



# DIGITAL TRAVEL SUMMIT

## Digital Travel Innovation Briefing

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26 – 27 June 2018



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## OVERVIEW

Digital has fundamentally changed the way we do business – and the travel industry is on a digital journey all of its own. Competition amongst travel companies is hotter than ever, and in the digital age the most successful companies will be the ones who use a data-driven mindset to build a relationship with their customer which ensures a return trip!

In this brief report, we give a snapshot of how several of the world's leading travel companies are transforming the way they use digital in order to improve the customer experience and stay one step ahead of their competition.



# RYANAIR INNOVATION LABS: THE TICKET TO BECOMING THE AMAZON OF AIR TRAVEL



Many companies aspire to be the Amazon of their industry, and Ryanair is opening innovation labs all over the world in efforts to achieve this in the airline business.

Ryanair is famous (and occasionally infamous) for its cheap, no frills, single class, service. Today, it's one of the most recognised airline brands in the UK. The company employs over 11,000 people and has a market cap of \$19.6 billion, placing it at #144 on Forbes' list of Top Multinational Performers.

## Innovation Lab



Ryanair has had some bad press recently, as an error with pilot holiday scheduling led to hundreds of flights being cancelled with little or no warning to customers. However, the airline is determined to get back on the horse, and one way it's doing this is with Ryanair Labs- the company's innovation lab program.

Ryanair has already opened no fewer than three innovation labs across the globe. With locations in the company's native Dublin, Ireland as well as Wroclaw in Poland, and the most recent addition in Madrid, Spain, Ryanair is clearly not interested in any kind of homogenisation when it comes to innovation.

Speaking about the opening of the Madrid office, Ryanair's Chief Technology Officer, John Hurley, said, "Labs continue to deliver the core digital improvements under Ryanair's 'Always Getting Better' programme. With Ryanair.com now the world's largest airline website, our mobile app

having over 25 million downloads and more than 30 million customers signing up for the My Ryanair customer registration service, we continue on our journey to becoming the Amazon of travel. We are keen to hear from new talent and to welcome even more tech stars on board Travel Labs Spain."

*With Ryanair.com now the world's largest airline website, our mobile app having over 25 million downloads and more than 30 million customers signing up for the My Ryanair customer registration service, we continue on our journey to becoming the Amazon of travel. We are keen to hear from new talent and to welcome even more tech stars on board Travel Labs Spain.*

– John Hurley  
Chief Technology Officer, Ryanair

## The Mission

While Ryanair's innovation lab programme very much has a "no idea is off the table" policy, its remit falls into four broad categories – data analytics, software development, quality assurance, and UX and design.



The data side of the business is all about taking the huge volumes of information Ryanair gathers and using it to develop new and first-class customer experiences. Whether that's personalised digital content or efficiencies in flight scheduling, data can be used to offer Ryanair customers a more enjoyable travel experience. Predictive analytics, machine learning, and other intelligent business tools are all at the disposal of the innovation lab.

Software development is used to improve and update the proprietary software which Ryanair staff and customers use every day. People have certain expectations when it comes to using software – it should be easy to understand, intuitive, and free from jargon. The Ryanair software development team is keen to exceed expectations.

The quality assurance team use innovative web platforms to offer Ryanair customers exciting new automated products and technology to further enhance their travel experiences. On top of this, they are constantly evaluating procedures and policies to see if they can be streamlined to the benefit of Ryanair customers.

Finally, the UX and Design team are focussed on gaining a more complete understanding of the wants and needs of Ryanair customers, and then working to address them. Ryanair has believed since its inception that air travel should be simple and personal, and it's the job of the UX and Design team to fulfil this ethos.

## Final Thoughts

Whether Ryanair can become the Amazon of airlines remains to be seen, but with its innovation lab programme, it's clear the company is looking to leave its mistakes in the past and set a course towards a brighter horizon.

The final word goes to Colin O'Brien, Head of Quality Assurance and Change Control at Ryanair Labs: "There is a large, ambitious programme of work that we are undertaking here in Ryanair labs, servicing all of the functions of innovation. Probably the most recognisable would be the mobile apps and the website. But we do service some of the other functions as well, from the commercial side to the organisational side, including finance, HR, inflight, ground ops, operations and more... The ambition is ultimately to become a technology company with an airline attached."



*Find out which leading airlines you can hear from at the Digital Travel Summit 2018*

# HOW ACCOR HOTELS IS BEING SMART ABOUT ITS DIGITAL TRANSFORMATION



## ACCOR HOTELS

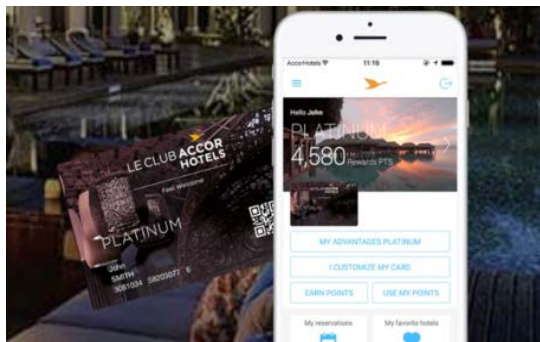
Feel Welcome

Digital transformation is continuing its ascent in the travel and leisure industry, and from mobile technology to smart rooms, Accor Hotels is off to a flying start.

The company began life in 1967 when Paul Dubrule and Gérard Pélisson opened the first Novotel in Lille, Northern France. In less than a decade they had launched a new brand, with the opening of the Ibis Hotel in Bordeaux in 1974. Since then, the company has cracked the American market, and even diversified into the casino business.

Today, the Accor Group is one of the largest leisure and tourism brands in Europe, with a market cap of \$12.1 billion and over 150,000 employees. The company holds the #240 spot on Forbes' Global 2000: Top Regarded Companies list.

### Mobile Technology



One issue which Accor Hotels sought to address when it set about creating its new smartphone app was that, until now, the hotel experience was limited to the time a guest spent with the company during a holiday or business trip. To extend the experience, Accor Hotels wanted a service where guests were also supported and engaged before and after their stay.

With the new Accor Hotels app, Accor customers can now get a bird's-eye view of their hotel options – including over 6,000 branded and independent locations. Guests can select between chic, mainstream, luxury, or cut-price

options, and each one comes complete with a city guide, available in eight different languages to advise on cultural, gastronomic, and shopping preferences.

A particularly smart feature called MoodMatch allows customers to create a profile of their ideal experiences, and the app's algorithms will then match them up with an ideal location. Customers can set preferences on three criteria – ambiance, aesthetics, and neighbourhood, and then add extra considerations such as romance, family, etc. Using the same software employed by dating sites, MoodMatch aims to find users the perfect location on holiday.



Once travellers set off, they can use the app to book everything from trains and planes to taxis and room service. The Virtual Valet service means customers don't have to keep heading to the reception desk to find out what's on and book excursions, as it can all be accessed through the app. The Virtual Concierge and Loyalty programmes even let users pay in-app, and save points which can be redeemed in future stays.

Sébastien Bazin, Chairman and Chief Executive Officer at Accor Hotels said, "Once you've said to the guest that you're not there to ask for his passport or credit card, that's the opportunity to engage in personalised dialogue that generates value."

## Smart Rooms



Another way Accor is using digital technology to enhance the hotel experience for its guests, (especially those with reduced mobility,) is with its soon-to-be rolled-out smart room concept. Created in collaboration with acclaimed designer Didier Versavel, Accor Hotels' smart rooms will boast a range of innovative and luxurious features.

A connected tablet will allow guests to adjust light and music, close the curtains, adjust the headboard on their bed, and control the audio-visual features. LED lighting will be activated by footboard-mounted sensors to help guests move about in the dark without disturbing travel companions. Wearable technology in the form of a headband which senses brain energy can help guests relax or concentrate. The room will also feature customisable scent devices designed to ensure guests wake up to their favourite aromas, such as coffee, tea, or sea air.

"With the Smart Room concept, our goal is to inspire the hotel market by introducing a new approach to the

*We have envisioned a room for everyone, with design and creativity adhering to PRM standards and practices.*

– Damien Perrot  
Senior Vice President of Design Solutions, Accor Hotels

traditional [persons with reduced mobility] room, which is often unoccupied, not very welcoming and stigmatising," said Damien Perrot, Senior Vice President of Design Solutions at Accor Hotels. "We have envisioned a room for everyone, with design and creativity adhering to PRM standards and practices to the point that they disappear to the benefit of emotional and sensorial experience."

## Final Thoughts

From its mobile technology to its exciting smart room concept, Accor Hotels has thrown its hat into the digital transformation ring with gusto.

The last word goes to Damien Perrot: "Innovation can be tailored to all Accor Hotels brands in all segments. It reflects the group's desire to pave the way toward positive hospitality and to respond to the concerns and requirements of all our guests."

At the Digital Travel Summit you can learn about the latest technology disruptors and if they are worth investing in.

**To help you discover more about the disruptors in digital travel and how they're changing the game, we're bringing together some of the leading minds in travel technology on our Future Disruptors Panel at the Digital Travel Summit.**

### Hear from the Future Disruptors panel - Who are the new technology disruptors and are they worth the investment?

**David Armstrong**, Chief Executive Officer, HolidayPirates Group

**Andrew Watson**, Global VP, Digital and Loyalty, Marriott International

**Moderated by: Christoph Klenner**, Secretary General, European Technology and Travel Services Association

# HOW HILTON WORLDWIDE IS USING THE INTERNET OF THINGS TO CREATE A TRULY CONNECTED TRAVEL EXPERIENCE

## Hilton

Conrad **Hilton** purchased his first hotel in 1919, in Cisco, Texas - the 40-room Mobley Hotel. However, although he purchased more hotels during this time, none yet bore the Hilton name. The first to do so was the Dallas Hilton which opened its doors in 1925. In 1927, the new Hilton in Waco, Texas, became the first hotel to feature air conditioning and cold running water.

Today Hilton is an internationally recognized hotel brand with over 5,000 locations all over the globe. The company employs over 169,000 staff and has revenue of \$11,663 million, placing it at #241 on the Fortune 500.

Since the beginning, it's clear Hilton has never shied away from innovation. While air conditioning and cold running water may be a regular feature in most hotels these days, Hilton is still looking for new ways to improve the customer experience for its guests - especially when it comes to digital technology.

### Internet of Things

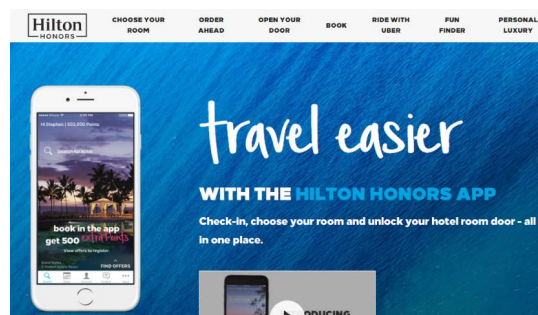
Internet of Things (IoT) technology has become big business in recent years. With a multitude of internet-enabled devices now available for consumers to fill their homes with, everything from coffee machines to doorbells can be taken online. Home controlling devices such as Amazon's Echo and Google Home can now bring all these objects together, further blurring the lines between the physical and digital world.



And so it was only natural for IoT technology to be introduced into people's homes away from home - hotels. "Imagine a world where the room knows you, and you know your room," Hilton CEO Christopher Nassetta said. "Imagine a world where you walk in, the TV says, 'How are you doing, John? Nice to see you,' and all of your stuff is preloaded - and not only preloaded, but the only thing you ever need to touch to control in the room is [the smartphone] in the palm of your hand."

Hilton has been experimenting and beta testing smart personalized hotel rooms, with plans to roll the technology out companywide throughout 2018.

### The Connected Room



Hilton's focus for its IoT implementation initiative is on empowering its guests with unprecedented levels of control over their own customer experience. The Hilton Honors smartphone application has been updated with new and revolutionary technology to facilitate this control. The app can presently be used as a digital room key, for room selection, and even ordering a taxi, but it's about to get a whole load of new features to boot.

"Through the app, members will be able to seamlessly control their room's lighting, HVAC [heating, ventilation, and air conditioning], and entertainment options, including pre-loaded and streaming content," said Nassetta.



*Imagine a world where you walk in, the TV says, 'How are you doing, John? Nice to see you,' and all of your stuff is preloaded - and not only preloaded, but the only thing you ever need to touch to control in the room is [the smartphone] in the palm of your hand.*

**Christopher Nassetta**  
CEO, Hilton

When checking in at the beginning of their stay, guests will be able to register the app with their room. Once their device has been authorized, it can be used to control many aspects of the stay. Initial applications have been focused around changing the lighting, adjusting the air conditioning, or choosing entertainment products to stream, but Hilton views the project as having many more functions in the future, including ordering room service, getting personalized suggestion on activities, and allowing in-device booking.

Voice control is something which Hilton as hinted at implementing, but is presumably waiting until the technology is more accurate and dependable before it does. "We're constantly testing that," said Hilton spokesperson Julia Burge. "But the pilot being rolled out will not have voice for the time being."

Hilton is also currently in negotiations with a range of media providers, seeking new streaming options which can be offered alongside the smart technology. The intention is to grow and develop the new platform alongside available technology, and to continue to add new services as it becomes possible to do so at a level of quality which Hilton customers demand.

## Final Thoughts

It's clear Hilton takes its reputation as an innovator seriously. As time goes on, hotel customers can expect to see IoT technology being as common a staple as air conditioning and cold running water are today - it's only fitting that Hilton should be spearheading these developments as they occur.

The final word goes to Julia Burge.

"Our teams are constantly testing off-the-shelf stuff," she said. "But nothing that is direct to consumer provided enough, both for our guests and hotel owners, so we built something from the ground up. Our platform is expected to grow and expand as the availability of technology grows and expands. The smartphone will be the remote control of the hotel room."

***Find out which of the leading hotels you can hear from at the Digital Travel Summit 2018***

# HOW ROYAL CARIBBEAN IS USING AN APP DRIVEN BY ARTIFICIAL INTELLIGENCE TO PERSONALISE THEIR LUXURY CRUISES



Artificial intelligence-driven technology is becoming an ever-greater part of our lives. Now Royal Caribbean International is employing it to augment the luxury vacation experience for its clients.

Royal Caribbean International began life in 1968 when three Norwegian shipping companies decided to sail into the cruise ship industry. Over the years the company has grown inexorably and in 2016, the Florida-based company was granted a Guinness World Record for the “Highest Viewing Deck on a Cruise Ship.”

Today, Royal Caribbean International is one of the largest cruise companies in the world. The company has a market cap of \$16.37 billion and holds the #277 spot on the S&P 500.

## Artificial Intelligence

To stay at the top of an industry in which customers demand nothing but the very best in luxury, Royal Caribbean International must constantly innovate to make sure it’s able to offer first-class experiences. In 2018, that means fully embracing the digital transformation.



Over the next two years, Royal Caribbean International has committed to equipping its fleet of 48 ships with the very latest in high-tech gadgets. First among these innovations is an artificial intelligence-driven mobile app, designed to act as a digital assistant for the company’s guests. The app will be able to direct customers around the ship, and offer personalised recommendations on what to see and do

during their stay on board.

“The whole idea is a pipeline of new products and services for guests that will be available through the app,” said Royal Caribbean International’s Senior Vice President of Digital, Jay Schneider. “Right now, it’s just a simple content app available on two ships, and the reason for that is we wanted to make sure that with every new product we get into market, we disrupt the guests’ and employees’ experience as little as possible. I want to make sure that, even if we build a great app, that every aspect of the technology works flawlessly. So, we’re being diligent, we’re taking our time, and we’re testing, adjusting, and scaling as we like to say.”



While some cruise ship companies have opted to make their digital assistants a bespoke piece of wearable tech, Royal Caribbean International has instead decided to create a device-agnostic assistant. While the app in its present form is limited in function, there is much more planned to incorporate a range of modern technology trends.

“Over the next two years, we will continue to add capabilities on a relatively frequent basis,” said Schneider. “The next set of capabilities will allow you to register in the app, check in via the app, upload your selfie to be able to use our facial recognition boarding, book shore excursions, dining, et cetera, and then we’ll continue to add capabilities. We have x-ray vision [VR] and digital games built in.”

“Using data analytics to help [passengers] select what’s of greatest interest to them, helps us in understanding what their needs are. So, there’s no question that data analytics is a key part of it.”

**Richard Fain**  
CEO, Royal Caribbean International

## Final Thoughts

With AI-driven technology at the helm, Royal Caribbean International is ready to cruise through the coming years with the best possible chances of continuing to succeed in the luxury cruise market.

The final word goes to Royal Caribbean International’s CEO, Richard Fain. “I don’t think it’s a question of whether [technology] is required to stay competitive in the cruise industry. I think it’s required to stay competitive in the world we live in. People simply expect that whatever they’re doing – whether it is buying a cup of coffee or planning their vacation or hailing a taxi – they expect it to be simple and frictionless. And so, we just think this is a requirement that basically any business should have today.”

Artificial intelligence and the digital transformation are set to be hot topics at Digital Travel EU 2018 this June at County Hall, London. Download the agenda today for more information and insights.

To help you discover how to win travel bookings by creating a truly personalised experience at the Digital Travel Summit, we’re hosting a panel with some of the leading minds from Europe’s travel industry to discuss innovative strategies.

## Hear from the experts in creating tailored travel experiences: How can you make every customer feel like 1 in a million versus 1 of a million in today’s competitive landscape?

**Heidi Myers**, Head of Marketing, EMEA, **Uber For Business**

**Alex Horstmann**, Global Group Digital Director, **Thomas Cook**

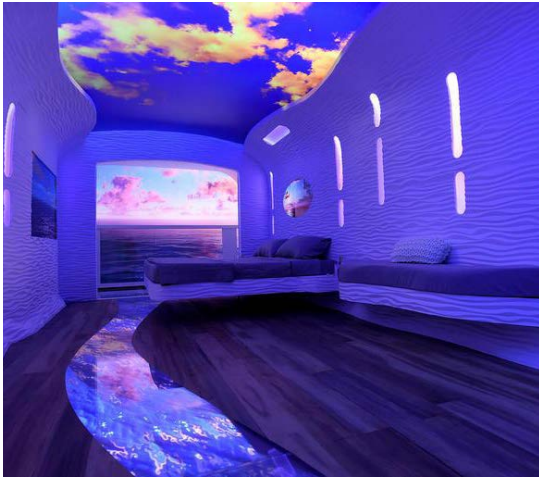
**Elizabeth Brennan**, UK Industry Client Director for Retail, Travel and Classified, **Criteo**

**Amy Clark**, Senior Global Director of Digital & Loyalty, EMEA, **Wyndham Hotel Group**



## It Doesn’t End with the App

It certainly doesn’t. Another idea is to allow guests to customise their rooms by digitally changing the colours and designs of the floors, ceilings, and walls. Further expansion of this concept could allow AI programmes to alter the room to offer sympathetic colours and moods to match the customer’s activity or behaviour – changing to a nice cool, relaxing blue after the guest has returned from a hard workout at the gym, for example.



And, of course, all this innovation will be backed up and driven by big data. As the technology rolls out across the fleet and is used by more customers, the AI system will learn and improve, to offer truly first-class, digitally-driven experiences.

“We’ve always had staggering amounts of data, and the difficulty has been in making intelligent use of that data,” said Richard Fain, CEO of Royal Caribbean International. “Using data analytics to help [passengers] select what’s of greatest interest to them, helps us in understanding what their needs are. So, there’s no question that data analytics is a key part of it.”

# HOW BOOKING.COM IS ADDRESSING THE TECH INDUSTRY'S GENDER BIAS PROBLEM

## Booking.com

Gender discrimination in the tech industry has been a widely reported issue over the last few years. However, online travel agent Booking.com is taking some innovative step to address the problem.

Booking.com was created when two companies, Netherlands based bookings.nl and Bookings.org (also known as Bookings Online) merged in 2000. The name was changed to Booking.com and in 2005 the company was purchased by US travel company the Priceline Group for \$161 million.

Today Booking.com is a truly global brand, operating in 43 different languages. The Priceline Group employs over 18,000 staff, and enjoys revenues of \$10,743 million, placing it at #268 on the Fortune 500.

Having been operating in the online space since its beginnings, Booking.com has seen digital technology grow from a niche market, to the dominant business force on the planet. However, some elements of society appear to have been side-lined by the boom.

### Women in Tech



Booking.com carried out its own independent research into the much reported gender bias in the tech industry. The research suggests the perception of gender bias starts

during the recruitment process. More than two thirds of respondents reported that they didn't feel benefit packages were adapted to women (68%) and that tech based vacancies are advertised more often to men (75%).

46% of women felt they are treated differently in the workplace because of their gender, and this percentage rises as you move up the corporate ladder, with 59% of women in senior management roles and 58% of executive board members also experiencing discrimination. 57% of women in senior management roles also indicated they had been passed over for promotion in favor of male colleagues, compared to 37% of females in junior roles.

*Driving change and achieving gender diversity starts at the top and we must encourage more positive role models for women across all functions in the tech industry*

Gillian Tans, CEO of Booking.com

### A Two-Pronged Plan

Booking.com has two initiatives in the pipeline which it believes will help address the inequalities discovered by its own research.

Firstly, the company announced its intention to host the Technology Playmaker Awards. The awards are to be given across ten categories and are designed to celebrate those women who have disrupted, and continue to transform businesses, industries, and communities with technology. Each category winner will receive international recognition, along with EUR5,000 to help achieve their business and professional goals. The overall winner will receive a EUR10,000 award.

"As one of the most successful European start-ups, we are proud to launch these awards to celebrate the women who are inspiring and innovating across the digital sector in Europe," said Tans. "Diversity of all kinds has been core

to Booking.com's culture since the company was founded 20 years ago and more than half of our workforce today is comprised of women. Preserving our position as one of the most diverse and gender-balanced tech companies in the world is as important to us today as it was at the start."

Secondly is a scholarship program in partnership with the University of Oxford and Delft University of Technology. The program will offer women interested in studying for a career in tech grants totaling EUR500,000 (across both university partnerships) towards their education and career progression. A total of 15 scholarships will be available starting in the 2018-19 academic year.

Tans went on to say, "Women are still heavily under-represented in a range of areas of post-graduate study which are relevant to building a successful career in tech. By introducing the Women in Technology Scholarships, we hope we can drive change, increase diversity and

demonstrate that there are exciting opportunities in tech for talented women from across the EU and beyond."

## Final Thoughts



A more diverse workforce in the tech industry can only benefit the business moving forwards, and it's great to see Booking.com taking the initiative to get the ball rolling.

The final word goes to Booking.com's Chief Executive Officer, Gillian Tans.

"As a company powered by technology and digital innovation, Booking.com believes strongly in ensuring equal access and opportunity for all within the technology sector. Recognizing that female participation in technology is lower than it should be, we are committed to bolstering female tech talent, eliminating obstacles and challenges they face, and fostering diversity."

**Hear from online travel giants like  
Trivago and lastminute.com at  
Digital Travel Summit 2018**

# HOW BEST WESTERN HOTELS IS USING ARTIFICIAL INTELLIGENCE AND BIG DATA TO AUGMENT THE TRAVEL EXPERIENCE FOR ITS GUESTS



Digital technology is at the forefront of almost all business these days, and Best Western Hotels is among those innovative companies employing artificial intelligence and big data to great effect.

Before the end of the Second World War, hotels were largely individual operations and didn't have much to do with one another. However, beginning in California, a handful of hotels struck up an unofficial relationship where they each would refer travelers to other hotels in the area when their own rooms were full. This informal network eventually grew to become the company known as Best Western Hotels, when the business was formalized by M.K. Guertin in 1946.

Today, Best Western has over 4,000 locations worldwide - with over 2,000 in the US alone. The company has revenue exceeding \$370 million, making it one of the largest hotel businesses in the world.

Maintaining this position, however, has meant Best Western has had to stay on top of all modern trends and innovations and, in 2018, this means digital technology.

## Alexa



One of the ways in which Best Western is bringing digital technology into the day-to-day operations of its hotels is

with artificial intelligence (AI) room assistants. There are many such devices on the market from manufacturers such as Google, but Best Western has opted for the Amazon Echo device, which is powered by its proprietary Alexa AI software.

Echo devices installed in each room will enable Great Western guests to get information without necessitating a call to the concierge's desk. Whether the guests are looking for ideas on local tourist attractions, restaurant recommendations, theatre listings, or more, they can simply ask the device in their room. Alexa can even perform actions such as booking an Uber for the customer.

Guests who feel uncomfortable with the idea of a piece of digital technology listening in on them while they're in their rooms can opt out of the service - and even those who don't are instructed on how to mute or disconnect the device.

*It really provides some great customer service as well as efficiencies, and it's the way many guests want to communicate today.*

**Ron Pohl, Senior Vice President and Chief Operating Officer, Best Western**

The AI room assistant experiment is still in beta testing stage. However, Best Western Senior Vice President and Chief Operating Officer Ron Pohl has been pleasantly surprised at how few people have been put off by the initiative. "It really provides some great customer service as well as efficiencies, and it's the way many guests want to communicate today. So far, no Best Western guests have opted out of using the devices, and I think it's going to continue to be more and more a part of our life and how we do business in the future."

## Big Data

Another way Best Western is leveraging the power of digital technology to improve the way in which it delivers its services is with an innovative partnership with big data experts OTA Insight. OTA Insight specializes in helping its hospitality and property clients with streamlining their revenue management procedures.

The main function of the implementation of OTA Insight's software is it will allow Best Western to monitor rate fluctuations at the touch of a button - enabling it to achieve rate parity across its portfolio of hotel locations.



“We’re looking forward to introducing our rate management tools to a globally recognized hotel group”, said OTA Insight CEO and Founder Adriaan Coppens. “I am thrilled to be collaborating with Best Western to help deliver more profitable revenue strategies thanks to the support of our technology. Best Western Hotels & Resorts will benefit from our clever rate parity tool and brand-new

parity dashboard to monitor live pricing, solve rate issues and execute pricing strategies accordingly.”

## Final Thoughts

The implementation of this innovative software and the insight gleaned from the data it generates will allow Best Western to remain competitive and agile in a rapidly shifting marketplace. Combine this ability with added-value digital technology - such as the Echo devices installed in guest rooms - augmenting the Best Western Hotel experience, and it's clear the company still has a lot of tricks up its sleeve.

The final word goes to Best Western Hotels & Resorts' Senior Vice President and Chief Operations Officer, Ron Pohl.

“Following an extensive search for a partner who could meet our needs, we determined that OTA Insight would provide us with a dynamic market-leading data analytics solution. The platform allows us to monitor data in real-time to stay ahead of competitors in this complex and fast-paced online distribution space. We’re very excited about the potential of this partnership with OTA Insight as we strive to optimize distribution and deliver higher RevPAR [revenue parity] to our hotels.”

*Find out which of the leading hotels you can hear from at the Digital Travel Summit 2018*



# EXPAND YOUR HORIZONS

If you're serious about unlocking the full potential of your travel business, don't miss this unique opportunity to benchmark your people, processes and technology with those leading the way.

## What makes Digital Travel Summit Unique?

The Digital Travel Summit is the only place to meet senior digital professionals from the biggest and most innovative travel brands in Europe. 2018 brings our biggest audience so far, making it the conference of choice for those wanting to benchmark and network with digital decision makers. Our 2 day conference is our most interactive yet, and packed with pioneering keynote presentations and discussions from the biggest brands in the business including Marriott, Lufthansa, Trivago and UBER. They will be sharing innovative strategies to stay ahead of the curve with their digital developments.

**450**

Digital Travel executives under one roof

**50**

Presentations and Small Group Sessions

**60**

Thought leading speakers from across the globe

**2**

Full days of interactive and engaging content



### BUSINESS DEVELOPMENT

Gain access to your top prospects and position yourself as a credible industry partner. Plus, get first choice of all sponsorship inventory including speaking opportunities to ensure you convey the right message to your audience.



### NETWORKING

Have the opportunity to get your value proposition across to a large group of decision makers in one go.



### BRAND AWARENESS

Enjoy increased brand exposure to our global client reach with our year-round marketing campaign: including the website, marketing collateral, emails and social media.



### TOP PROSPECTS

Digital Travel Summit is the only event bringing together Digital and eCommerce Directors from Europe's leading hotels, airlines, cruise lines, car rentals and intermediaries.



### PARTNERSHIP OPPORTUNITIES

Digital Travel Summit provides opportunities to network and share best practice with senior digital travel professionals from the biggest and most innovative travel brands in Europe.





Learn more about



**DIGITAL TRAVEL  
SUMMIT**

26-27 June, 2018  
etc.venues County Hall, London

