

**Tripkicks expands beyond the point of sale to focus on the entire trip journey. We're bringing insights and guidance to travelers at key touchpoints, and enabling increased connectivity amongst travelers, suppliers, and companies.**

### What's New?

Tripkicks is introducing new traveler engagement channels that deliver information across the different touchpoints of a trip (i.e., search, booked, pre-trip, on-trip, post-trip). These channels include mobile (app), SMS, email, and an accessible API to facilitate 3rd party integration (e.g., Slack, WeChat, TMC tech), along with an expanded version of our browser overlay and web-app. Within these touchpoints, Tripkicks is introducing expanded content and functionality via an app center, powered by new features and integrations with 3rd party data providers and travel suppliers. Powered by the development of an innovative new technical architecture, Tripkicks easily facilitates the exchange of information across different endpoints, based on various conditions or triggers related to the trip, traveler, or supplier. Information can also be exchanged between partners within the Tripkicks eco-system, which can unlock new connection points for a travel program and drive a more personalized traveler experience.

### What's Not Changing?

Our integration with SAP Concur Travel remains a key focus, and our point of sale capabilities are strengthened by expanded content and integrations. Similarly, Tripkicks will continue to emphasize partnerships with Travel Management Companies, and is excited to expand integration with their platforms, where applicable.

### The Benefits

Tripkicks is focused on adding value to three stakeholders: the corporate travel program, business traveler, and supplier.

- Travel Programs expand their ability to empower travelers and influence behavior throughout the trip. They can deliver timely messages, and easily connect their travelers to relevant information and resources leading to actions that support policy, safety, productivity, health & wellness, elevated experiences, and their ESG (Environment, Social, Governance) goals.
- Business Travelers stay connected to their company programs and get more out of their trip, through personalized insights and guidance during search, booking, pre-trip, on-trip, and post-trip.
- Suppliers help power new traveler engagement touchpoints where they can distribute dynamic, actionable, and timely content that improves the traveler experience and strengthens brand loyalty.

### Expanding Partnerships

Within the travel eco-system, we are working with airline, hospitality, ground, parking and other ancillary service providers. We also work with specialty data providers that support our ability to bring curated and personalized content to business travelers. Through the growth of our partnerships, we continue to identify areas where we can help communicate supplier benefits and strengthen connections between the program and traveler, while also enabling new capabilities that simplify the traveler journey, and maximize the value from a trip.

### Our Journey

Tripkicks has always focused on helping travel programs accomplish their goals in ways that add value to the traveler. How we do that has evolved over time, just like the goals and priorities of corporate travel programs. At the start of the pandemic, we focused on providing essential insights and guidance to travelers at the point of sale (search), and specifically within Concur Travel. We are excited to take the next step in our evolution, and apply this concept across other key traveler touchpoints.



(212) 609-2744



hello@tripkicks.com  
www.tripkicks.com



299 Broadway #1200  
New York, NY 10007