



Interview with CEO David Gunnarsson

How was the idea of Dohop born?

The idea was born while one of our co-founders was living in Southern France, and traveling frequently back to Iceland. Before the advent of flight search website, finding the optimal route in terms of time and price was surprisingly complicated, so he decided that we needed a website for this.

What are the advantages of using Dohop over some other options out there?

Our technology is unique in that we are able to connect flights that are otherwise unconnected, like connections between low-cost and traditional carriers or two separate low-cost flights. In some cases this will save money, this can also save time and in many cases both. This means our strongest advantage is not for direct flights but for routes when no direct flight is available.

Is booking with Dohop very different from competitors?

No it's quite similar, meaning that our primary goal is to help people find cheap and convenient flights and we then redirect them to either airline or online travel agent website to complete their bookings. We are on the verge of launching a "Book on Dohop" feature which will dramatically simplify the booking process.

Do Americans book their trips in a different way than Scandinavians do? If so, in what way?

I think Americans are quite tech savvy and comfortable with technology. They are more likely to take advantage of the various tools and resources that are available to make educated decisions. They are independent, and therefore more likely to use self-serve metasearch engines such as Dohop, instead of travel agencies or managers.

According to this, who is your target group on the German market?

Dohop is a website more geared towards younger people who want to plan their own trips, and are more comfortable booking online.

Dohop offers full covering and self-connect. Don't you ask too much of your customer?

Definitely not. our customers are so used to booking online and therefore benefit from the complexity of the market and its saving potentials. Smart booking was yesterday - even smarter booking is the future.

What is the purpose of the brand relaunch?

We want to make flight searching and booking easier, and a more pleasant and fun experience. We also want to put more emphasis on travel inspiration, so being able to help people decide where and when to go is becoming more important to us, as opposed to being only a tool people use to find the lowest price.

What are the new features of the new Dohop website?

Our users will for example now have the ability to search by cheapest, fastest and best itineraries, and we'll see many more inspirational features. Going forward we'll see login options where you can store all of your travel information, past trips and searches, share with friends and family etc.

Interview



What was your greatest saving-success in your personal travel-history?

Recently my wife had plans to travel to the US with some friends. One of her friends booked directly with Icelandair for about €1,200. It took me about 10 minutes of work to bring that down to €850 by using Dohop's self-connect features.

What was your funniest experience on a stopover?

I was recently on my way to Singapore and had a 9 hour (!) layover in Frankfurt. Instead of going out and visiting the city as I probably should have done, I spent about 7 hours in a airport lounge, and at least three of them listening to an old guys snoring. I was incredibly funny at first of course but not so much as time went on.