



# Business Travel Innovation Faceoff



SPONSORED BY



**BTNGROUP**  
CONFERENCES & EVENTS  
BY NORTHSTAR



**ALTOUR**

**MICHAEL BOULT**

Chief Commercial Officer, ALTOUR



# ALBOOK

Only from ALTOUR

# Why We Built BOOK

# ALTOUR

# 'ello

# ▲ ■ BOOK



**GABE RIZZI**

President



**TROY WINTERBOTTOM**

CEO & Founder

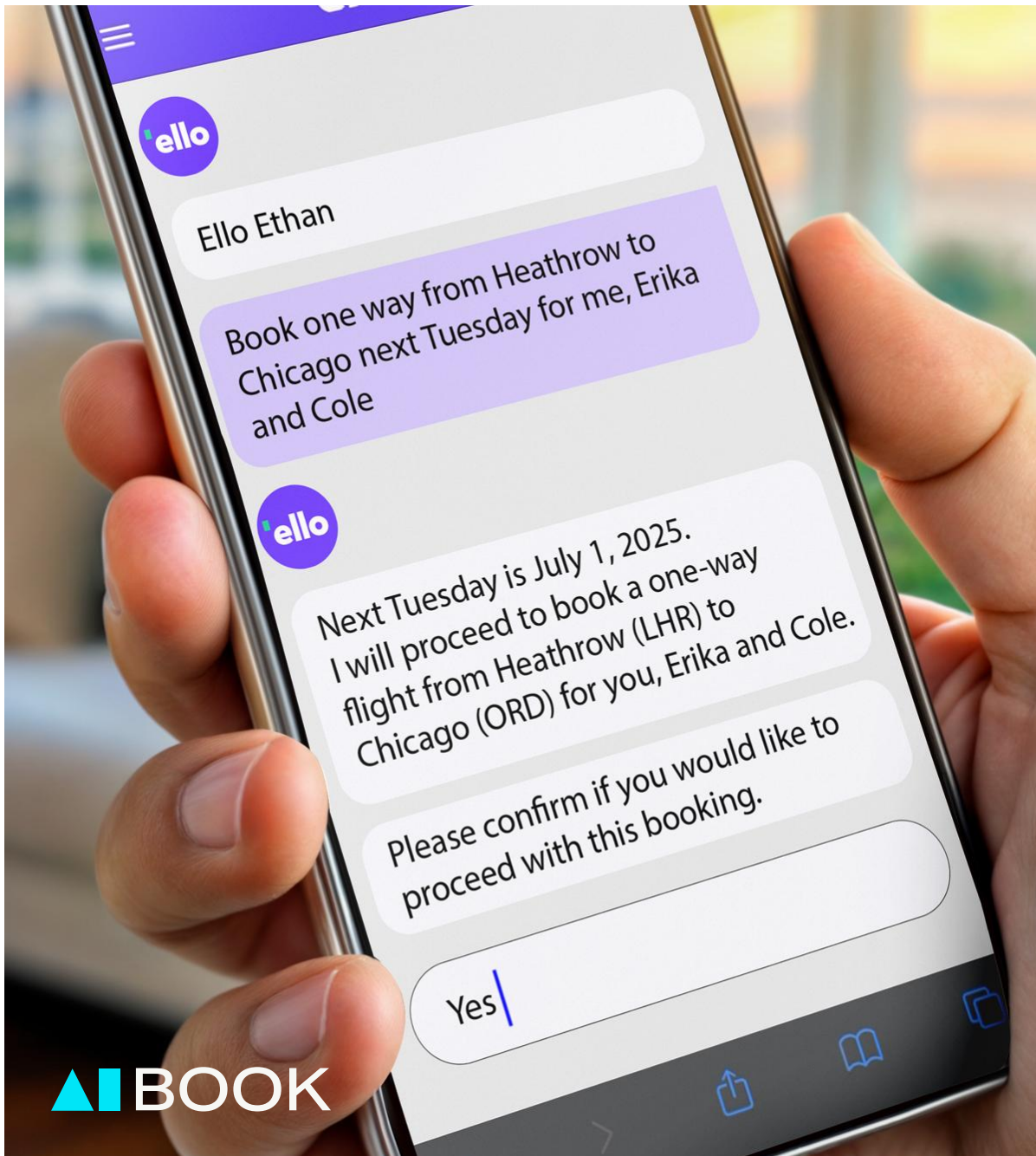


# Before BOOK

6 tabs, 4 emails,  
and a spreadsheet...

**just to book a trip.**





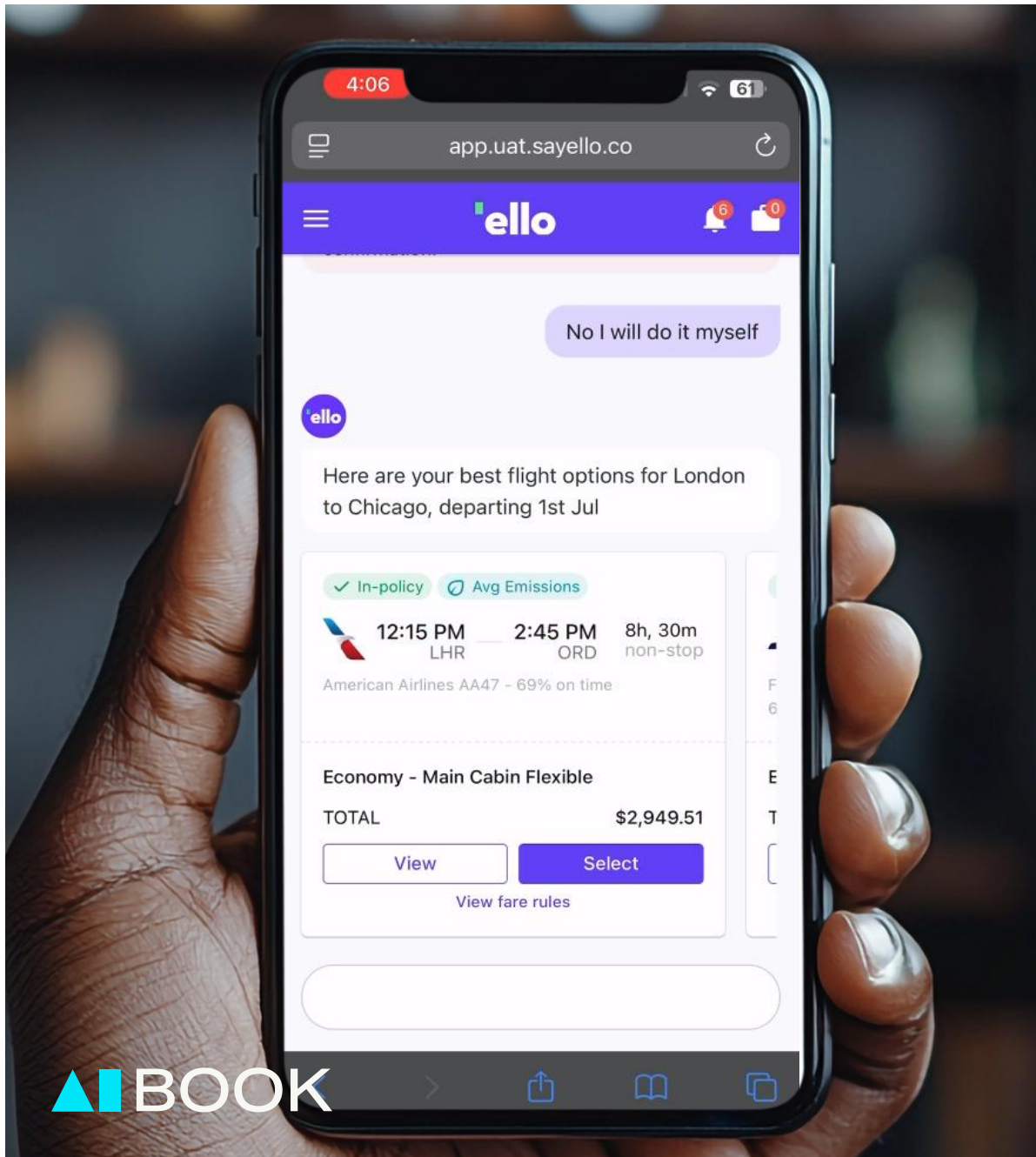
With  BOOK

**One  
conversation.  
Instant results.  
No stress.**



**The Experience is Everything**





AI BOOK

The Experience is Everything

**AI Book** makes travel as simple as conversation across every channel.





Demos:

**Make a Booking**

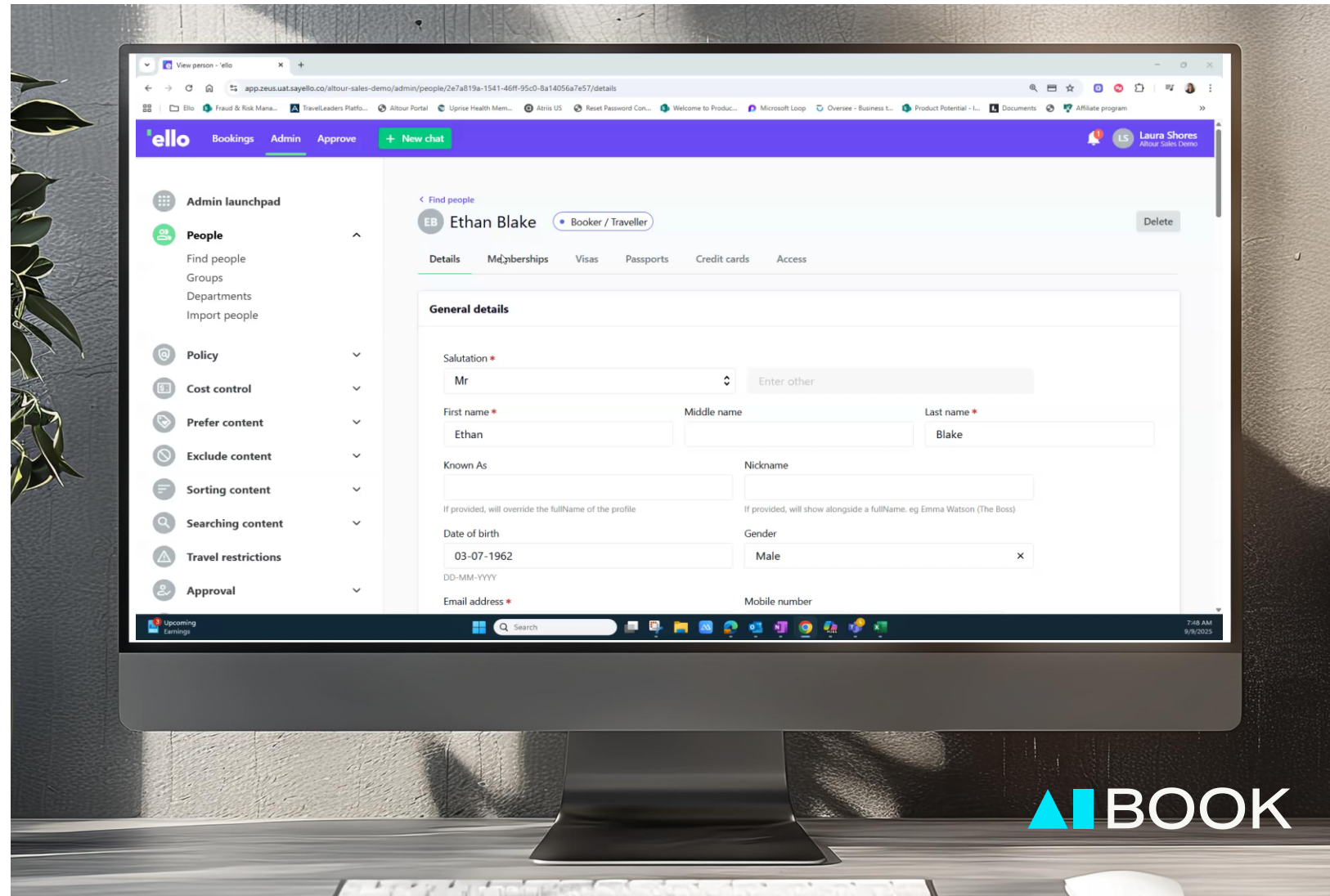


# Ask BOOK - Profiles

Complete  
online booking  
tool with chat

Seamless  
travel profiles

Integrated HR  
feeds



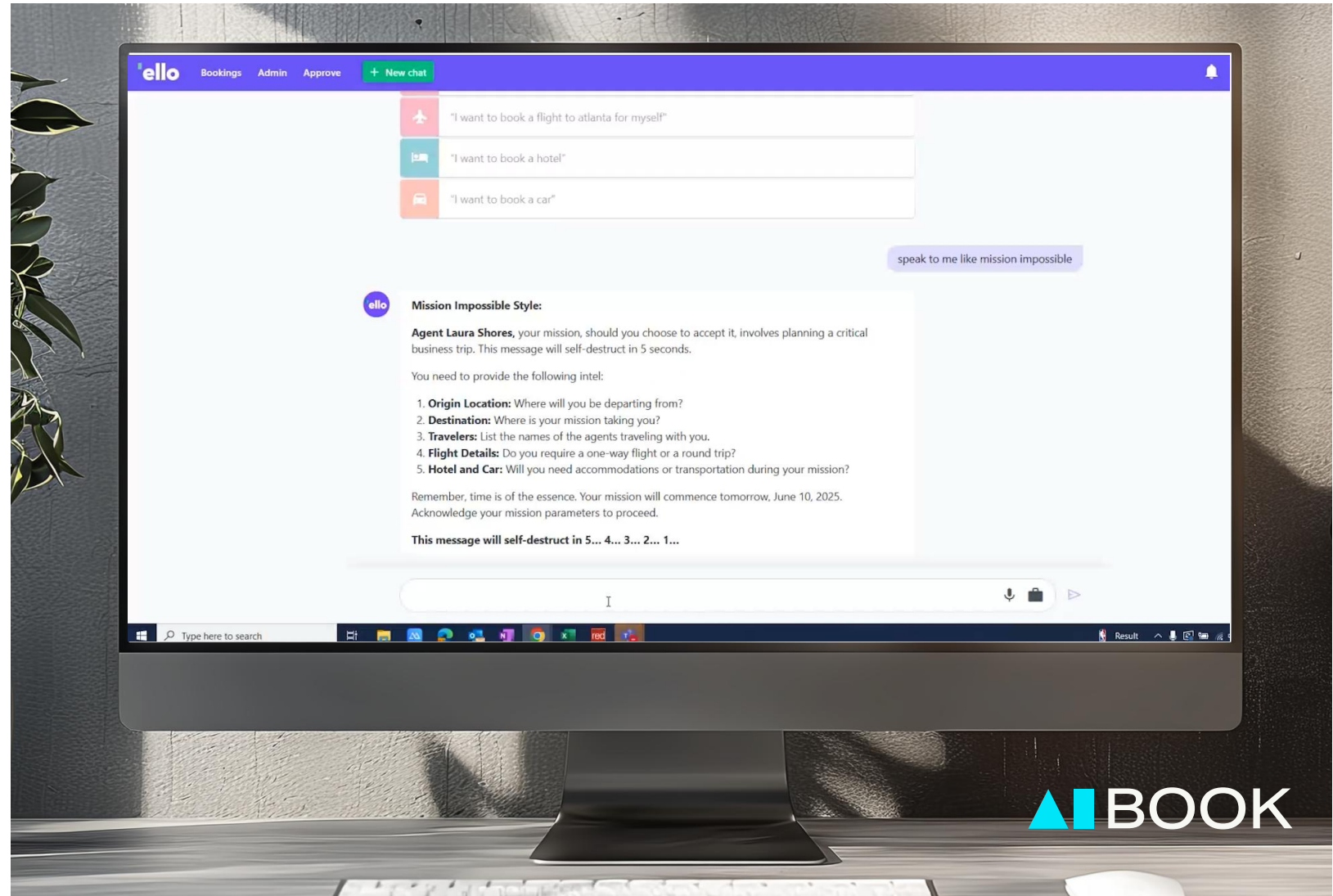
# Ask BOOK - Make a Booking

Natural  
language  
understanding

Omni-Channel  
content

Policy-aligned  
options

Instant return  
of flights and  
hotels





"I want to book a flight to atlanta for myself"



"I want to book a hotel"



"I want to book a car"

Speak to me like mission impossible



#### Mission Impossible Style:

**Agent Laura Shores**, your mission, should you choose to accept it, involves planning a critical business trip. This message will self-destruct in 5 seconds.

You need to provide the following intel:

1. **Origin Location:** Where will you be departing from?
2. **Destination:** Where is your mission taking you?
3. **Travelers:** List the names of the agents traveling with you.
4. **Flight Details:** Do you require a one-way flight or a round trip?
5. **Hotel and Car:** Will you need accommodations or transportation during your mission?

Remember, time is of the essence. Your mission will commence tomorrow, June 10, 2025. Acknowledge your mission parameters to proceed.

This message will self-destruct in 5... 4... 3... 2... 1...

I



Type here to search



Result



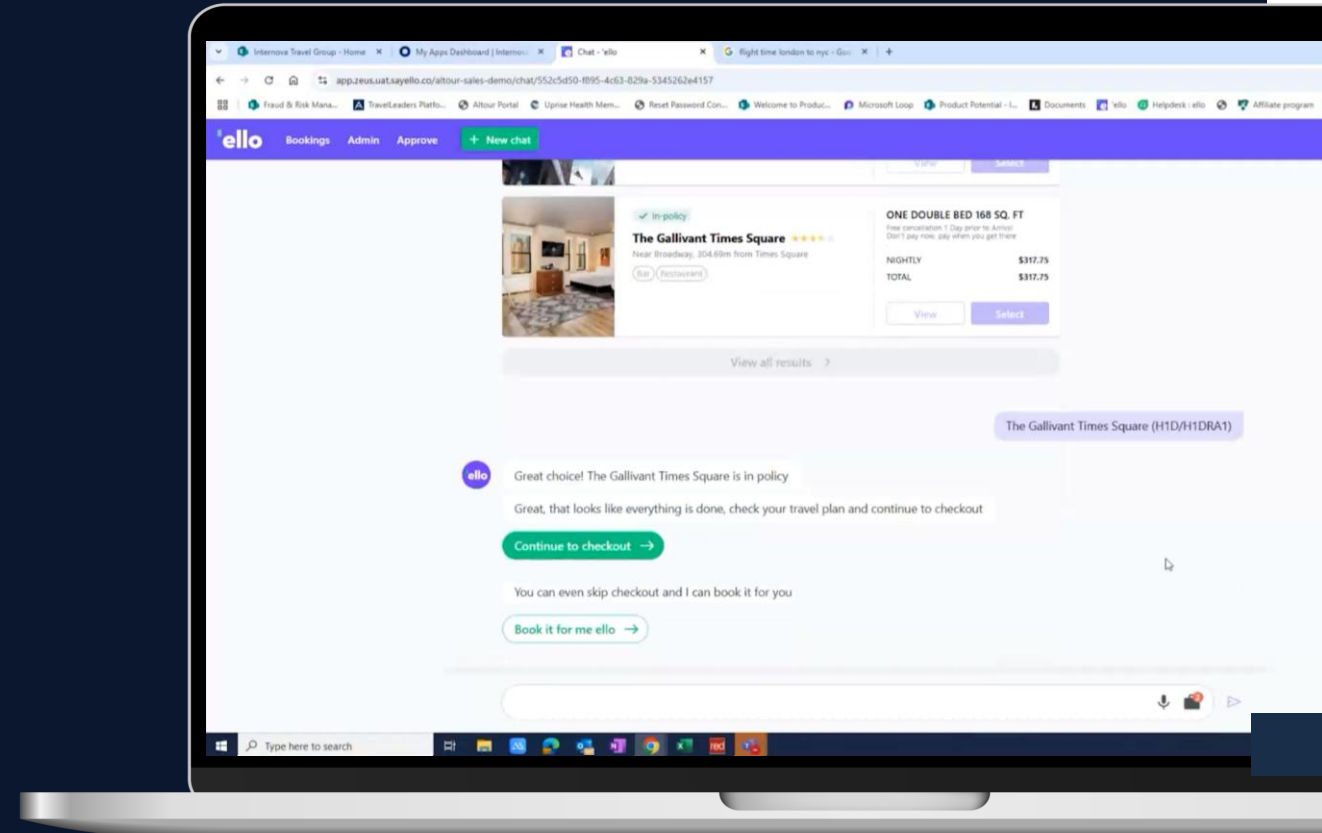



Demos:

# Predictive Prompt - Stay One Step Ahead

# Predictive Prompt – Stay One Step Ahead

Predictive logic  
**Real-time**  
decision-making  
Cost or  
compliance  
advantage





✓ In-policy

**The Gallivant Times Square** ★★★★★

Near Broadway, 304.69m from Times Square

Bar Restaurant

ONE DOUBLE BED 168 SQ. FT

Free cancellation 1 Day prior to Arrival  
Don't pay now, pay when you get there

NIGHTLY	\$317.75
TOTAL	\$317.75

View Select

View Select

View all results >

The Gallivant Times Square (H1D/H1DRA1)



Great choice! The Gallivant Times Square is in policy

Great, that looks like everything is done, check your travel plan and continue to checkout

Continue to checkout →

You can even skip checkout and I can book it for you

Book it for me ello →

Search bar with microphone icon and send icon

Demos:

**Confirm the Booking**









Intel from the Field:

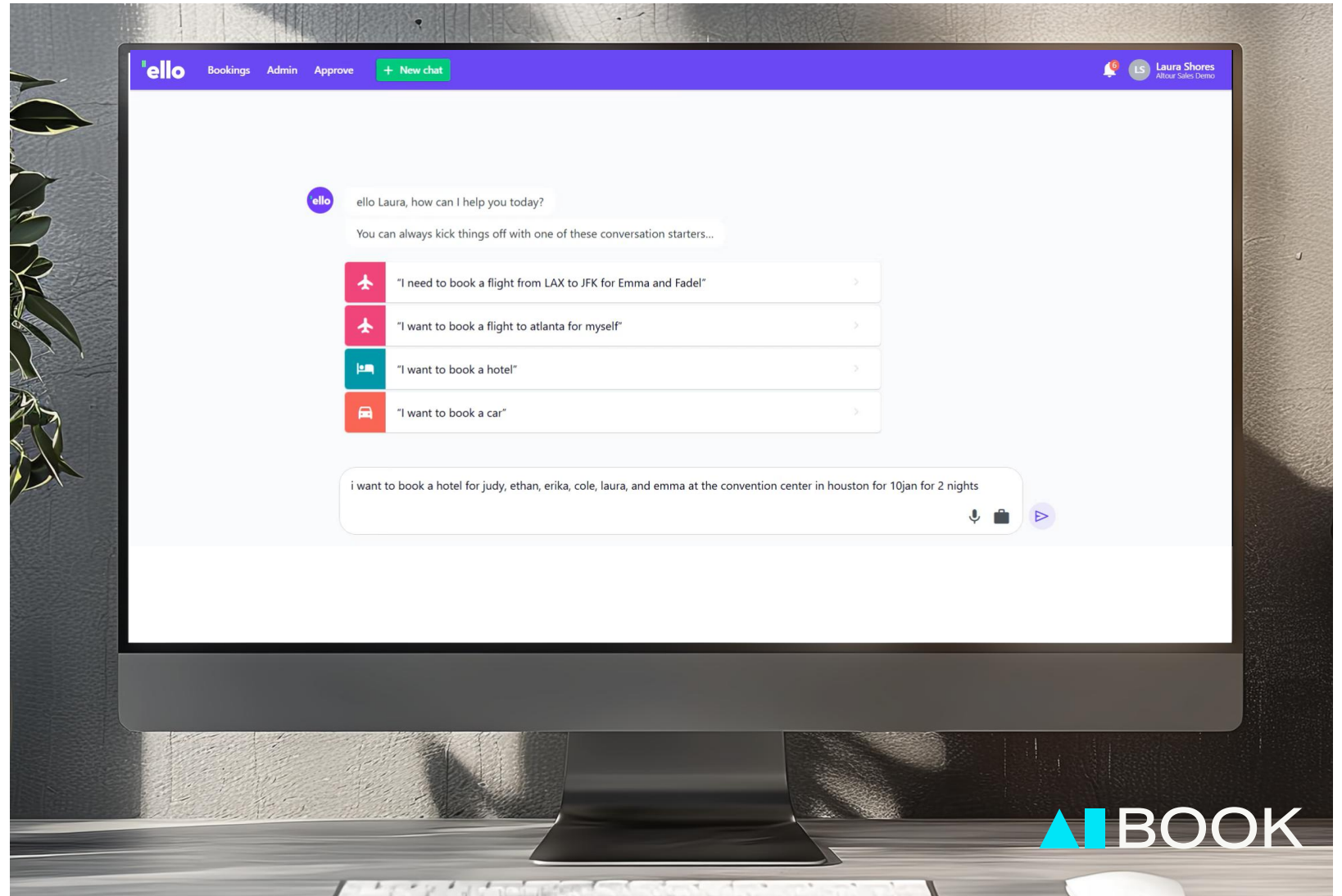
# What Travel Arrangers **Love**

# What Travel Arrangers **Love**

**6 travelers**  
booked in **60**  
**seconds**

One simple flow,  
**zero** duplicate  
data entry

**Less admin,**  
**more impact**





Intel from the Field:

# What Travel Managers Love



# What Travel Managers **Love**

**AI Book** improves  
compliance,  
reduces costs,  
and lightens  
agent workload.



Turnaround time  
**reduced**

## What Travel Managers **Love**

**AI Book** improves compliance, reduces costs, and lightens agent workload.

Turnaround time  
**reduced**



Policy compliance  
**increased**

Turnaround time  
**reduced**

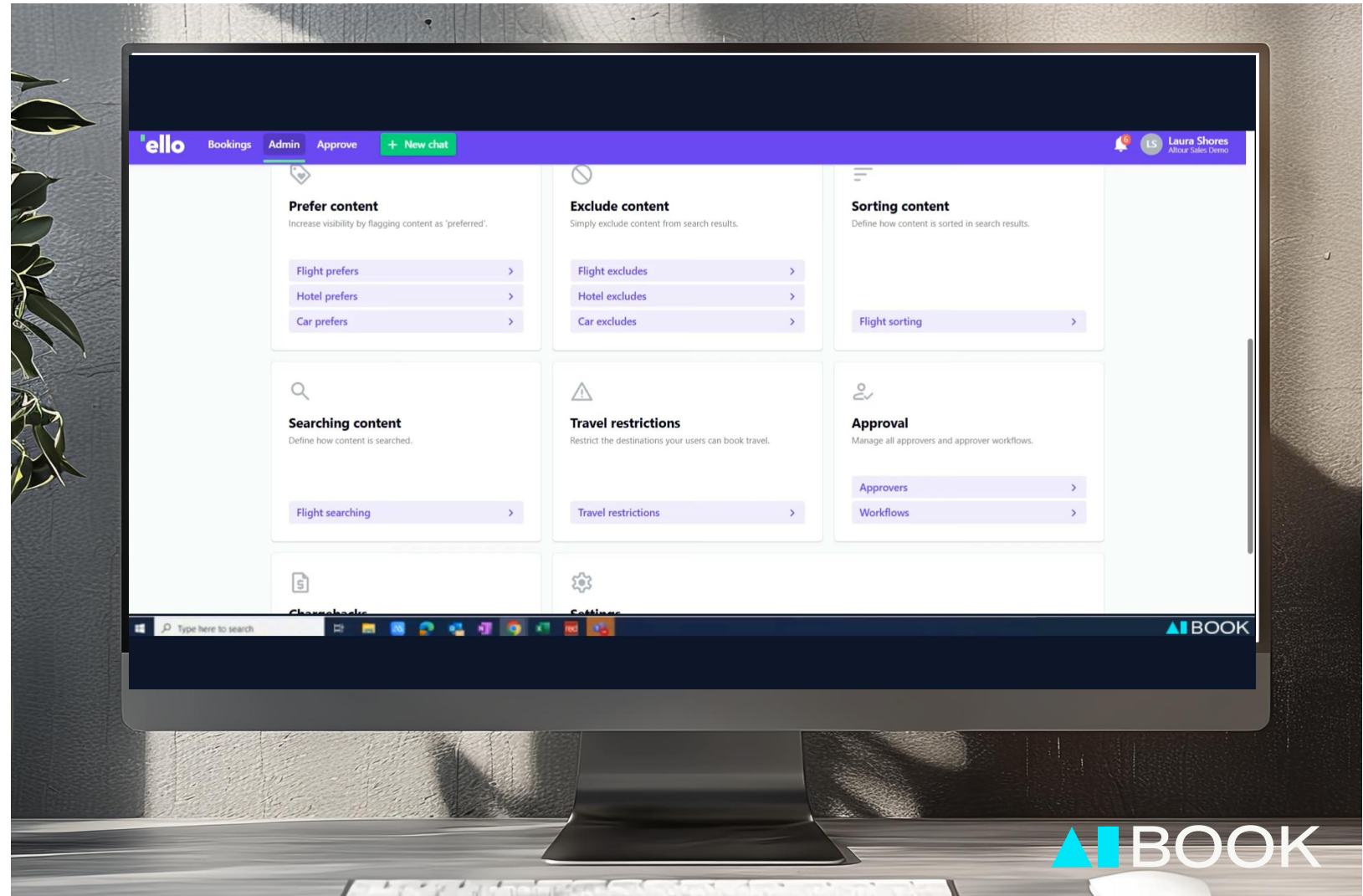
Policy compliance  
**increased**



Self Service Admin  
**full speed**

# It's With You **All the Way**

**Full visibility**  
**Customizable**  
policies,  
approvals,  
permissions  
**Effortless**  
**control**





## Admin launchpad

If you need any directions just read below. We have tried our best to explain what everything means so you don't get lost on your way. Have a safe trip!



### People

Manage all of your users details, departments and groups.

- Find people >
- Groups >
- Departments >
- Import people >



### Policy

Flag content as being 'in-policy'.

- Flight policies >
- Hotel policies >
- Car policies >



### Cost control

Exclude expensive content from search results.

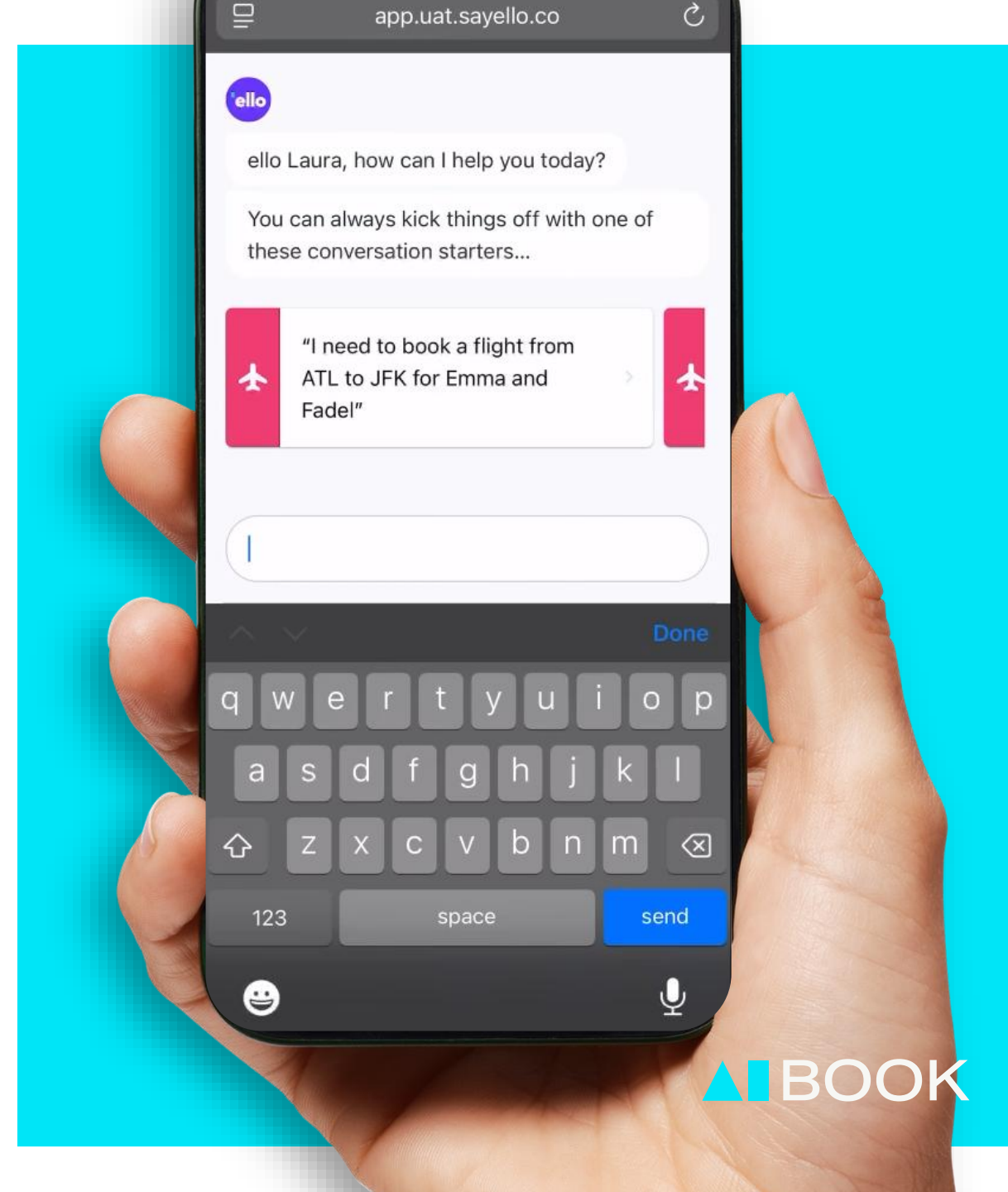
- Flight cost controls >
- Hotel cost controls >
- Car cost controls >

Ongoing Ops:

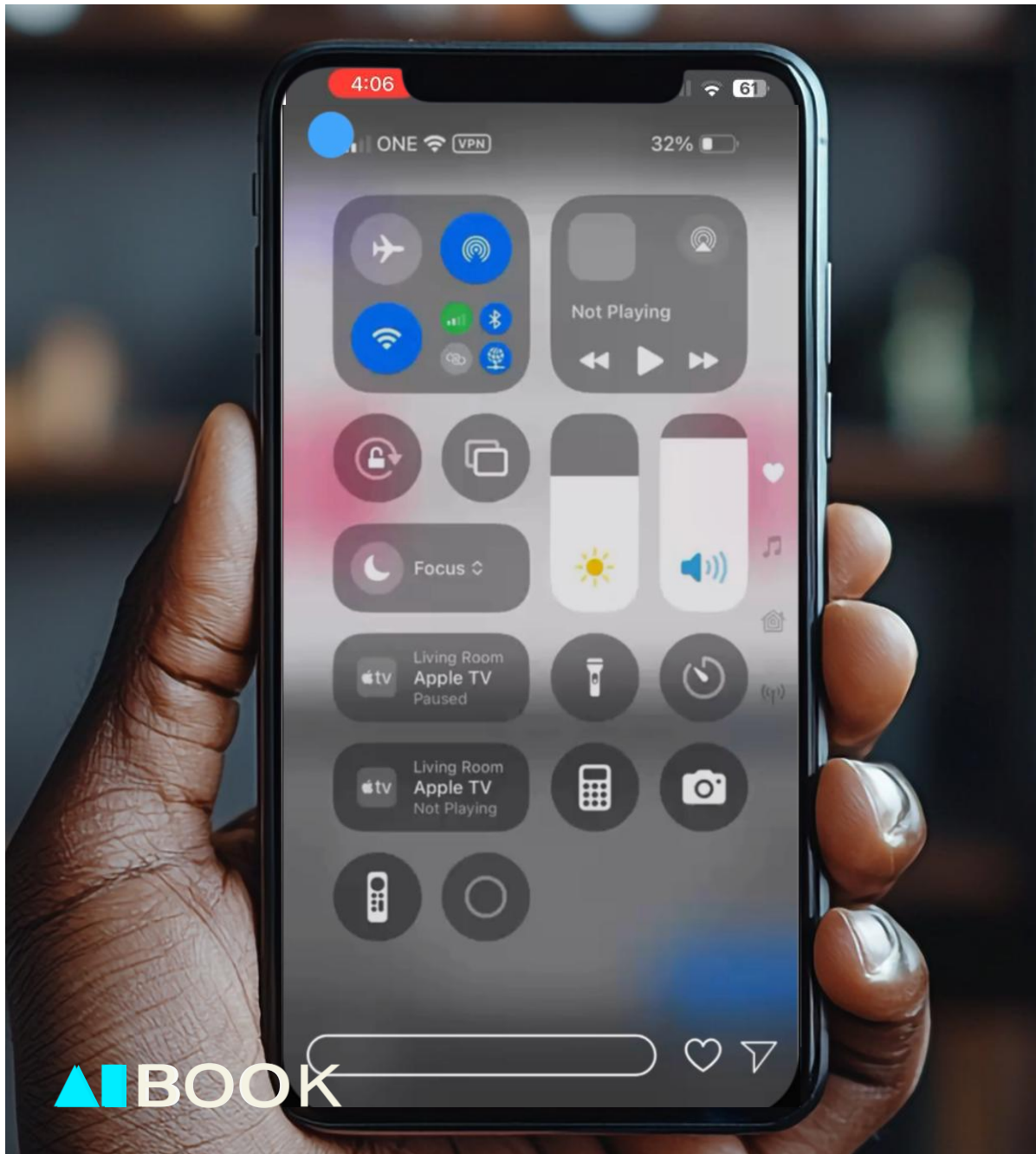
It's With You **All the Way**

It's With You **All the Way**

**AI Book**  
supports the  
entire journey  
- **not just the  
booking.**



**AI BOOK**



# The Experience is Everything

## Your AI Travel Assistant

Simply **tell it** what you need to know

Instantly suggests the **smartest travel options**

No searching, no second-guessing



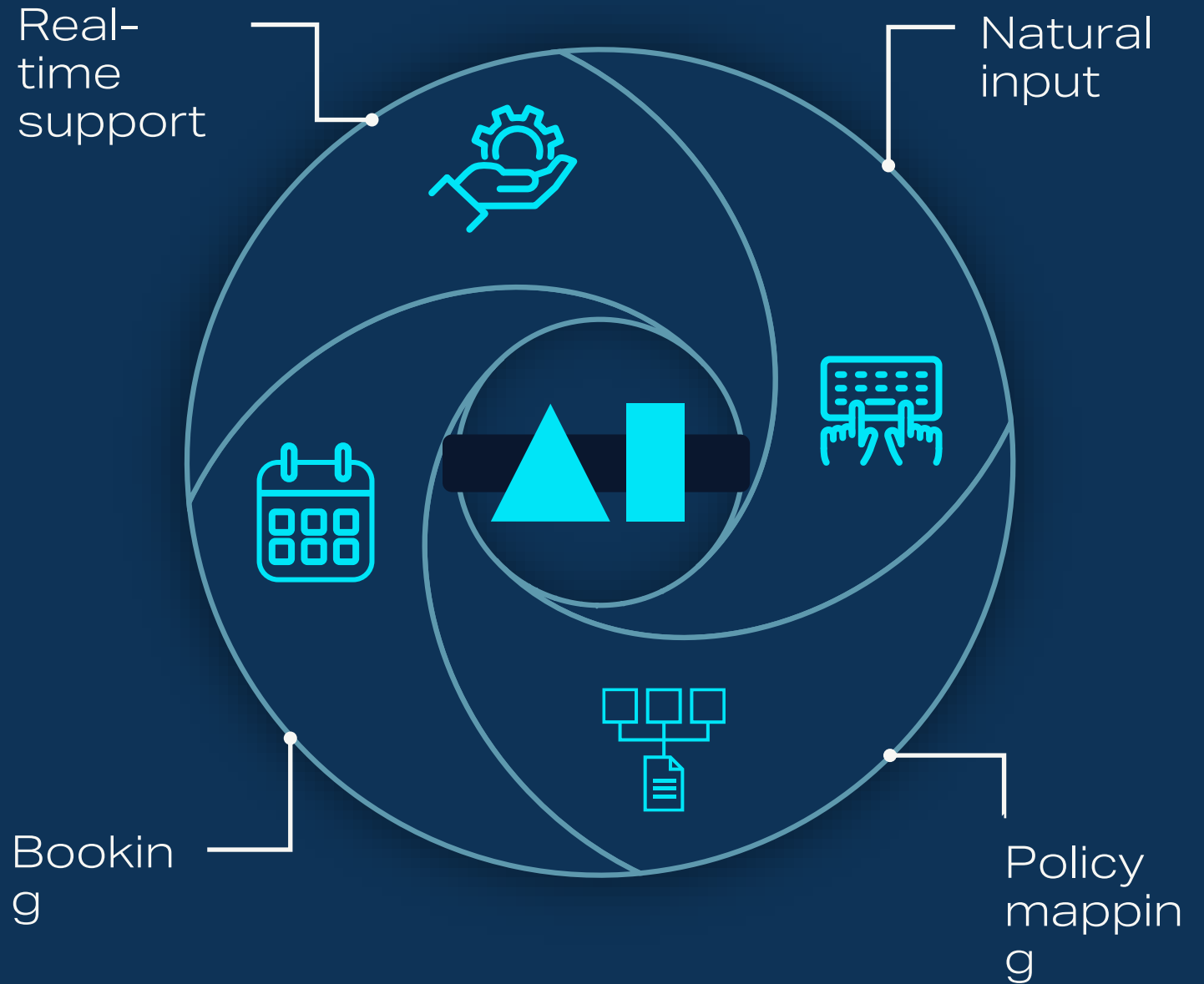
The Tech Behind the Tactics:

**Built to Scale**



## Built to Scale

This is real,  
scalable AI  
- **already  
in action,  
already  
delivering  
value.**



▲ ■ BOOK

Powered by

ello

Only from

ALTOUR



# BOOK

Only from ALTOUR