

BOOKING IN A CONNECTED WORLD

Today's traveler has access to a host of new tools and services that are designed to make vacations and business trips more enjoyable and productive. Spanning devices, channels, and locations, this growing range of services aid in discovery, planning, and booking at key stages of the decision making process. Whether helping map out the perfect itinerary or delivering timely reminders on the go, these emerging platforms enable travelers to get the most out of every trip.

While this rapidly expanding travel marketplace is a boon to travelers, it presents an ongoing challenge for hotel brands looking to connect with their guests in a meaningful way, particularly when it comes to booking a stay. By turning the world into media, technology has multiplied the number of paths to purchase and inundated consumers with a flood of information from price comparisons and reviews to promotions and deals.

As a result, hotels must look for ways to differentiate themselves, not only online, but also on social media channels, mobile apps, and aggregation sites. By leveraging data and past interactions to get to know their guests, hoteliers can use this intimate intelligence to connect with individuals in their preferred manner, and do so at key moments in their travel and booking journey. By simplifying how guests access tools and information, hoteliers can meet the connected traveler's growing demand for instant service in every facet of their experience.

After considering innovation in the retail, tech, media, and travel industries, PSFK identified ten trends around three themes that will shape the future of booking. By treating the World as Media, leveraging Intimate Intelligence, and providing Instant Service, hoteliers can support their guests from discovery and planning through to booking. Each trend highlights best in class examples and outlines implications that will help hoteliers leverage the opportunity within their own businesses.

In an effort to bring these ideas to life, PSFK also created 5 customer journeys that showcase how different travelers engage with the trends throughout their travel experience through five archetypes: family vacationers, last-minute millennials, solo backpackers, corporate road

warriors and loyal entrepreneurs. Despite differing needs, reasons for travel and access to tools, each persona exemplifies the trends' potential to manifest in the near future. The resulting document is meant to inspire hotel brands as they look to innovate their offerings to better meet the realities of the modern traveler.

FOREWORD

FROM SABRE HOSPITALITY SOLUTIONS



Alex Alt
President and General Manager
Sabre Hospitality Solutions

The technology travelers engage with throughout their journey is constantly changing. For hoteliers, success means connecting with your customers on all points along that journey to build lasting relationships.

The Future of Hotel Booking explores innovation along the path to purchase and identifies trends that are impacting the way guests discover, interact and ultimately purchase from brands. The goal of this report is to present hotel executives with unique insight for selecting the right tools and technology for successful hotel retailing strategies.

Our company, our clients, and the marketplace are constantly looking for ways to innovate and transform to remain competitive. At Sabre we are determined to empower hoteliers with robust retailing tools such as next generation Booking Engines and Distribution Solutions that enable true hospitality.

The research and analysis for this report include examples from leading retailers embracing emerging technology to offer a better shopping and guest experience. The strategies behind these executions culminate in increasing conversions and loyalty. It's not only about digital or future technology—it's about how guests interact with technology in other industries and how that is shaping what they expect from travel and hospitality. It's not about the future; it's about reality!

KEY THEMES AND TRENDS



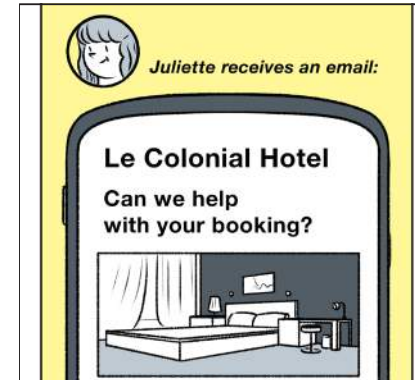
WORLD AS MEDIA

- DISCOVER IN CONTEXT
- START FROM ANYWHERE
- SYNC PREFERENCES SEAMLESSLY
- TRY BEFORE YOU TRAVEL



INTIMATE INTELLIGENCE

- CHOOSE YOUR OWN ADVENTURE
- PLAN WITH A LOCAL
- CURATE BY EXPERIENCE



INSTANT SERVICE

- CONNECT TO THE CONCIERGE
- BOOK ON THE FLY
- RESERVE IN A CLICK

KEY ACTIONS FOR HOTEL RETAILING SUCCESS

Treat Guests Like Old Friends

Every interaction with a brand's digital or physical property offers the chance to build on an existing relationship. By using the data captured during previous stays, as well as stated preferences online, hotels have the opportunity to uniquely tailor every touchpoint to individual guests. Adding custom recommendations and promotions, factoring in loyalty perks or offering bespoke service during the booking process can not only surprise and delight, but also help convert sales and encourage repeat stays.

Convert Through Context

Best-in-class brands are supporting travelers at key moments in the booking experience with contextually relevant information that can drive purchases. Whether offering deals, promotions or perks at the point of booking, or providing relevant follow-ups and reminders, these offerings arrive at timely moments along the entire purchase path. Additionally, these messages can factor in external contexts like time of day or weather to capitalize on moments when travelers might be more open to completing a transaction.

Reduce Friction Throughout

Today's consumers are comfortable browsing and buying from a wider variety of channels and devices. As a way to capture the intent of aspirational travelers in the moment, hotel brands must develop ways to streamline the path to purchase on every one of their platforms. By offering visual and audio recognition tech that instantly identifies pertinent booking details, using known data to auto-fill forms or creating one-click transactions, hotels can close the gap between discovery and purchase.

Sync The Cross-Channel Experience

Travelers interacting with brand properties across devices and platforms are expecting a unified, consistent experience throughout that allows them to pick up a booking process on one device where they left off on another. Developing a comprehensive system for syncing shopper profiles across channels, and offering recognized engagements and experiences at every stage of the purchase path, can ensure travelers feel supported regardless of where they choose to book.

KEY ACTIONS FOR HOTEL RETAILING SUCCESS

Suit The Screen

Forward thinking brands are optimizing the user experience of their digital properties by tailoring display content to the type of device used for browsing and booking. By customizing the depth and layout of information for each of their platforms, brands can deliver a consistent, optimized user experience. This focus on adaptive design anticipates traveler needs to streamline the booking journey regardless of the device being used to complete an action.

Extend The Human Touch

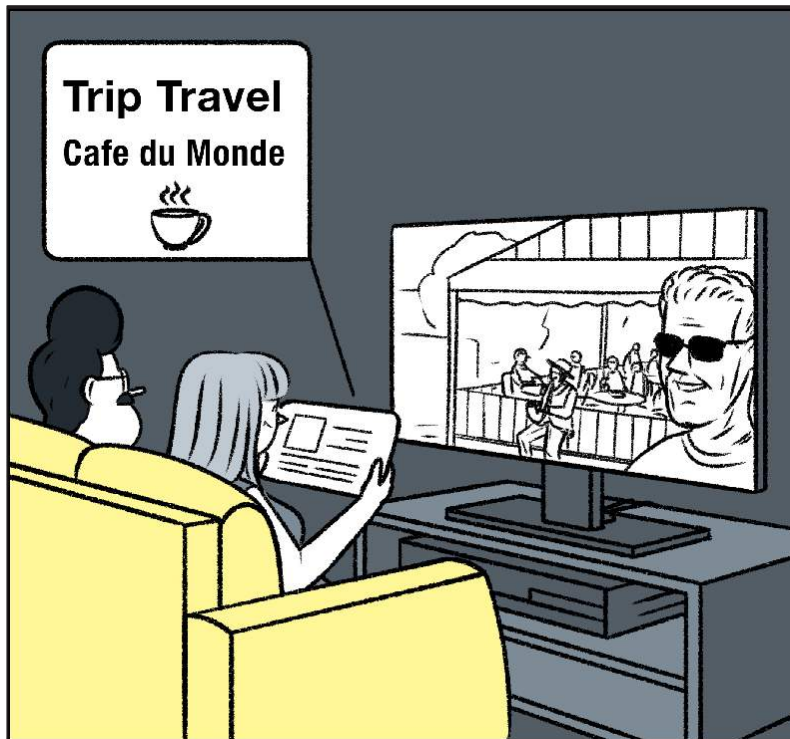
Despite the growing number of digital tools available to streamline and automate the booking process, for many travelers there's still no substitute for assistance from a knowledgeable member of staff. New communication tools and platforms are instantly connecting customers with a live representative for in-the-moment service and insider advice to help improve the booking experience and offer ongoing support throughout a trip. These efforts not only deliver additional assurances at the time of booking, but also build deeper relationships between a customer and brand.

Help Guests Envision The Ideal

360-degree and real-time video technologies are offering new possibilities for how people will experience media, entertainment and even remote locations in the future. By leveraging these virtual reality and live-streaming platforms, hotel brands can immerse their guests in the sights, sounds, and feel of a destination from anywhere to close the gap between imagination and real life. These tools can help inspire plans for a new trip or provide the extra nudge needed for a guest to book their next holiday.

Implement A Zero Patience Policy

In a hyper-connected world, consumers have become accustomed to getting what they want when they want it. On demand services have shortened the acceptable wait time between a request and its fulfillment. Hoteliers looking to meet this new service expectations must also look for ways to hasten the delivery of experiences such as streamlining the booking process and allowing instant access to assistance along the way.



A. WORLD AS MEDIA

Image recognition, location information and user data present the opportunity to convert the physical world into highly contextualized and interactive media. These technologies can not only help connect to travelers where they are, but also provide relevant information when travelers need it most.



Matthew Kenwick | CC



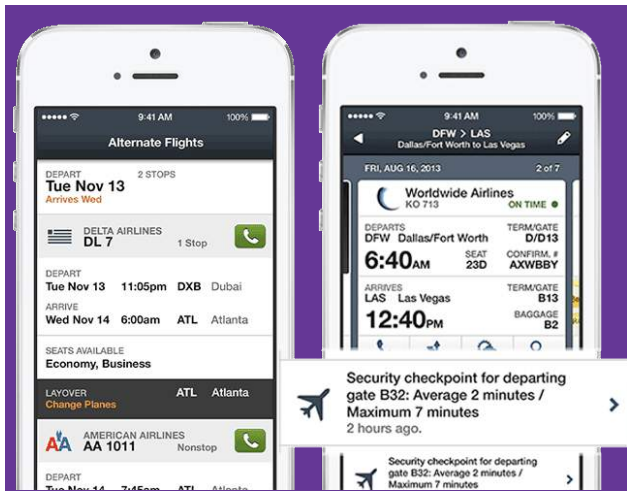
“Hotels continue to face emerging trends that require rapid innovation. It’s not enough to just provide technology for in-house consumption, that’s already the minimum expectation. The challenge is how to use that technology to differentiate yourself and enhance the guest experience.”

— Alex Alt.
President and General Manager.
Sabre Hospitality Solutions

DISCOVER IN CONTEXT

Technologies are relaying key information to travelers at critical moments in their day to personalize the path to discovery and purchase. Whether building off pertinent loyalty information to offer specialized deals or using situational factors like location, weather, and time of day to offer timely guidance, these solutions provide an added layer of relevancy that can ensure a unique experience is built into key points in the trip planning process.

EXAMPLES



TRIPCASE

CONTEXT AWARE TRAVEL ALERTS

TripCase is an app that consolidates travelers' flight, hotel, car and activities itineraries in one place and facilitates sharing with friends, co-workers, and family. After auto-importing information tickets and reservation, travelers receive real-time alerts such as flight delays, gate changes, and any other disruptions that can stymie their trip. It also integrates with third party services such as TripAdvisor, Uber, Samsung, FourSquare, and others to help travelers find where to go on their trip. When travelers open the app to review specific segments of their trip, TripCase displays the most helpful information based on the location, schedule, booking channel, and other factors.

www.tripcase.com



EPICURIUS

RECEIVE DINNER SUGGESTIONS IN THE GROCERY AISLE

Conde Nast's recipe platform, Epicurious, has announced a partnership with Swirl Networks to bring exclusive digital experiences to its broad audience of food enthusiasts as they walk into participating retail stores. Shoppers who have opted-in to the program will receive push notifications, including recipe suggestions and ingredients that can be added to user's shopping list. When shoppers tap on the notification, they can see the recipe and add the ingredients to their shopping list, with the ingredients organized by grocery aisle. Epicurious advertisers will also be able to serve in-store app users with ads. The partnership leverages Swirl's beacons and low energy Bluetooth to trigger the content experiences as Epicurious mobile app users come into range.

<http://bit.ly/1mBnm80>
www.epicurious.com



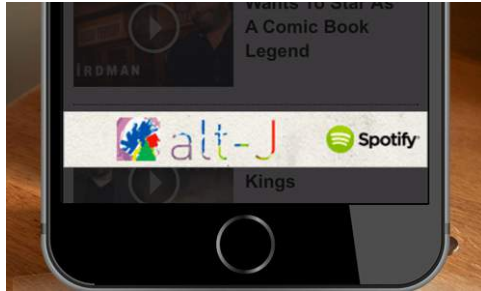
COVER

LOCK SCREEN DISPLAYS RELEVANT APPS BASED ON HABITS

Cover is an app that automatically organizes shortcuts on mobile devices' lock screens to bring up the user's favorite apps when and where they are most often used. By using Wi-Fi and cell phone towers, Cover changes lock screens to correspond to locations like Home, Work, and Out. Users can also enable learning app usage according to hours of the day, and use the phone's gyroscope and accelerometer to determine when to activate Car mode. The app was recently purchased by Twitter, creating opportunities to push messages to its users. It is only available for Android during its beta period.

<http://bit.ly/1j2quag>
<http://bit.ly/18xlzco>

ADDITIONAL EXAMPLES



MARRIOTT

HIDDEN LOCATION BASED PERKS FOR HOTEL GUESTS

<http://www.psfk.com/?p=264507>



URBAN OUTFITTERS

REWARDS AND PROMOTIONS DELIVERED THROUGH IN STORE BEACONS

<http://bit.ly/1x5NOOW>



GOOGLE CHROME

LIKELY NEXT TAB RECOMMENDED FROM TIME OF DAY AND SEARCH HISTORY

<http://goo.gl/CH9rcd>

IMPLICATIONS

HOW HOTELIERS CAN LEVERAGE THIS TREND

- Use known traveler preferences and past booking history with the brand to customize digital promotions to travelers.
- Pinpoint key areas of the end to end travel experience (e.g. arrival at airport, checkout) to serve up pertinent information by way of NFC and beacons.
- Consider how emerging technologies like wearables can house traveler information and deliver recognition, ease, and efficiencies throughout the travel experience (e.g. digital room keys).
- Look to travelers' booking histories to identify recurring itineraries and deliver promotional materials and unique notifications to remind users to book or return to a booking process.
- For last minute bookings, allow travelers to source hotel recommendations nearby on their mobile device which match their preferences while on the go.



Jamie McCaffrey | CC



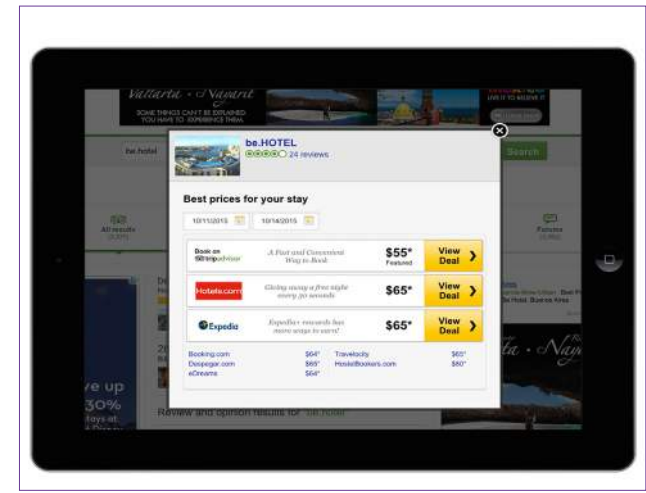
"Our goal is to engage consumers on their path from discovery to purchase. We must sell the way our customers wish to buy and ultimately, that means we need to distribute ourselves 'brilliantly' across all consumer facing touch-points."

— Viceroy Hotels & Resorts

START FROM ANYWHERE

Platforms are closing the gap between discovery and purchase intent on a wider variety of channels. By allowing travelers to instantly purchase travel services wherever they encounter them, these services are capitalizing on traveler impulses. Whether enabling consumers to purchase directly within social feeds or using their mobile device to complete a transaction through offline, static media, these platforms are capturing interest in the moment to streamline the booking process.

EXAMPLES



STAYFUL

BOOK TRAVEL WITH A TWITTER HASHTAG

Stayful is an online travel aggregator that lists boutique and independent hotels. Its new app helps travelers find the best rates at independent, boutique hotels in major US cities through bidding on unbooked rooms. An added feature allows users to book a hotel through Twitter. Users simply tweet the phrase: @stayful #tweetstay I'm going to [destination] & want a [price] hotel, [arrival date], [# of nights]. This tweet to book service is only available in select cities.

<http://www.psfk.com/?p=267456>
<https://stayful.com/tweetstay>

MASTERCARD X ALLURE

READERS BECOME SHOPPERS WITH INTERACTIVE STORIES

Allure magazine partnered with major credit card provider, MasterCard, to allow readers to purchase products from its stories directly from its website and digital version. Starting in November 2014, Allure readers will be able to add items from the pages directly into a shopping cart. Orders will be fulfilled by retailers like Walmart, Hudson's Bay Co., and Saks Fifth Ave. Allure does not profit share with the brands. Instead, it sells the capability like advertising space. The company claims that brands that do pay for this service will not influence the frequency they are mentioned in editorial content.

<http://goo.gl/ZjbK9l>

BE.HOTEL

BOOK STRAIGHT FROM REVIEWS SITE

Guests on be.HOTEL's TripAdvisor page can book their hotel straight from the site. This is part of an exclusive partnership between Preferred Hotels & Resorts, TripAdvisor, and TripConnect. By reaching guests during their research process on TripAdvisor, be.HOTEL makes it easy to book within their platform dramatically shortening the path to purchase.

<http://bit.ly/1zGAIGJ>
<http://bit.ly/1yM3E53>

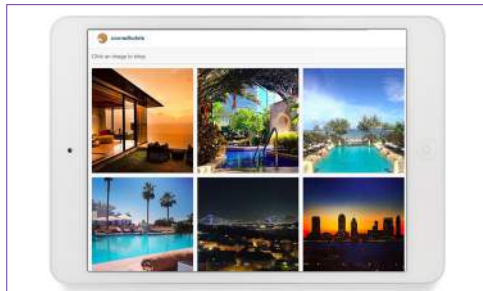
ADDITIONAL EXAMPLES



TARGET

IMAGE RECOGNITION MAKES PRINT IMAGES SHOPPABLE

<http://bit.ly/Vi8ow0>
www.target.com



HILTON

BOOK ROOMS THROUGH INSTAGRAM

<http://usat.ly/1AiwJ8y>



LOOKLIVE

SHOP THE LOOK ON POPULAR TV PROGRAMS

<http://bit.ly/1E0mdSJ>

IMPLICATIONS

HOW HOTELIERS CAN LEVERAGE THIS TREND

- Integrate image recognition functionality into real-world promotional materials to allow travelers to quickly access option to book or additional destination information.
- Embed booking features in visually oriented media platforms like Pinterest and Instagram to capture aspirational travelers and aid in their discovery of new locations.
- Include the ability to purchase directly within social feeds (e.g. by tweeting specific hashtag) to remove one step in the purchase path and harness the potency of social recommendations.
- Following checkout, incentivize sharing of hotel experience over social media channels and include streamlined options to purchase similar experience.



Jon Larsson | CC



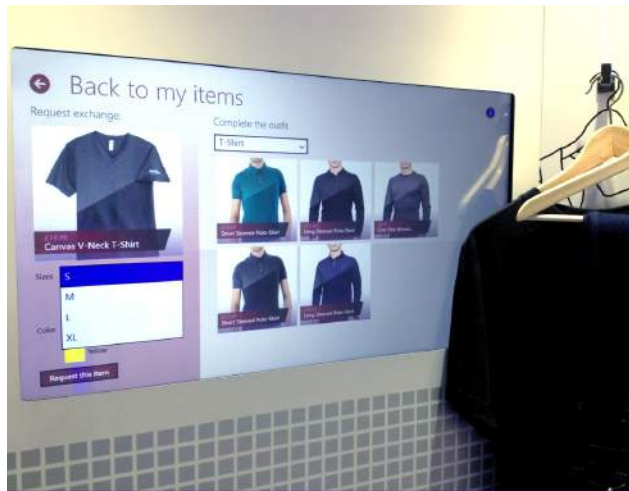
“Reliable integration between all our services and properties is essential to providing our guests with the seamless hospitality experience they expect.”

— Mandarin Oriental Hotel Group

SYNC PREFERENCES SEAMLESSLY

In a multi-device world, consumers need to be able to move seamlessly from one device to another and pick up where they left off whether they are browsing, buying, or bookmarking. By building singular, cross-platform customer profiles and preferences, these forward-thinking brands are accommodating the new ways in which people discover and book—enhancing their offerings, alleviating frustration, and building brand loyalty.

EXAMPLES



KOHL'S X MICROSOFT X ACCENTURE

CONNECTED FITTING ROOMS CONSIDER ONLINE ACTIVITY FOR REAL TIME RECOMMENDATIONS

Retailer Kohl's debuted a connected fitting room created using technology from a partnership between Microsoft and Accenture. When shoppers enter the fitting room, tags interact with an antenna transmitting style, size, and color information to the cubicle. If shoppers need a different color or size, they can request a sales associate bring it to the room. Shoppers can also log into their online accounts to add items to wishlists. This also allows Kohl's to create offline "browsing histories" to better tailor recommendations creating a unified customer experience.

<http://bit.ly/1lg2aG6>

THALES GROUP

NFC-ENABLED AIRLINE SEATS SYNC CONTENT WITH PASSENGERS' MOBILE PHONES

French aerospace company Thales Group created the Immersive Business Class Seat which adjusts seat configuration and queues up entertainment that was in-process from a previous flight according to information stored on a traveler's phone. When passengers board, NFC-enabled devices will communicate that information to a receptor on the seat. If a traveler does not finish a movie on the way to their destination, the information will be transmitted to the pod so travelers can pick up where they left off on the way back.

<http://goo.gl/F3dT8D>

REBECCA MINKOFF

MERGED ONLINE AND OFFLINE SHOPPING

Rebecca Minkoff's flagship store in New York City connects online and offline interactions through connected dressing rooms. Merchandise is equipped with RFID tags that track which items customers try on, provide a precise, real-time view of inventory, product information, and complimentary pieces. Shoppers can choose to sign in to their accounts to get more personalized recommendations in the room and online.

<http://www.psfk.com/?p=278598>

<http://bit.ly/1GP2G8U>

ADDITIONAL EXAMPLES



FACEBOOK

DIGITAL CONTENT CURATION
FOLLOWS USERS FROM DEVICE TO DEVICE

<http://goo.gl/GROBy0>



HERTZ

TRAVEL PLANNER AND IN CAR GPS SYNC
TO SIMPLIFY NAVIGATION

<http://bit.ly/1UvFeQ>



EXPEDIA

“SCRATCHPAD” SHARES PLANNING BETWEEN DEVICES

<http://bit.ly/1veaF8H>

IMPLICATIONS

HOW HOTELIERS CAN LEVERAGE THIS TREND

- Sync users’ profiles to allow guests to quickly pick up where they left off in a booking process from any device.
- Following booking, allow travelers to download itineraries or pertinent travel information (hotel address, contact information) to their mobile devices for offline access while on the move.
- Consider how information from booking processes completed on mobile or a desktop can transfer into emerging devices like wearables for access and recognition after arriving on a property.
- Ensure loyalty information is recognized and factored into any purchase experience across devices and platforms.



© Douglas Scortegagna
Douglas Scortegagna | CC



“Hotels have the ability to transform the guest’s experience by leveraging the technology and data available to be more human and relevant than ever before.”

— **Sarah Kennedy Ellis.**
VP Marketing & Strategic Development.
Sabre Hospitality Solutions

TRY BEFORE YOU TRAVEL

Digital technologies are transporting travelers to far flung locations for a more authentic look and feel of their intended destination and accommodations. By allowing customers to virtually experience a service or place before they go, these technologies can inspire thinking beyond the initial consideration set while providing an unprecedented level of reassurance around the purchase process.

EXAMPLES



MARRIOTT

VIRTUAL HONEYMOON EXPERIENCE INSPIRE DESTINATION IDEAS

Marriott Hotel set up their teleporter outside of New York's City Hall to invite newlyweds to take a virtual honeymoon. In addition to Oculus Rift's 3D virtual reality, the booths also used heat lamps, vibrating floors, misters, fans, and fragrances to mimic climate and location. The experience transports couples to honeymoon locations all over the world and inspires them to consider exotic vacations.

<http://bit.ly/1zWN949>



FIAT

TAKE A VIRTUAL TEST DRIVE GUIDED BY REMOTE STAFF

Fiat Brazil created the "Live Store" to connect shoppers and Fiat experts so they can explore car features in real time from their home. When users connect with the Live Store, they are greeted by a host wearing an eye-level micro camera who gives customers a first hand tour of various Fiat models. According to Fiat, 70% of its customers start their research online before going to a dealership. At the end of each visit to the Live Store, visitors are able to schedule a test drive at the nearest Fiat dealership.

livestore.fiat.com.br
www.psfk.com/?p=209204



LUFTHANSA

AUGMENTED REALITY SHOWCASES 50% MORE LEGROOM

In order to promote the added space in their Premium Economy section, German airline Lufthansa created an augmented reality experience for iOS. After downloading the app, users can launch the experience by drawing "something that flies." The premium economy seats appear on screen allowing viewers to zoom in, rotate, and learn more. Paired with a "magic card" provided by Lufthansa, viewers can also learn about the benefits of the Boeing 747-8 craft.

<http://bit.ly/1q7Eynq>
<http://apple.co/1BWtIW5>

ADDITIONAL EXAMPLES



AUDI

DEALERSHIP EXPERIENCE CREATED THROUGH AUGMENTED REALITY

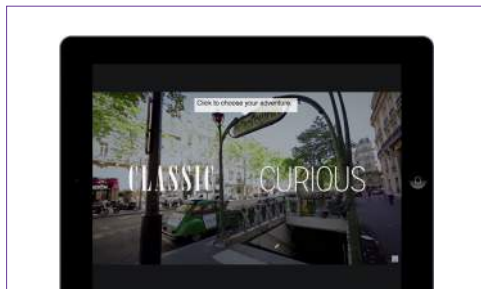
<http://audi.us/1FarxVM>
www.psfk.com/?p=265552



LOWE'S

AUGMENTED REALITY HELPS SHOPPERS PLAN REMODELS

<http://www.lowesinnovationlabs.com/holoroom/>



BRITISH AIRWAYS

EXPLORE CITIES WITH INTERACTIVE CHOOSE YOUR OWN ADVENTURE VIDEOS

<http://bit.ly/1ALr9GJ>

IMPLICATIONS

HOW HOTELIERS CAN LEVERAGE THIS TREND

- Empower staff with tools (photo, video, etc.) for sharing visual responses to specific questions future guests might have around the details of a property.
- Incorporate interactive media to help guests explore hotel features.
- To help with event planning (e.g. weddings), consider how AR and VR can remotely connect guests to a location and showcase its unique attributes to help with decision making.
- Incentivize guests to leave reviews or post photos and videos, which can be both housed on a brand's website and additionally promoted on social media.

B. INTIMATE INTELLIGENCE

Whether planning a business trip or vacation, additional insights can go a long way in making the trip as smooth as possible. Services tailored to known preferences, as well as added knowledge of the destination, make traveling as stress-free of an experience as possible.





gags9999 - modified | CC



“Personalization is key to building a relationship with a guest and it starts way before they ever set foot in the hotel. In order to truly enable personalized service hotels must embrace the ‘One Guest’ concept and adopt technology that will provide a ‘single source of truth’ about its guests.”

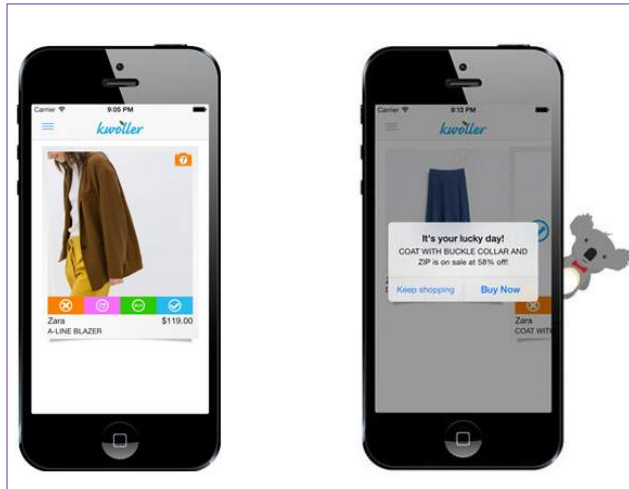
— **Paolo Torchio.**

VP Product Management and Consulting,
Sabre Hospitality Solutions

CHOOSE YOUR OWN ADVENTURE

Forward thinking brands are providing tools to enable their customers to customize their digital experiences around their particular situation or needs. By offering greater controls over the look and feel of the interface, information or interactions, these platforms ensure guests experience their profiles exactly how they like them as they browse or book their destinations.

EXAMPLES

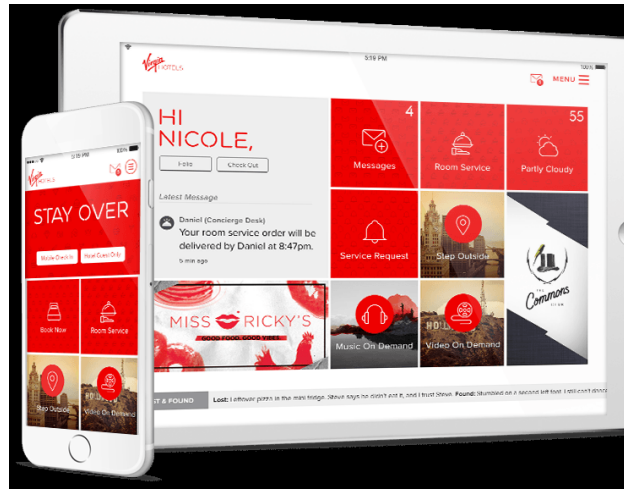


KWOLLER

PUSH NOTIFICATIONS ALERT WHEN WISHLISTED ITEMS' PRICES DROP

Kwoller is a mobile commerce startup that invites users to pass idle time swiping fashion items they like right and those they do not to the left in order to curate shopping recommendations. Items that are swiped to the right are added to a love list on the app. Shoppers receive push notifications if anything on that list drops in price helping them snag great deals.

<http://tcrn.ch/Qi3hcO>
<http://apple.co/1dHXVZS>



VIRGIN

VIRTUAL HOTEL CONCIERGE

Lucy is a virtual hotel concierge at Virgin's first property in Chicago. The app greets guests by name and offers the full service of a concierge. She can play music from Virgin's library, suggest local restaurants and attractions, and even control the room's entertainment and thermostat. Lucy also interfaces with the hotel's human staff to order rooms service and ask questions. The app feeds into Virgin's preference program, The Know and allows guests to request specific preferences when they arrive such as items in the minibar and hotel toiletries.

<http://bit.ly/1DazeVz>
<https://virginhotels.com/about-the-app/>



TRUE & CO

16 QUESTIONS HELP WOMEN FIND THEIR PERFECT BRA

Lingerie company True & Co. aimed to ease the frustration of bra shopping by creating personalized recommendations based on responses to a quick intake questionnaire. Although band length and cups size are fairly standard across brands, the shape of the cup itself varies widely. Additionally, many women do not know how to accurately size themselves. The website's questionnaire asks about past purchases, problem areas, and fit preference to help users find their ideal fit in the lingerie department. From these answers, it creates a list of styles that are most likely to fit the respondent. Their try and return service inspires even greater consumer confidence when purchasing these intimate items.

trueandco.com

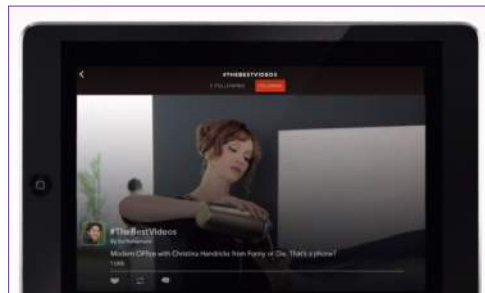
ADDITIONAL EXAMPLES



PEEK

CURATED TRAVEL EXPERIENCES BY LOCATION AND QUESTIONNAIRE RESULTS

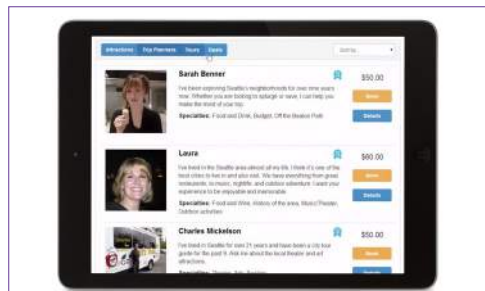
<http://tcrn.ch/Ji4HBz>



N3TWORK

PROGRAMMING BECOMES PERSONALIZED TO VIEWER

n3twork.com



GRABBLE

SWIPEABLE SHOPPING AND PERSONALIZED SALE ALERTS

<http://daily.ai/1xxYSXV>
<https://www.grabble.com/>

IMPLICATIONS

HOW HOTELIERS CAN LEVERAGE THIS TREND

- Implement intuitive controls like swipe or drag and drop so travelers can customize their dashboards and quickly opt into or out of promotional materials if they are relevant or helpful in their booking experience.
- Allow travelers to voluntarily input information and feed algorithmic recommendations which could direct travelers towards tailored discounts and even unanticipated destinations.
- Offer opt-in/opt-out controls to allow travelers to openly solicit promotional materials when desired, helping travelers ‘pull’ in the best deals at a certain destination.
- Create dedicated loyalty tabs featuring personalized discounts and perks so guests can understand the long and short term benefits of their ongoing relationship with the brand.



Dana Wielgus | CC



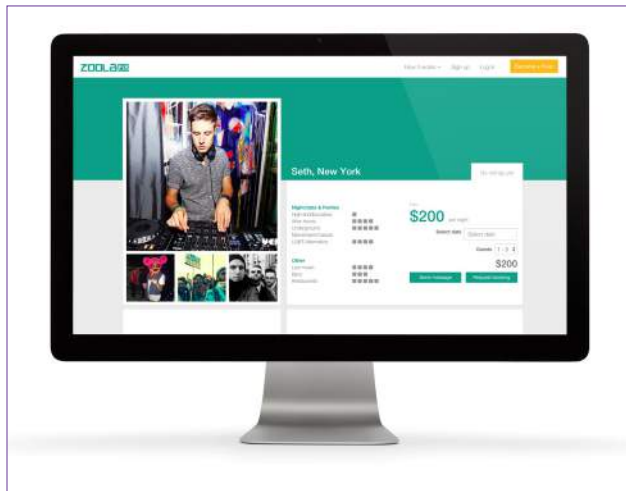
"In the decision-making process, first impressions are paramount. We believe in delivering highly personalized guest services anchored by local insights and recommendations, all before you even walk in the door – that's what makes the Kimpton experience truly unique."

— **Kimpton Hotels & Restaurants**

PLAN WITH A LOCAL

Social networking applications are leveraging information like location and personal preferences to help travelers forge local connections and discover insider tips as they plan their trips. By adding a local perspective to every destination, these services are ensuring everyone can enjoy a more authentic and valuable experience whether traveling for business or pleasure.

EXAMPLES

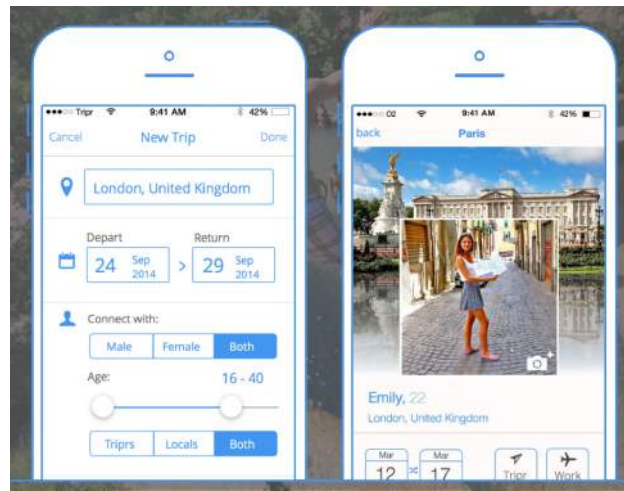


ZOOLA FIX

LOCAL FIXERS CURATE AN IDEAL NIGHT OUT FOR TRAVELERS

Zoola Fix is an online platform dedicated to helping travelers make the most of their nights in foreign cities. Tourists enter the dates of their visits and the kind of night they want. The site matches them up with Fixers who are experts in the night life of their city. The tourist and fixer then discuss expectations and tastes to have a tailor made night out. The service is currently available in New York, London, and Hamburg.

www.prote.in/en/feed/2015/01/zoola-fix
www.zoolafix.com

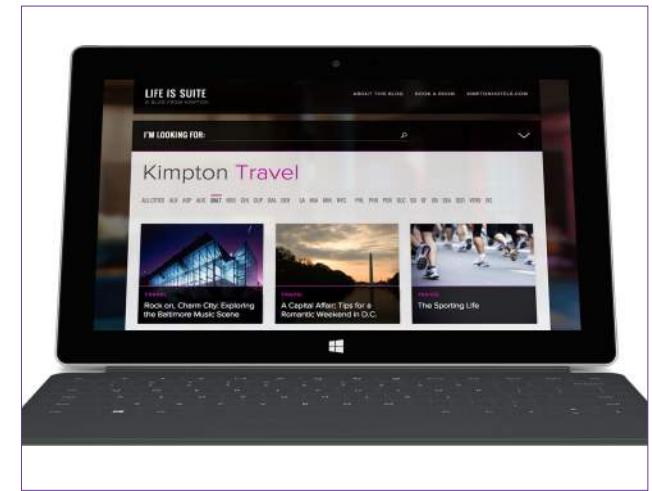


TRIPR

MEET OTHER TRAVELERS AND LOCALS WHILE AWAY

Tripr is a social network that connects adventurous travelers and locals in the same location. After verifying identity with Facebook, travelers input their dates of travel, and their preference for the type of people they want to meet: gender, age, local or traveler. The app then connects them to a new network of people looking for a new friend, business contact, or just someone to share their hometown with.

<http://triprapp.com/>
<http://nyti.ms/1s36jqX>



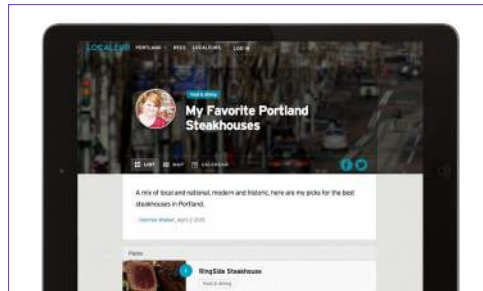
KIMPTON HOTELS

LOCAL TIPS AT EVERY PROPERTY

Kimpton Hotels has over 60 hotels in 30 cities and offers local insight at every one of them. The recent website redesign emphasizes a photo centric interface as well as the "Life is Suite" blog which offers local tips from employees and locals. For example, Baltimore highlights its aquarium as well as the local music scene. Further revisions will integrate content from the main blog to hotel specific pages. The content is tailored to speak to Kimpton's customers who over index on aspects like health and wellness, wine, and pets.

<http://bit.ly/1aOo81B>
<https://www.kimptonhotels.com/>

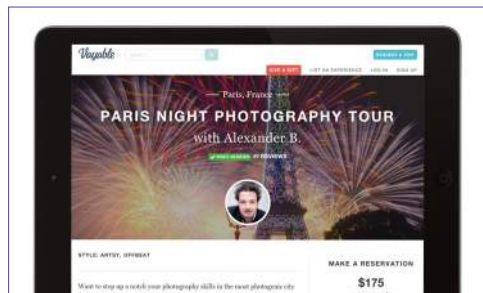
ADDITIONAL EXAMPLES



LOCALEUR

COMMUNITY OF INSIDERS CURATE SITES FOR VISITORS IN THEIR HOMETOWNS

<http://www.localeur.com/>



VAYABLE

GUIDED TOURS CREATED AND LED BY LOCALS

<http://huff.to/1MvkRAP>
www.vayable.com



TRAVELLING SPOON

CULINARY ADVENTURES WITH LOCALS

<http://travelingspoon.com/>

IMPLICATIONS

HOW HOTELIERS CAN LEVERAGE THIS TREND

- Consider partnerships with local bloggers/vloggers who appeal to a wide mix of traveler ‘types’ and ages who can provide reviews and likeminded tips for experiencing a place.
- Lean on staff to showcase expertise around local attractions and engage travelers over social platforms prior to booking.
- Entice guests who may be hesitant to travel solo with a network of on-the-ground guides and fellow travelers who can make any trip sociable.
- Ask locals to prepare ‘what you need to know’ and ‘do not miss’ type guides while visiting a place based on time of year which can be served up around time of booking.
- Allow travelers to specify what they are hoping to get out of a trip (e.g. culinary adventure, efficient business trip) to receive targeted advice following booking.



Grand Canyon Central Park | CC



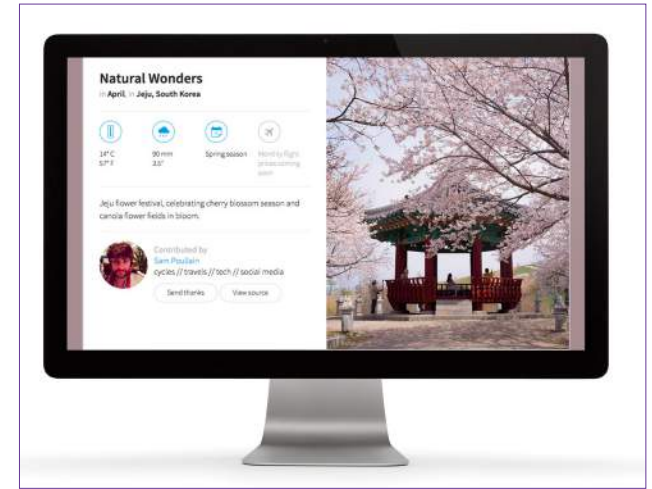
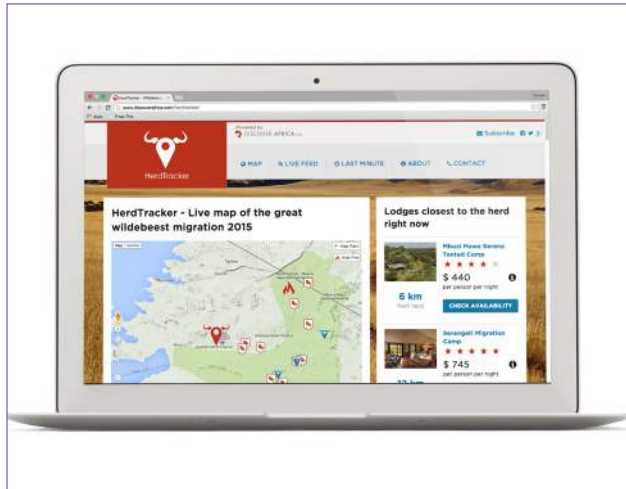
“Successful hotels know their customers well and offer personalized experiences which translates into more engaged and loyal guests.”

— **David Meltzer**,
Chief Commercial Officer,
Sabre Hospitality Solutions

CURATE BY EXPERIENCE

An emerging set of planning services are helping travelers plan their ideal trips by supplying additional context around booking, such as seasonal information or local happenings. Whether through complementary offerings or by supplying in-the-know type information, these offerings help travelers feel they are making the most of their trip, while positioning hotels as a go-to tastemaker for curating one-of-a-kind experiences.

EXAMPLES



DISCOVER AFRICA

MIGRATION TRACKING HELPS PROSPECTIVE GUESTS FOLLOW THE HERDS

Explorers looking to catch a glimpse of the Serengeti's famous wildebeest population can now use the Herd Tracker function on Discover Africa's website to time their safari booking. In addition to providing pertinent seasonal information regarding migratory patterns, the "Last Minute" tab on the website lets users book empty rooms closest to where wildlife are passing through. Additionally, travelers can opt into alerts, daily photos, videos, and information.

<http://prn.to/1EbT5ao>

DASH

CHECK THE VIBE OF NEARBY BARS IN REAL TIME

Dining app Dash enhances the dining experience through mobile pay, bill splitting, and a "Venue Vibe" search option for NYC and Chicago bars, restaurants, and clubs. Data is crowdsourced from participating venues' point of sale systems and available in real time. Venues are rated as Lively, Active, Relaxed, or Quiet to help diners decide where to go based on their mood.

<http://www.psfk.com/?p=261397>

<http://www.getda.sh/vibes>

WHAT'S IT LIKE

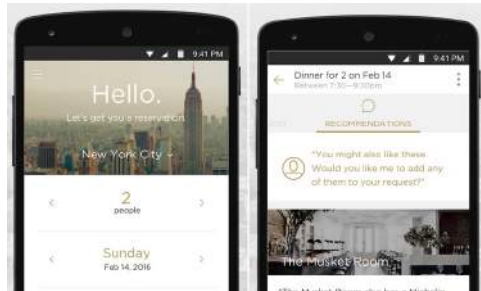
SEASONALLY RECOMMENDED TRAVEL DESTINATIONS

What's It Like curates vacation destinations by month to help travelers figure out where to go during their time off. The site aims to be "the Google of when to go." Each destination card provides a category such as "Travel Photography" or "Natural Wonders" as well as average temperature, rainfall, and season. The tips are curated from travel bloggers and contributors. Though it is currently in beta, it plans to expand capabilities to include average flight price.

<http://www.psfk.com/?p=261344>

whatsitlikeapp.com

ADDITIONAL EXAMPLES



RESERVE

DINING RECOMMENDATIONS BASED ON TIME OF DAY

<http://tcrn.ch/IH7xC6g>



HITLIST

CHOOSE CHEAPEST TIME TO FLY TO DESTINATION

<http://www.hitlistapp.com/>



WHIMSY

CURATE FLIGHT OPTIONS BASED ON SEASON

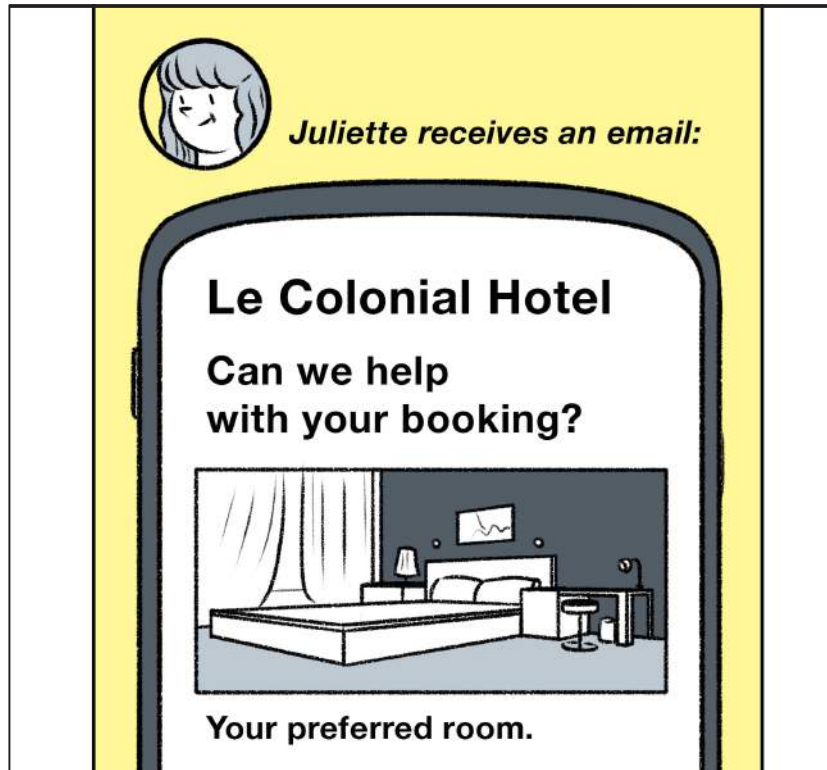
<http://www.psfk.com/?p=266238>
<http://whimsy.travel/>

IMPLICATIONS

HOW HOTELIERS CAN LEVERAGE THIS TREND

- Use factors like weather, time of year, and seasonal local attractions to customize destinations presented in digital promotions catered to travelers.
- Allow travelers without a specific destination in mind to filter travel queries around locations based on intended activities and receive recommendations that take into account a breadth of local factors (e.g. best places to travel for a surf vacation in June).
- Provide information around local happenings and what to expect (e.g. weather, festivals) for travelers with flexible departure dates to a certain location to help them make more informed decisions prior to booking.
- Serve up playful profile exercises for travelers to complete (e.g. are you a jazz lover?) which then offer recommendations around the best time to visit a place.
- Allow travelers to call out specific preferences (e.g. business traveler asks for 'quiet floor') to provide personalized assurances at the point of booking.

C. INSTANT SERVICE



In today's always connected culture, instant gratification is now a service need as opposed to a nice-to-have. Travelers want to be able to plan a trip, ask for help, and book their ticket in the moment they need it. Not only does this meet traveler's expectations, but it also shortens the path to purchase, reducing attrition along the way.



Hashoo Foundation | CC



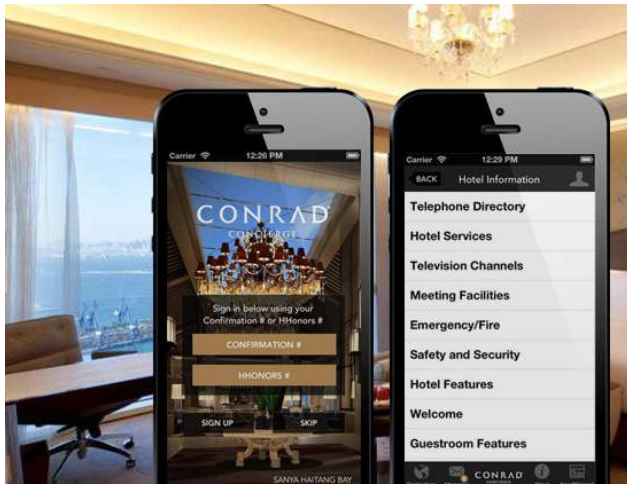
“The technology to synchronize virtual footprints, profiles, and systems across all channels already exists today. The challenge is getting hoteliers to use it. The integration of these capabilities at hotels really gives us a competitive advantage in the marketplace.”

— **Alex Alt.**
President and General Manager.
Sabre Hospitality Solutions

CONNECT TO THE CONCIERGE

Brands are leveraging digital technologies as a way to instantly connect customers with members of staff on a wider variety of platforms both in and outside of a property. Whether providing a personalized response to inquiries or an expert perspective, these services are empowering staff with tools to add a human touch to the booking and travel experience, ensuring customers feel supported at the point of purchase and throughout their trip.

EXAMPLES



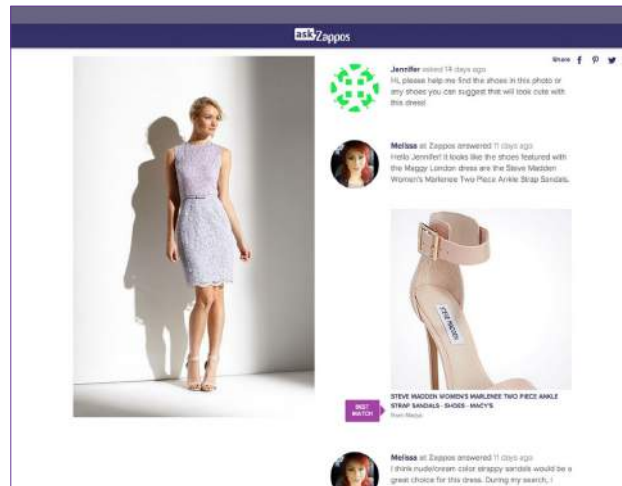
CONRAD HOTEL

INSTANT ACCESS TO HOTEL CONCIERGE

The Conrad Hotel promises a luxury experience by giving guests easy access to the hotel concierge before, during, and after their visit. Guests can request preferred bath amenities or order room service to be delivered right when they arrive. The app also connects to the concierge to arrange airport transportation, book spa treatments, schedule wake up calls, and anything else the guest requests. The frictionless interface lets guests request services and get answers to inquiries wherever they are.

<http://bit.ly/1qrc5Zf>

<http://bit.ly/1OC7xvw>



ZAPPOS

PERSONAL SHOPPERS FIND PRODUCTS FROM USER SNAPSHOTS

The online retailer Zappos unveiled a service that offers shoppers a personal digital assistant to track down specific items even if they are not available in the online store. Customers can text, email, Instagram, or upload a photo with a short description to Ask Zappos and a Zappos team member will find the exact item along with alternatives. The service will locate clothing, footwear, bags, and accessories giving shoppers the signature Zappos customer support the company is known for.

apps.zappos.com



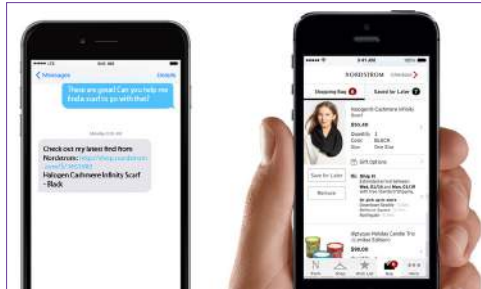
NEIMAN MARCUS

SALES ASSOCIATES CONNECT TO SHOPPERS' PROFILES IN-STORE

Retailer Neiman Marcus brought in-store shoppers a more personal experience by equipping sales associates with iPhones and an accompanying app that is able to access consumer profiles. When associates assist shoppers, they can pull up that shopper's past purchase history across channels, tailoring details, and other pertinent information from the app dashboard to provide better service in store. Shoppers can add items to their profiles at any time that will help associates cater to their specific preferences. Together, this exchange of information enables Neiman Marcus to create a premium customer interaction.

<http://bit.ly/1uINDUS>

ADDITIONAL EXAMPLES



NORDSTROM

SALES ASSOCIATES TEXT CUSTOMERS TO DRAW THEM TO STORES

<http://bit.ly/1Jryv8f>



IBM WATSON X RED ANT

COGNITIVE COMPUTING HELPS SALES ASSOCIATES PROVIDE BETTER RECOMMENDATIONS ON THE FLOOR

<http://bit.ly/1xCRQMH>



TRIPTIPS

HARNESSING LOCAL EXPERTISE TO CREATE TRAVEL ITINERARIES

triptips.com

IMPLICATIONS

HOW HOTELIERS CAN LEVERAGE THIS TREND

- Create more personable interactions leading up to a booking decision by offering features like live chat or video chat to assist guests with specific questions.
- Allow hotel staff to access guest profiles during interactions to provide additional context and answer individual questions around topics like membership benefits.
- Leverage hotel staff's existing knowledge of local area (e.g. food expert) to redirect questions internally and become a trusted source of insider tips for guests.
- Beyond initial booking, connect travelers to in-house managers who can provide logistical support and assurances which connect the dots for an end to end travel itinerary.



Matthew Hurst | CC



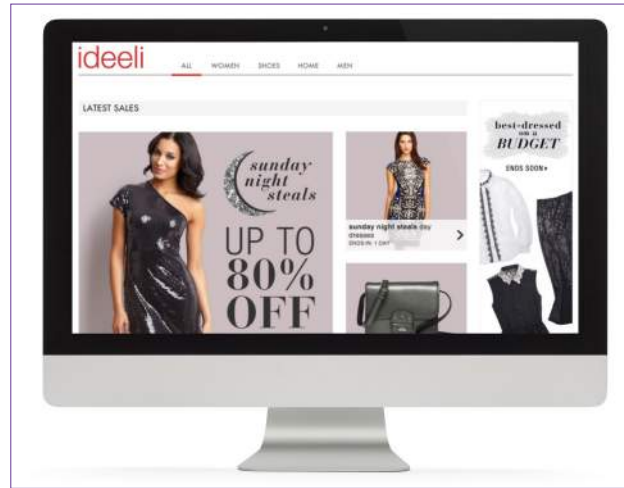
“Through continued innovation and investment, Sabre Hospitality offers a best in class booking engine that enables hoteliers to dynamically sell their products directly to consumers across any device while enhancing conversion and optimizing their guests’ online experience.”

— **Robert Dawson.**
VP Digital Marketing and
Web Development Solutions.
Sabre Hospitality Solutions

BOOK ON THE FLY

On-demand applications are simplifying the search and booking process for last-minute accommodations, making it easier for travelers to manage itineraries even on the go. By offering limited time deals for reduced rates or using known traveler preferences to filter queries, these applications are not only providing unique discounts to travelers in line with preferences, but are streamlining the end-to-end booking process.

EXAMPLES



BOOKING.COM

LAST MINUTE BOOKING ENABLED IN TWO TAPS

Booking.com’s mobile app Booking Now is designed to help travelers book a room within 24 hours of needing it from their mobile device. Upon first using the app, users enter basic contact information. When it is time to find a place, they enter a price range, the number of guests, and preferences like breakfast, smoking, and wifi availability. Booking Now sorts through the database to display a property with an open room nearby. Users can scroll for more information or swipe to the next property. Once a hotel is selected, users can book it in two taps.

<http://www.psfk.com/?p=264859>

<http://www.booking.com/>

GROUPON

FOCUS MOVES TO FLASH SALES WHICH ENCOURAGE SPONTANEITY

Daily deals site Groupon acquired flash sale site ideeli to offer subscribers exclusive discounts. Ideeli, now rebranded as Ideel, creates sales that typically last less than 48 hours and feature steeply discounted inventory from men’s and women’s apparel items alongside accessories and home decor. This acquisition signals Groupon’s continued emphasis on encouraging shoppers to cash in on spontaneous deals.

<http://bit.ly/1BDmDJw>

<http://on.tcrn.ch/l/RhJt>

HOTELTONIGHT

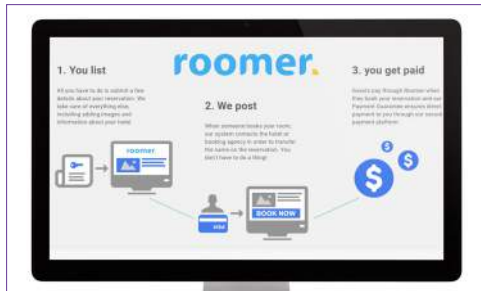
LAST MINUTE DEALS FOR SAME DAY TRAVELERS NEARBY

HotelTonight is a startup specializing in last minute hotel deals. The same day Rate Drop option on the mobile app uses location data to find offers up to 40% off for hotels nearby that still have vacancies at 3pm. Users can browse hotels in their vicinity then book through the simplified mobile site. Instead of entering codes or more information, travelers confirm their booking by tracing the hotel bed logo.

<http://bit.ly/1Buh9Ek>

www.hoteltonight.com

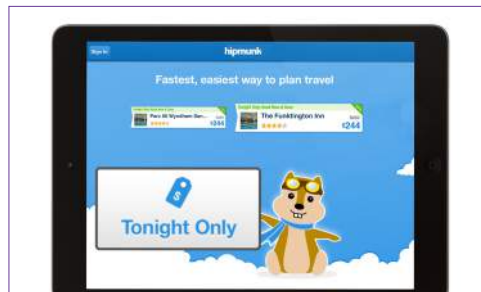
ADDITIONAL EXAMPLES



ROOMER

SELL NON-REFUNDABLE ROOMS TO OTHER GUESTS

<http://bit.ly/1z4iQnv>
<https://www.roomertravel.com/>



HIPMUNK

TONIGHT ONLY FEATURE ENCOURAGES LAST MINUTE HOTELS

<http://tcrn.ch/1xkl8Fd>



POGOSEAT

UPGRADE SEATS WHILE AT THE GAME

<http://www.psfk.com/?p=155703>
<https://www.pogoseat.com/>

IMPLICATIONS

HOW HOTELIERS CAN LEVERAGE THIS TREND

- Allow travelers to offer up their location to procure on the go travel discounts and booking recommendations via mobile.
- Build on known traveler profile information and preferences to filter recommendations to travelers attempting to manage itineraries en route.
- Add a curatorial element by allowing access to likeminded recommendations based on traveler ‘types’ (e.g. business traveler, college student) to narrow down options presented in an interface.
- Consider how layering social recommendations into the booking experience can support travelers attempting to make purchase decisions while on the go.
- Enable travelers to securely upload and save their preferred payment information to enable booking within a few taps on a mobile device.



Wolfgang Lonien | CC



“Hotels are seeking new sources of revenue via intelligent merchandising and ancillaries services. They need the technology that will support more than just selling a room. By combining guest intelligence, dynamic retailing, and mobile-first technology hotels can actually optimize the guest experience while increasing their bottom line.”

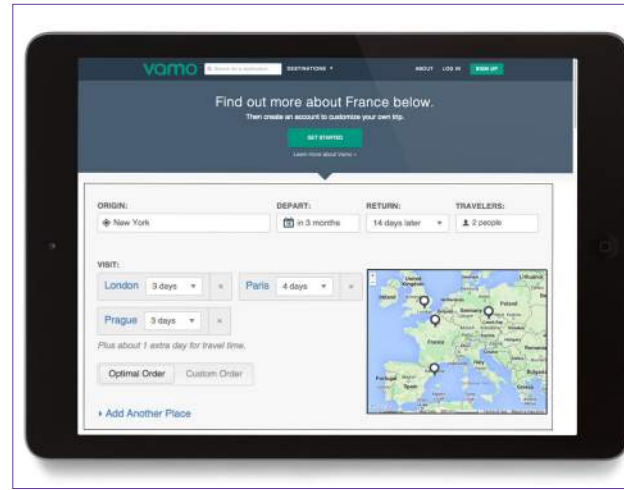
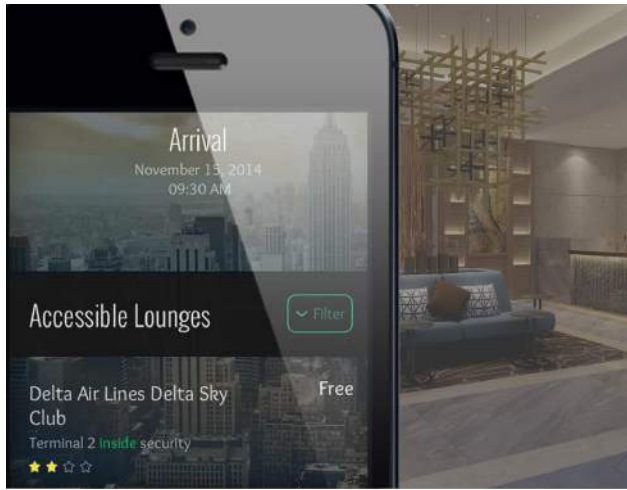
— **Paolo Torchio.**

VP Product Management and Consulting,
Sabre Hospitality Solutions

RESERVE IN A CLICK

All-in-one booking platforms are streamlining the planning and purchase path by housing a complete set of consumer friendly travel tools within a single interface. By providing elements like comparison shopping, deal sourcing and one-click purchase options, these services are accommodating known shopper behaviors and creating a more convenient and enjoyable end-to-end experience.

EXAMPLES



LOUNGEBUDDY

AUTOMATICALLY COMPARE VIP MEMBERSHIPS TO FIND BEST AIRPORT LOUNGE

LoungeBuddy is an app that simplifies the search for airport lounge access. In the face of shifting loyalty programs due to airline mergers, changing partnerships, and airport restrictions, it can be difficult to know which lounges are permitted. Travelers input their memberships into the app and it finds matches to airport lounges where they have free or discounted access. Travelers can book their selections straight from the app then make their way to the lounge where they will be expected.

www.psfk.com/?p=263339
www.loungebuddy.com

VAMO

SIMPLIFY MULTI-CITY ITINERARY PLANNING

Vamo is a travel booking site that specializes in creating multi-city itineraries for international travelers. Wanderlusts input the cities they would like to visit and select their dates of travel then Vamo finds the best order in which to visit each city organizing ground transportation, flights, and hotels with the best deals. Though Vamo makes users actually book their tickets and stays through partner sites, it takes out the pain of figuring out logistics and centralizes all booking information in one source.

<http://www.psfk.com/?p=269165>
<https://www.vamo.com>

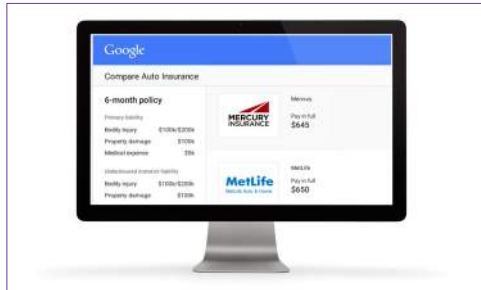
ZAPPOS

REMINDERS PROMPT RUNNERS TO UPDATE HIGH MILEAGE SHOES

Online shoe retailer Zappos has partnered with MapMyFitness to power Gear Tracker, an automated mobile platform that tracks a runner's shoe mileage and reminds them when it's time to buy a new pair. To activate the platform, athletes add their gear from the app's library of shoes, set a desired lifespan, and start tracking the distance they've covered. The service allows runners to log their workouts so that they know exactly when they should replace a pair of running shoes before they wear out. They can make purchases from within the MapMyFitness app. By basing these personalized recommendations on recorded data and past transactions, Zappos positions itself as a valuable partner and further incentivizes sales.

<http://bit.ly/1AsajOJ>
<http://bit.ly/1B90Id1>

ADDITIONAL EXAMPLES



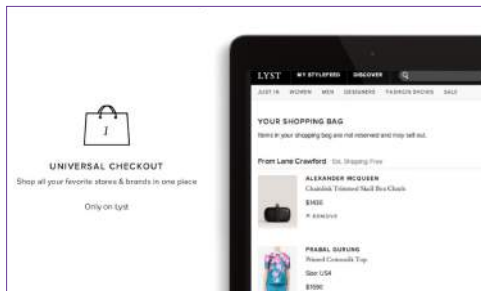
GOOGLE
AUTO FILLED INFO SIMPLIFIES
COMPARISON SHOPPING FOR INSURANCE

<http://bit.ly/1CacHOv>



TRAVEFY
DISCOVER, PLAN, AND PAY WITH FRIENDS

<https://travefy.com/>



LYST
UNIVERSAL SHOPPING CART FOR ALL THE WEB

<http://wrd.cm/1lCWd44>
<http://www.lyst.com/>

IMPLICATIONS

HOW HOTELIERS CAN LEVERAGE THIS TREND

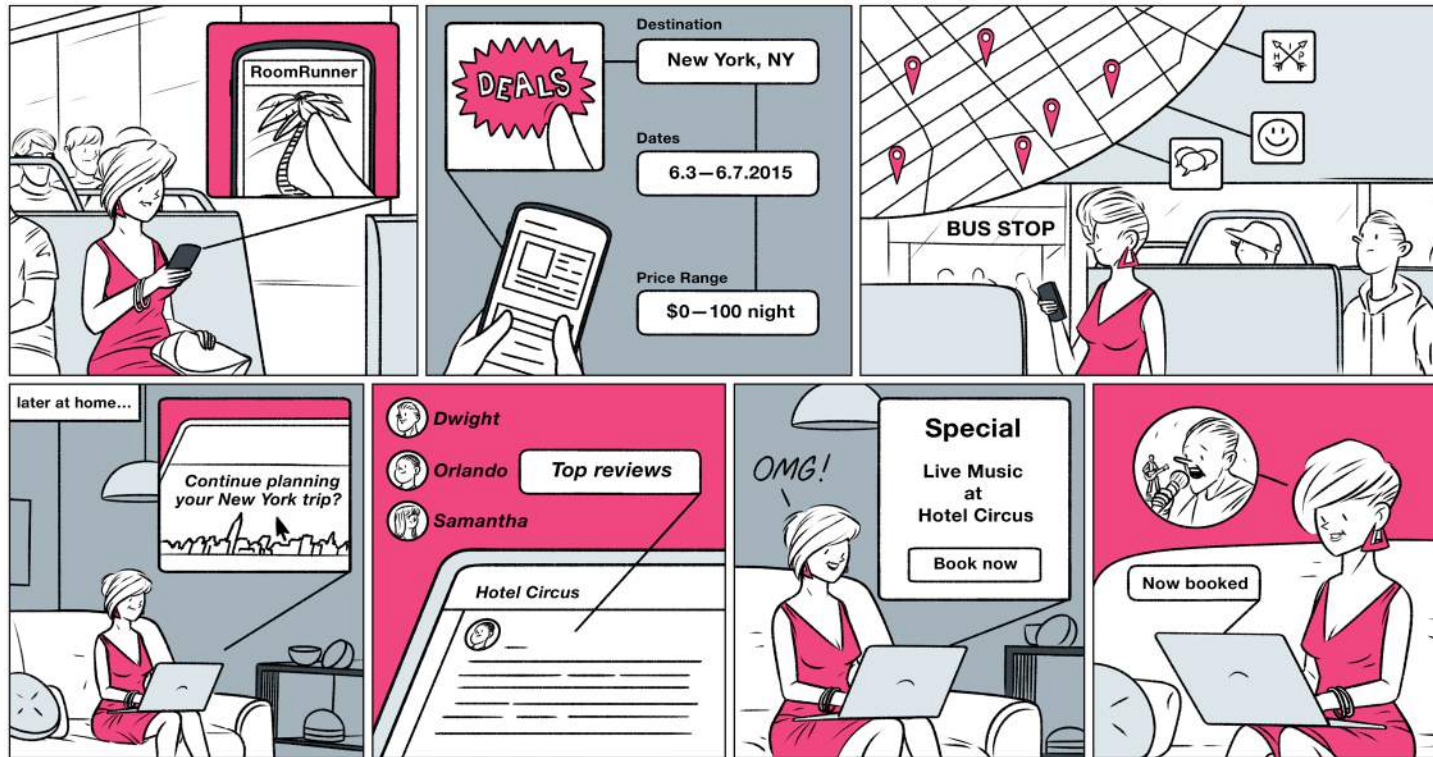
- Provide competitive information within a single interface to layer transparency around price points in the booking process.
- Leverage known guest information and loyalty information to filter “best deals” and “limited offers” to create offerings which are more likely to appeal to browsers.
- Autofill basic information like name, passport number, room and amenity preferences, and payment information from guest profiles across devices to facilitate one-click booking.
- There is opportunity to add more options for one stop booking and payment options such as leveraging emerging payment technology: Google Wallets, Apple Pay, one-click shopping similar to Amazon.

D. BOOKING COMES TO LIFE

In order to bring these trends to life, PSFK created five scenarios that follow travelers with differing needs and reasons to travel throughout their booking journeys. Each story highlights how numerous trends could manifest in the real world in order to create best in class travel and booking experiences.



JESSICA'S LAST MINUTE AUDITION

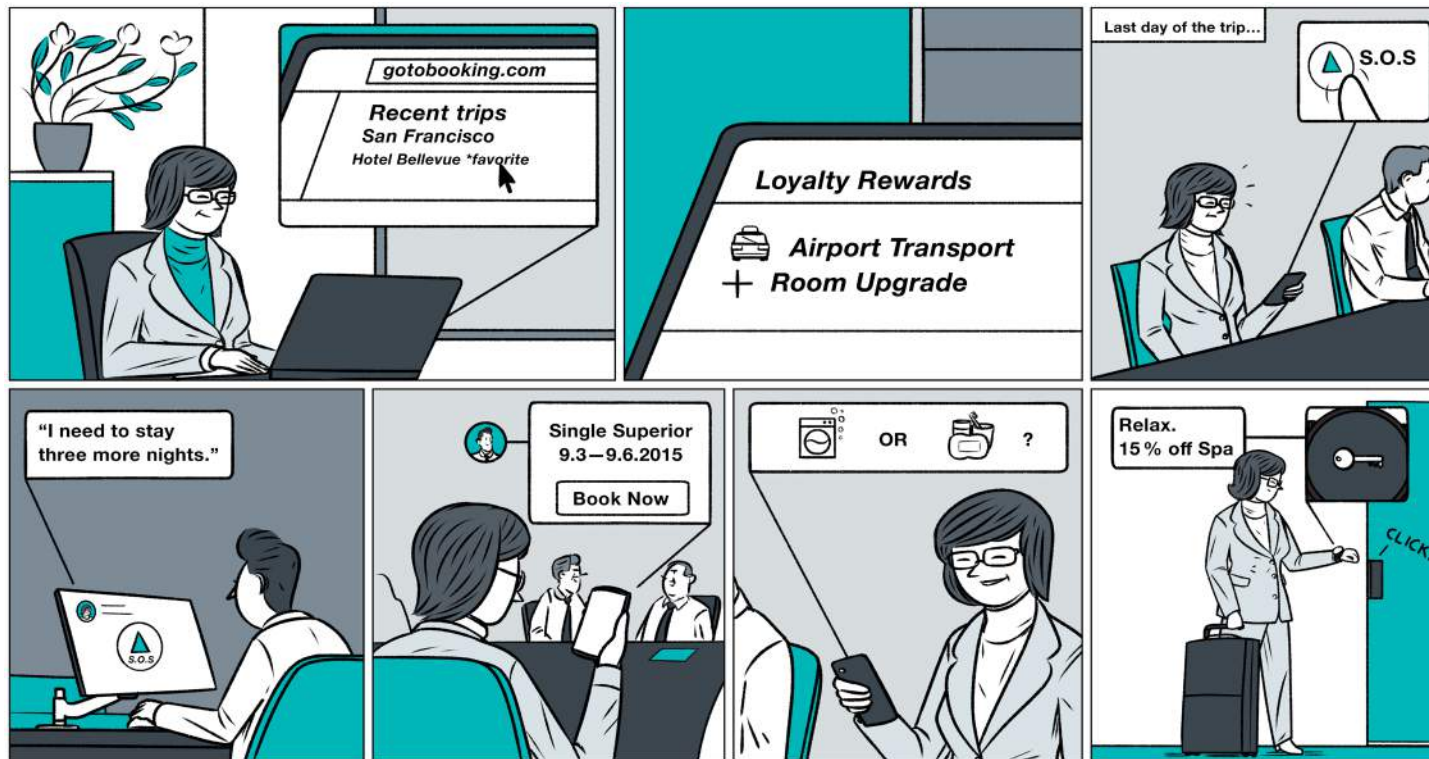


- 1 On the bus, Jessica pulls out her phone and logs in to her favorite booking app, RoomRunner. It displays visual cards like “Dream Vacations” and “Previous Trips” that she can swipe through and click into to start her booking session.
- 2 She clicks on a card titled “Deals for You” and inputs her desired city, dates and price range.
- 3 A map shows hotels that fit keywords from Jessica’s profile - hip, fun and social - that are also offering special rates within her price range. Before she can make a decision, the bus arrives at her stop.
- 4 When she gets home, she logs back into the booking site from her laptop. The desktop site mirrors the mobile app’s design and includes a card inviting her to continue planning her trip to New York from where she left off.
- 5 When Jessica clicks on an individual hotel, she is presented with reviews from other travelers who have similar profiles in terms of age, travel style and preferences. If any of her friends from popular social networks have left reviews, they are displayed at the top.
- 6 As she looks through her options, a special card pops up that advertises a local band playing at the hotel during her travel dates at one of the shortlisted hotels on her list with a “Book Now” button.
- 7 Seeing this as a nice way to celebrate her good fortune, Jessica makes the decision to book this hotel and take advantage of the show. Her profile autopopulates the payment information which she verifies and pays with a single click.

Jessica is a 24-year old who recently finished a degree in musical performance and has been working hard to find her big break. One afternoon, Jessica receives a phone call inviting her to go to New York for an audition the next day. She excitedly pulls out her phone to begin looking for a hotel. Personalization and curation help her find the perfect stay in just a few clicks.

RELATED TRENDS :

Book On The Fly
 Sync Preferences Seamlessly
 Plan With A Local
 Discover In Context



1

Upon returning to the site, she selects a drop-down tab that highlights recent trips. After clicking on San Francisco, she is prompted with the same hotel from her last visit, a property she has indicated is a favorite.

2

When booking, Shelvy uses some of her rewards to upgrade her room, as well as arrange transportation to and from the airport. The added convenience and personalization means she does not have to comparison shop on competitive sites.

3

On her final day of the trip, the project encounters some unforeseen complications so Shelvy needs to extend her stay by a few days. Because she's already checked out of her room, she opens the GoToBooking app on her phone and navigates to an SOS button.

4

She texts, "I need to stay 3 more days." This message gets relayed to a member of the hotel staff who accesses her recent reservation to rebook her in a similar room that fits her profile preferences.

5

He sends her an in app notification displaying the new itinerary with "Book Now" button at the bottom which she confirms on her phone, easing the stress of her chaotic day.

6

Seeing that Shelvy is a loyal customer who needed to access the SOS button, the staff member follows up with a note, asking her if she'll need laundry service or additional toiletries to make her stay more pleasant.

7

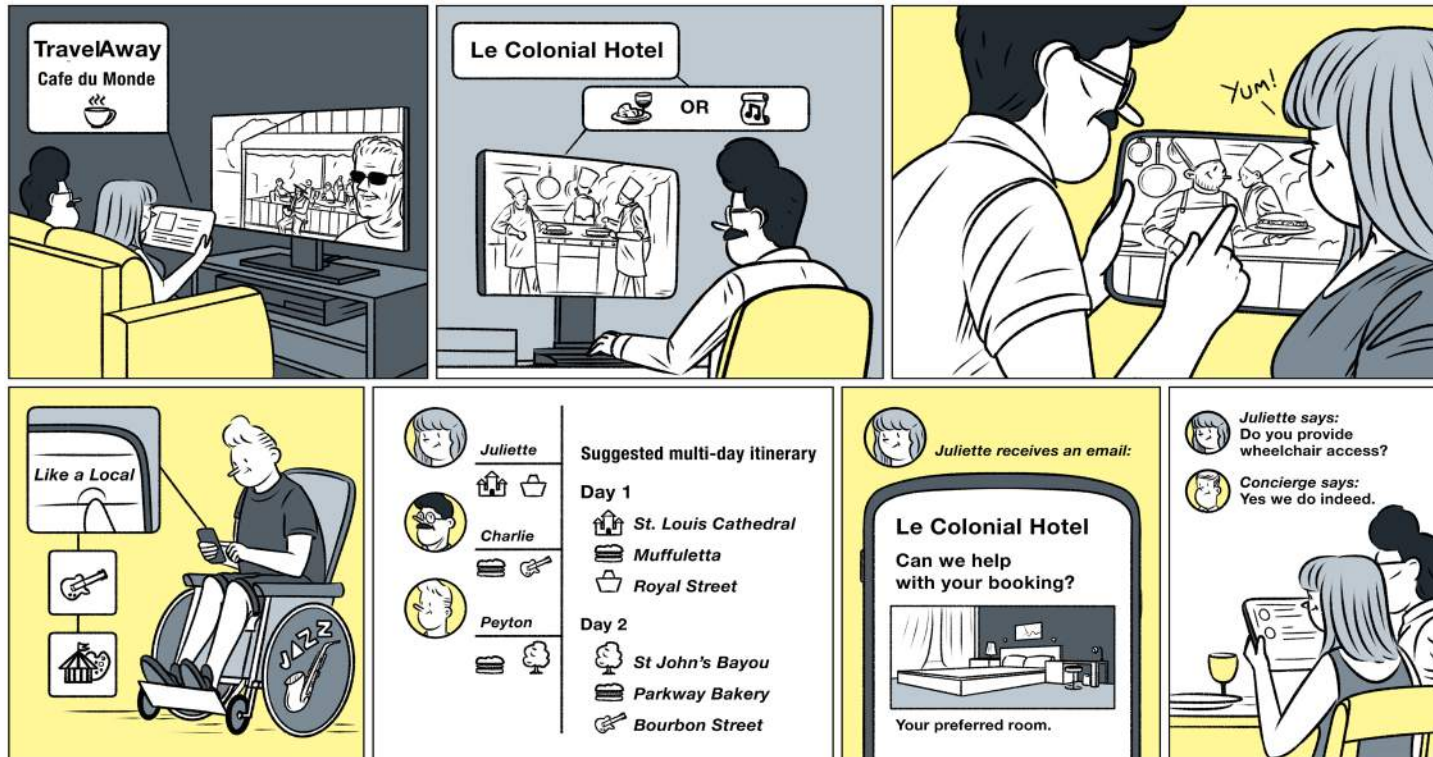
When she returns to the hotel a beacon sends a 15% discount to the hotel spa as she checks in through her Moto 360 watch. She bypasses the front desk and heads straight to her room using her watch to unlock her room.

SHELVY'S BUSINESS EMERGENCY

Shelvy, 47, works for a small engineering firm in Minneapolis. She has been working on a project with a team in San Francisco. As a result, she regularly makes short trips to check in with the team. Her company does not have a corporate managed travel program, so she logs into GoToBooking.com looking for fares that will keep project costs low. The site stores the information from her various hotel, airline, and rental car loyalty programs into her profile and tailors recommendations around loyalty perk rewards and compatibility.

RELATED TRENDS :

Choose Your Own Adventure
Book On The Fly
Reserve In A Click
Connect To The Concierge



THE LAVION FAMILY VACATION

The Lavion family is looking to plan their last family vacation before 18-year old Peyton goes off to college. The parents, Juliette and Charlie, want to make this family vacation especially memorable and need to consider wheelchair accessibility for Peyton when making reservations. In addition to being foodies, Peyton and Charlie are both into jazz. With the help of collaboration tools and interactive technology, the family is able to plan the perfect trip.

- 1 While watching Anthony Bourdain explore New Orleans' culinary scene on television, the family decides the city might be the perfect place to go. Juliette opens the Travel Away app on her tablet and points the camera at the TV to snap a picture of the famed Cafe du Monde. The app instantly recognizes the landmark, and pulls up hotel recommendations nearby. She bookmarks a few to save them for later.
- 2 The next day at work, Charlie looks at the site for Le Colonial Hotel where there is an interactive, choose your own adventure type video. It starts with a basic overview of the amenities of the hotel then asks him to choose between a music adventure or food night out. He chooses food and the video continues to bring images of the vibrant restaurant scene. He is presented the options for beignets or po-boys. He chooses po-boys and is taken into the kitchen of a small restaurant called Domilise's Kitchen near the hotel. It's like he's already there.
- 3 Charlie invites his wife to watch when he gets home. They both agree the hotel looks fantastic, but before they are able to complete the hotel booking, they're interrupted by dinner.

- 4 Later that night, Peyton browses some of the selections his parents have made on his phone by logging into their account and accessing their favorites list. After clicking through a tab titled "Like A Local," he is able to scan and bookmark information about the culture of New Orleans throughout the year from arts festivals to musical acts.
- 5 Across their separate browsing sessions, the family has bookmarked various activities, points of interest and places to eat. Travel Away uses this information to create a suggested multi-day itinerary, which includes some of the site's own recommendations.
- 6 A couple days later, Juliette receives an email from Le Colonial Hotel saying, "We noticed you started to book a stay at our hotel, but didn't finish. Let us know if you have any questions we can help answer." The email includes an image of their desired room, user reviews, recommended alternatives, as well as an icon for a live chat with the hotel concierge for expert advice.
- 7 She wants to make sure the rooms are handicap accessible so she opens the live chat and is connected with a concierge from Le Colonial Hotel who is able to pull up her profile. He is able to answer their questions about accessibility and adds a note to their profile for future bookings. With her concerns addressed, Juliette completes the booking with the help of the concierge.

RELATED TRENDS :

Try Before You Travel
Curate By Experience
Start From Anywhere
Connect To The Concierge



RAJ'S CROSS COUNTRY SALES TRIP

Raj is a 45-year business development specialist for a large firm in Atlanta, GA who frequently travels around the country for work. On this trip, he will be visiting a few existing and prospective clients on the West Coast in LA, San Francisco, Portland, and Seattle. Because he is on the road so often, he has developed certain preferences to maximize his comfort while away. A travel profile and dedicated human assistance make booking even the most complicated trips easy.

- 1** Raj uses his company's corporate booking site, Stay.Biz on his tablet to search for hotels for his upcoming sales trip, where he'll be visiting multiple clients. His search returns hotels from his company's preferred hotels list and displays chains where he has stayed in the past. Raj doesn't need anything extravagant, but has a few must-haves - free WiFi, a gym and a healthy breakfast option.
- 2** A multi-city planning tool allows him to list each of his stops along with desired dates to get a curated set of results that align with corporate approved hotels.
- 3** Because Northtel hotels has rooms available at each of his stops, the site gives priority to this chain. He clicks through to learn more about their offerings.
- 4** On the Northtel site, Raj is able to take an interactive tour through the lobby, breakfast bar, fitness facilities and virtual room. He can also read reviews from other guests.

- 5** Northtel has a promotion exclusively available on the business platform that offers a free night for every 7 nights at their hotels. Given that he'll be away for over a week, this seems like a great way to cut back on costs.
- 6** Raj has to run to a meeting before he can finish the booking, but he quickly schedules an appointment with a booking specialist to call him back later that day so he can ask about local information.
- 7** At the scheduled time, a Northtel booking specialist rings him back to complete his reservation across properties. He is able to see Raj's corporate profile and verify that the hotel rooms meet his preferences. While discussing local information, the specialist informs Raj his company also has a relationship with ReserveYourTable.com. He can get special perks for client dinners by booking through them. The specialist sends a copy of his final itinerary and bill to his email. It is also recorded on his booking profile online and in the app.

RELATED TRENDS :

- Reserve In A Click
- Try Before You Travel
- Choose Your Own Adventure
- Connect To The Concierge

ANDRE'S SUMMER GETAWAY (FULL TRIP)



- 1** As Andre scrolls through his Instagram feed, he leaves comments on images of markets, restaurants and points of interest that he finds inspiring. By tagging them with @GetAwayGram, the images automatically populate an inspiration board for his upcoming trip to his linked account on GetAwayTravel.com.
- 2** As new tagged images are added, the information from tags like #bolivia, #pupusas, and #hiking inform the ads and promotions on Andre's homepage, along with suggestions for inspiration boards from other travelers he might be interested in exploring.
- 3** Several days later, Andre receives an alert on his Apple Watch suggesting he book his plane tickets and hotels so as not to miss out on the best deals for summer. This message is based on his history of taking an extended trip between June and August as well as aggregated historical flight and hotel price data.
- 4** When he logs onto GetAwayTravel.com, he's greeted by destination recommendations informed by his past travels and social media activity. He is able to sort his results not only by price, but also by "best in season" which takes into account factors like weather, events and regional holidays like the festival for Apostle Santiago. After further research, he decides La Paz, Bolivia would be a great vacation. He is able to tap and hold the price to see them in terms of credit card miles because he has synced his credit card information.

- 5** After booking his hotel in Bolivia, the site shares a list of local tastemaker blogs in English that Andre can read to prepare for his trip. The sites are recommended based on his interest in food and restaurants reflected in the posts imported from Instagram.
- 6** Two days before his trip, Andre receives an alert on his Apple Watch suggesting a packing list in line with the local weather report. The forecast calls for rain so Andre adds a poncho to his backpack.
- 7** When he lands in Bolivia, Andre receives a message on his Apple Watch from the hotel welcoming him to the country. He is able to access turn by turn directions from the watch or hail a cab with the touch of a button.
- 8** At the hotel, a beacon sends a check in message to his watch along with access to a digital room key.
- 9** Once he is settled in, Andre is able to tap into a social network that includes other guests as well as the hotel's concierge. He can browse pictures to see what other guests have done recently, find discussion boards, as well as read frequently asked questions answered by the hotel staff. On the discussion board, he finds other solo travelers and arranges to meet them in the hotel lobby the next day to explore the city together.

Andre is a 35-year old elementary school teacher who takes advantage of school holidays to get away. A few months before the end of the school year, when Andre usually takes his trip, he begins to see more advertisements for hotels in places he has searched recently or visited in the past. Andre follows his favorite travel brands on Facebook, Twitter, and Instagram to get inspiration about new places to visit and hear about upcoming deals. Social platforms and wearable tech provide inspiration and inspire connections throughout the booking and travel experience.

RELATED TRENDS :

Curate By Experience
Plan With A Local
Start From Anywhere
Discover In Context

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Sabre Hospitality Solutions provides technology to the global hospitality industry. It operates one of the industry's largest Software-as-a-Service businesses with its reservations and property management system, retailing, and digital marketing solutions used by more than 20,000 hotel properties around the world.

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