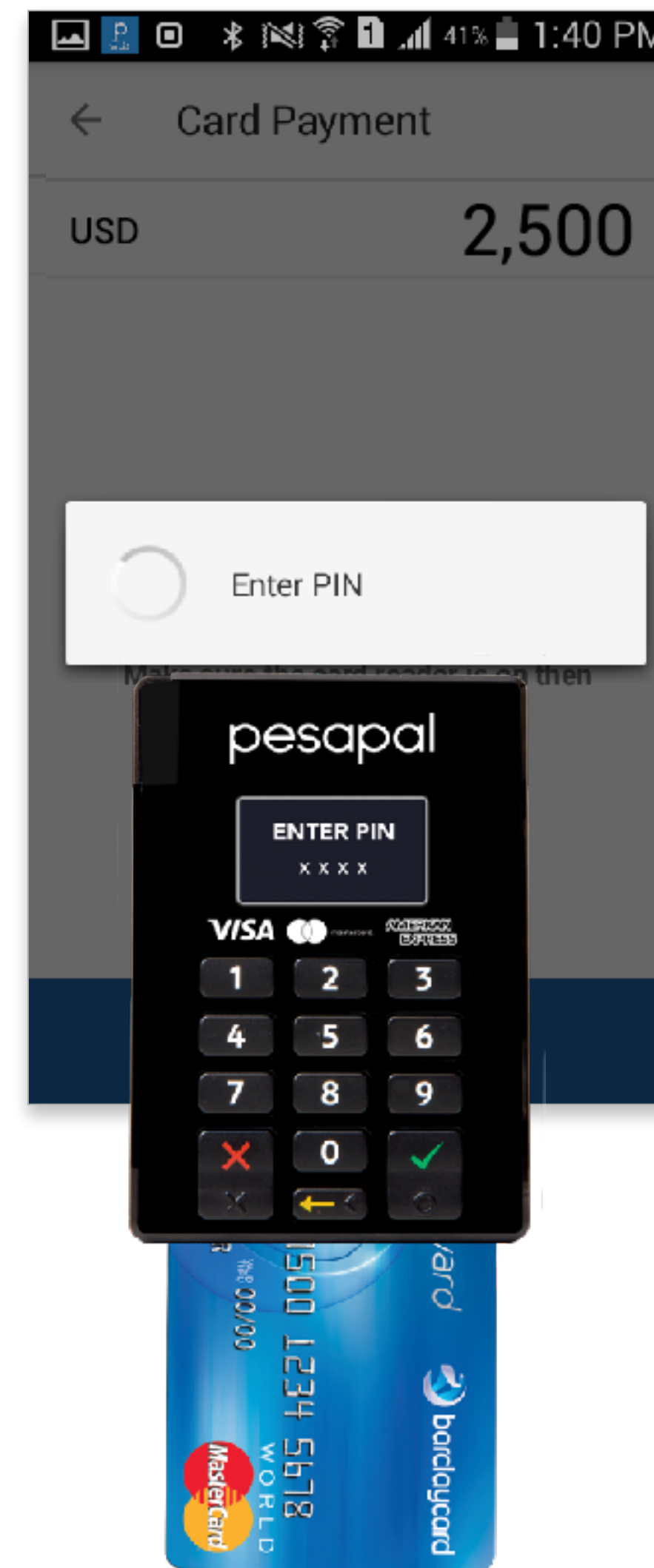
1. Enter amount and click charge



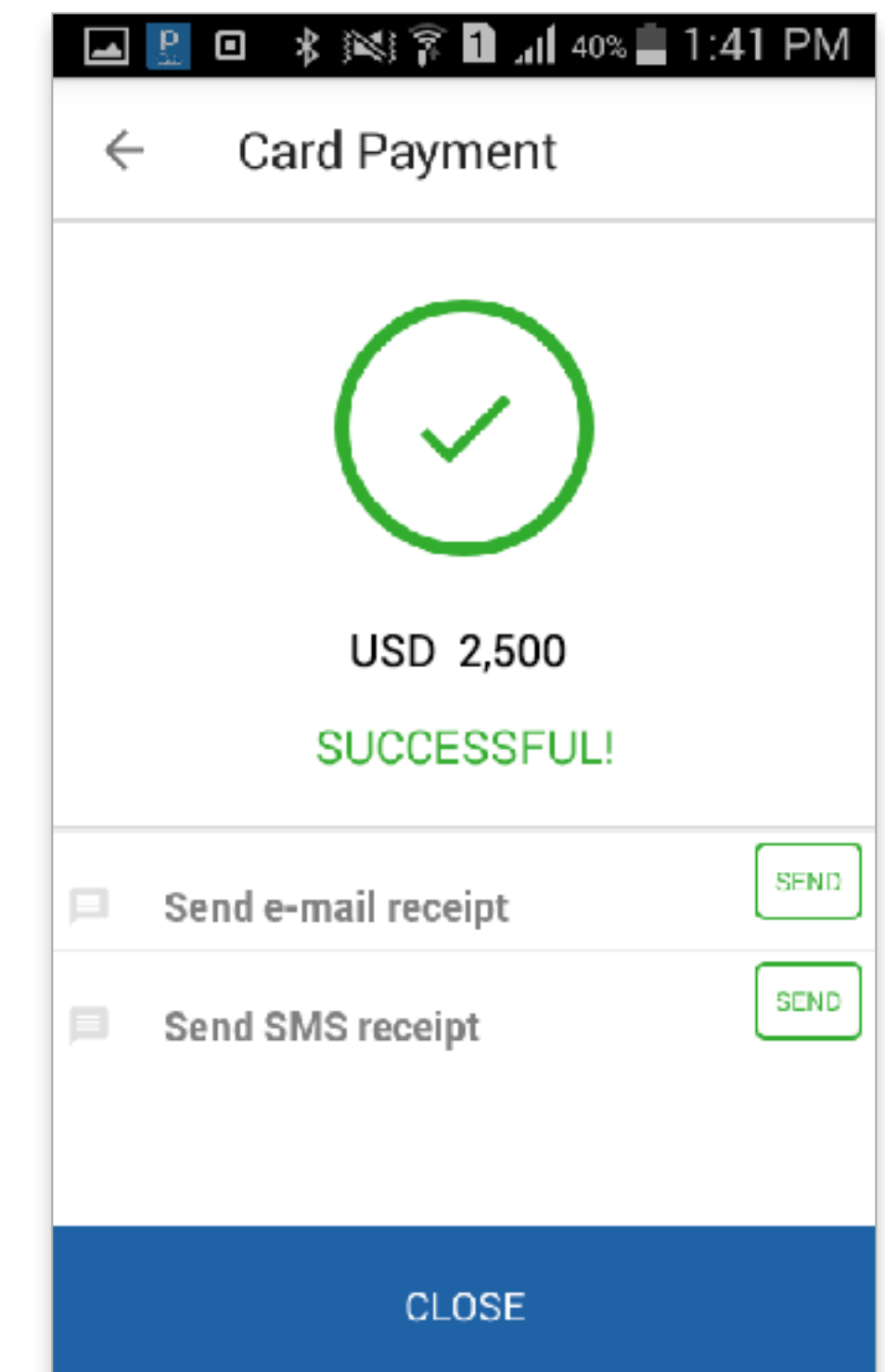
2. Insert customer card into the terminal



3. Give customer terminal to enter PIN



4. Get confirmation on the Mobile app



SIGNUP PROCESS



1. OPEN ACCOUNT

Get started by going to www.pesapal.com and register a business account

2. SIGN CONTRACT

Submit a signed merchant agreement and required business documents

3. TRANSACT

Do your first transaction using the account

4. SETTLEMENT

Setup bank details and activate the withdrawal and settlement process

PRICING & SETTLEMENT

ONLINE PAYMENTS	
SIGNUP FEE	TRANSACTION FEES
0	3.5% Per transaction
POINT OF SALE (PESAPAL SABI)	
TERMINAL COST	TRANSACTION FEES
\$80 Per terminal	2.9% Per transaction
No sign-up or maintenance fees	

All funds are deposited in your Bank within 48 working hours

TRAVEL CLIENTS ON BOARD



Pongwe Beach Hotel



Kishada Kite School



2 Benches Apartment



OTHER CLIENTS

Bill payments



Telcos



Travel



Entertainment



Hotels



CONTACTS

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