

UBER TARGETS A WIDE RANGE OF TRAVEL SERVICES



Uber wants to expand its frontiers and include travel. Or, at least, that's what can be gleaned from their latest news. The mobility provider platform wants to become a "super tourism app".

Starting in the United Kingdom, the company will begin to include the possibility of buying plane and train tickets, renting hotel rooms and even hiring rental cars.

According to experts, the company is working on this new strategy. One that is actually not surprising, as in 2018 its CEO, Dara Khosrowshahi, **hinted that they would explore new business possibilities**. Perhaps that is why they have decided that now is the time to do so, once mobility is recovering and the industry seems to be returning to pre-pandemic levels.

Range of Options in the United Kingdom

For now, it would be a pilot test in the British Isles, but if it works, it will probably extend to other countries. The same thing happened with other strategies of the U.S. mobility giant. It should be remembered that it now includes door-to-door food deliveries.

In addition, in the United Kingdom and beyond, Uber offers cab services. In the case of the UK, for the last three years, it also offers a bicycle or electric scooter rental service, as well as the possibility of buying tickets for the London Underground. Meanwhile, in 2020 it included a boat travel service on the Thames. To this end, it partnered with Thames Clippers.

An Uber spokesperson has assured that there are no plans to extend this model to other countries at the moment. However, they are also considering different alternatives in the United States. Such as, for example, offering an option to make reservations in leisure establishments and recommend tourist attractions. In other words, although there are no official confirmations as to the direction the company will take, it seems clear that it is betting on tourism and travel services.

Uber's Future Traveler

For the time being, it seems that Uber will continue to rely on partnerships to support its business model. In the case of train and airline ticket reservations, Uber will work with partners that will be integrated into its app. In other words, it will not provide these services itself. **Therefore, we will have to wait to see which companies join, as there is still no official confirmation.**

The plan is to include the sale of train and bus tickets this summer. Then, at some point in 2022, flight tickets will follow. Finally, next year, the platform will include room reservations. The ultimate goal is to integrate all these services into its app, allowing travelers to manage all their needs from a single platform.

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