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“Miracle on the Hudson” Captain “Sully” Sullenberger to Give Keynote at Inaugural TRAVERSE 19 Business Travel Conference in San Francisco

July 11, 2019

PALO ALTO, CA, July 11, 2019 – TripActions, the fastest-growing business travel platform trusted by the world’s most innovative companies, announced that Captain “Sully” Sullenberger—known for safely landing the “Miracle” US Airways Flight 1549 on the Hudson River and saving all 155 people aboard—will kick off the company’s annual global TRAVERSE Conference on October 2-3, 2019 at The Midway in San Francisco. Industry thought leaders joining the conference stage will include TripActions co-founders Ariel Cohen and Ilan Twig, Lyft’s Global Supply Manager Omar Ghani, Zoom Video Communications’ Corporate Controller Vik Shah, and other industry luminaries who have built highly successful corporate travel programs achieving, on average, 90% traveler adoption, 93% traveler satisfaction, and up to 34% savings on lodging alone.

TRAVERSE 19 is dedicated to exploring the intersection of technology and innovation impacting the experiences of business travel. With thought leadership keynotes, expert-led panels, hands-on workshops, and breakout sessions, TRAVERSE attendees will gain the insights, resources, and relationships they need to be on the cutting edge of business travel.

Omar Ghani, Group Manager, Global Supply Management at Lyft, noted: "I'm looking forward to joining the TripActions team at TRAVERSE 19, their first industry conference, and sharing our customer journey with the community. Having positive business travel experiences is important to Lyft, and is in line with our commitment to great ride share experiences for our customers. I look forward to learning about the latest trends affecting how we book our work trips.”

Vik Shah, Corporate Controller, Zoom Video Communications added: “Technology has transformed how we work together, especially how we travel for work. TRAVERSE 19 will be a great way to get all of the industry’s leaders in one place to share our collective experiences with the community. As a customer and partner of TripActions, we‘re excited to share how together we manage travel challenges and create best practices for travel at Zoom."

TRAVERSE 19 will explore critical topics for corporate travel, finance, and procurement leaders, including:

- Megatrends affecting business travel, including globalization, consumerism, and instant gratification
- The shifting tech stack and how the right technologies can make business travel a secret lever for growth
- Evolving best practices in technology and customer service for corporate travel leaders
- Using AI and machine learning to deliver highly personal and efficient business travel experiences
- The future of work: How travel is transforming today’s innovative businesses by boosting growth, productivity, and employee satisfaction
- Female voyagers: The new faces of travel, and the growing base of female business travelers
- How to drive efficiency and automation to deliver a best-in-class travel management program
- Achieving full visibility of travel bookings once and for all

“We’re excited to have leading finance, procurement, and travel program leaders join us at TRAVERSE 19 to dive deep into the challenges—and more importantly the solutions—for dramatically improving the antiquated product, service, and experience of the $1.5T business travel industry,” said Ariel Cohen, co-founder and CEO, TripActions. “It’s time to come together to uncover the technology, insights, and best practices that will deliver a far better experience for enterprises and their travelers than the status quo and hopelessness of using the same outdated and frustrating corporate travel platforms they’ve always used.”

To register for TRAVERSE 19, visit https://traverse.tripactions.com.

To learn more about TRAVERSE 19, visit https://tripactions.com/blog/traverse-19-the-future-of-business-travel-today