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📣 IATA Innovation Day + World Aviation countdown + New SMS product + Smartvel in the media + Summer BBQ

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Hello Íñigo!

How are you doing?

I can't believe July is already coming to an end! Time flies, really....

I know many of you are probably about to go on holidays in August, so this will be kind of a pre-summer update.



For those of you who are based in the Southern Hemisphere or for those who have

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already enjoyed some vacations, you can always make everyone jealous at any other time of the year ;)

In the meantime, if you want to know what we've been up to in July, scroll down!

👉 IATA Innovation Day in Geneva

On July 28th, our CEO, Iñigo Valenzuela and our CCO, Jacqueline Ulrich, participated in the **IATA Innovation Day** in Geneva where the first industry-owned startup acceleration program, ACCELERATE IATA, was launched.

Iñigo and Jacqueline had the opportunity to present Smartvel's solutions to more than 30 airline executives including American Airlines, Emirates, Qatar, ATOS, Cathay and many other industry professionals. It was a pleasure to be part of such a senior-level event!





World Aviation Festival countdown: 1 month left!

Iñigo, as you know, we are sponsoring this year's World Aviation Festival, and no, it is not the same Aviation Festival we attended in Miami last May, this is like "the mother" of all Aviation Festivals, so it is a pretty big deal and we are already working on everything in order to be ready for September!

Apart from the usual sponsorship requests, passes registration, etc., we have been organising all the stand materials, social media plan and our Sales team is already connecting with the main airlines attending in order to schedule as many meetings as possible.

If you know someone attending the World Aviation Festival in London 4-6 September, please, let us know. We will be happy to arrange a meeting with any of your contacts.

Check out this cool video and help us spread the word!



New product: Smartvel SMS

Although it is still in progress, we would like to give you a taste of what is going to be an upcoming project designed specifically for those clients who work face to face with the end consumer.

After receiving feedback from our main clients in the travel agency industry, we found out that most of the agents were not taking enough advantage of Smartvel's destination content. They required a **more practical and time-saving solution**, especially in seasonality peaks, so we decided to design a product that would be suitable for any travel agent or client who works face to face with travellers (not only for travel agents but also for hotel concierges or Tourist Information Office employees).

Smartvel SMS is a new **user friendly interface** that allows travel agents to quickly cause a **WOW effect** on its customers. By simply filling a 2-field form including the destination and client phone number, **a complete travel guide will be sent via SMS to the customer**. There will also be another 2 optional fields (travel dates and custom text) in case they want to personalise the message even more.

Iñigo, you can take a look at these provisional mockups:

Vista de inicio

Select a destination

Where to go?

Enter a phone number

Don't forget to indicate the prefix (ex: +34)

The following information is optional

Start date

Finish date

This message is by default, to personalize select the text

Hello! Here you have the Barcelona travel guide for you to have the best experience possible. [Click on this link to see the content.](#) Thank you very much for putting your trust on us!

Max 300 words

Vista de calendario (pueden ser por individual o juntos con un rango)

Select a destination

Barcelona

Enter a phone number

+34 691087367

The following information is optional

Start date

Finish date

This message is by default, to per

Hello! Here you have the Ba you to have the best experi [link to see the content.](#) Thi putting your trust on us!

Smartvel in the media 📺

Remember last month we published a **full report** in Phocuswire in which we unveiled some key learnings and best practices from Top Tourism Boards on how to attract more visitors and improve their digital strategies? Well, it seems like our study caught the attention of the media, and here are a couple of examples:

- TTG Asia
- Travel2Latam (Spanish)

On the other hand, **E-Consultancy interviewed our new CCO, Jacqueline Ulrich**, as they were interested in discovering how **a day in the life of the CCO of a travel tech startup** is. It is a very cool interview and also a great way to get to know Jacqueline a bit more, so I encourage you to read it **here**.

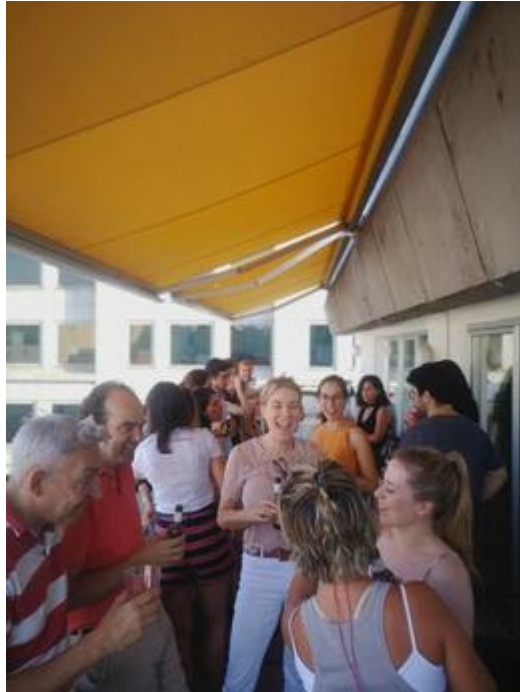
¡ñigo, we have also published some new blogposts on Smartvel's blog that you should definitely take a look at:

- [What Millennials Demand from Travel Industry Players](#)
- [How IGTV greatly influences the desire to travel](#)
- [How to build customer loyalty in the travel industry](#)

Summer party - BBQ & our eco-friendly office!

Smartvel's Board of Directors, along with all the employees, organised a BBQ in our wonderful terrace to celebrate the Summer and to do some team-building. Even though not all of you were able to join us, we kept you in our minds.

These are just a couple of pictures from this great evening together!





On the other hand, we have been very concerned about the environment lately and the actions that we must carry out regarding this matter, so we've turned our office into a plastic-free space and we have included some recycling containers.





That was all for today, Iñigo!

I hope you enjoyed this update as much as we did, and as always, your feedback is much appreciated in order to improve the content in the upcoming Updates!

Happy Summer Holidays!

31/7/2019

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Kind regards,

Irene Fernández

Partnerships Manager

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