

FlightGlobal

Incorporating FLIGHTSTATS

Data: Corporate Traveler Experience

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The 60 Second spotlight: Murdo Morrison interviews Ira Erik Jensen

In the build-up to the Data: Corporate Traveler Experience forum, we chat with Erik Jensen, Director of Revenue at Hyatt Regency Atlanta, to discuss revenue management.

1. Please briefly introduce yourself and outline your role at Hyatt Regency Atlanta?

Erik Jensen - Director of Revenue Management – develop and implement strategies to drive top line revenues into the hotel through guest rooms, food and beverage and miscellaneous revenue sources. I've been in hotel and ski resort revenue management for 10 years and bring multi-market experience to the strategy team.

2. In your view, what are the main obstacles faced by the travel industry as it looks to tackle flight disruption?

Quick and efficient transfer of data and information between various entities
Ease of communication between corporate entities and affected parties (travelers, crew, lodging, airlines, etc...)

3. What impact will new data-driven technology have on the industry, and your business?

Typically, situations that disrupt travel impact multiple areas of the travel industry simultaneously. For example, weather will ground flights keeping travelers from coming in/out of airports but also keep travelers stuck in hotels or needing longer car rentals. Also, the opposite is needed where a crew/traveler who cannot make a connecting flight or check into their hotel on their arrival date needs to be communicated to all parties involved to save time and revenue. The sooner we can be informed of potential needs the faster we can respond, react and prepare. Real-time data to ease or automate this communication would allow the primary business dealing with that traveler to provide real time information and make the situation as smooth as possible.

4. What can delegates look forward to from your panel?

I bring an operational and strategy driven view of the impact of disruption and the impact on multiple side of the travel industry. At the hotel level, we are often working face to face with disgruntled travelers when the disruption occurs and doing our part on behalf of the travel industry to ease the situation.

5. In your opinion, what makes this event a 'must-attend' and what are you looking forward to at the Flight Disruption Forum?

I'm hoping for a favorable outcome on all fronts after bringing together this group of professionals interested in resolving this issue from various backgrounds and views of the travel industry.



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