

TTI Spring Conference 2015

The Mobile Customer

On Stay Interaction Using Mobiles
A New Approach to Socializing the Hotel Experience



On Stay Interaction Using Mobiles

The 5 Stages of Travel Customer Experience MeetMeIn Approach







Travel & Hospitality/

2 Accommodation

Analysis of Hilton Hotels' online conversations reveals customer service is the most frequently discussed topic, followed by comfort, cleanliness and price.

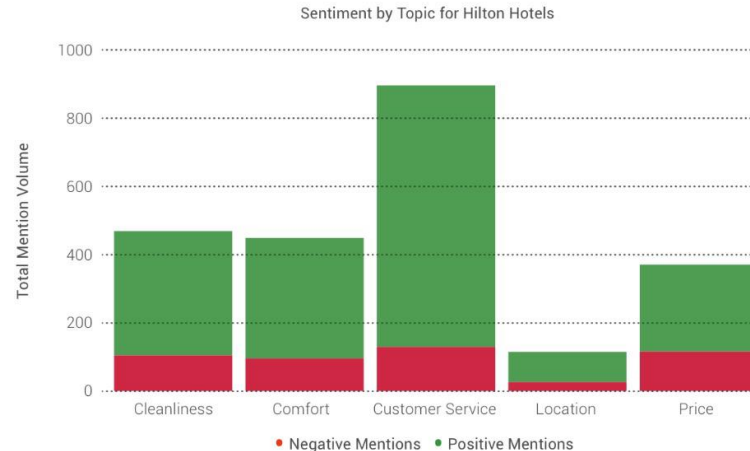


Fig. 11 data from Brandwatch Analytics/ Jan 1st - Mar 15th, 2014

GCH Hotels Group is one of the leading hotel management companies in Europe with over 130 hotels in Germany, the Netherlands, Belgium, Austria, Italy, the United Kingdom, Spain, Hungary and Cyprus. Ranked as one of the leading hotel management companies in Europe with the TREUGAST Investment ranking of "AAA".

GCH Hotel Group has more than 13,000 hotel rooms at its disposal and welcomes more than **3 million guests annually**.

Hotel operated by **GCH Hotel Group** marketed renowned brands as Wyndham, Tryp, Radisson Blu, Best Western, Mercure and Holiday Inn.

On Stay Interaction Using Mobiles

A New Approach to Socializing the Hotel Experience

Interaction

Personalization

Satisfaction

Positive Experience

meet me in

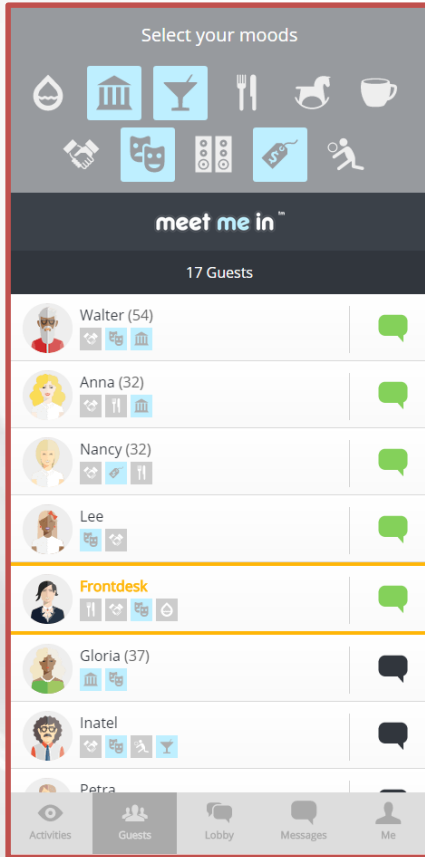
Anonymous Guest Socializing Application

Retention

Engagement

Loyalty

Brand Awareness



Guests can socialize anonymously

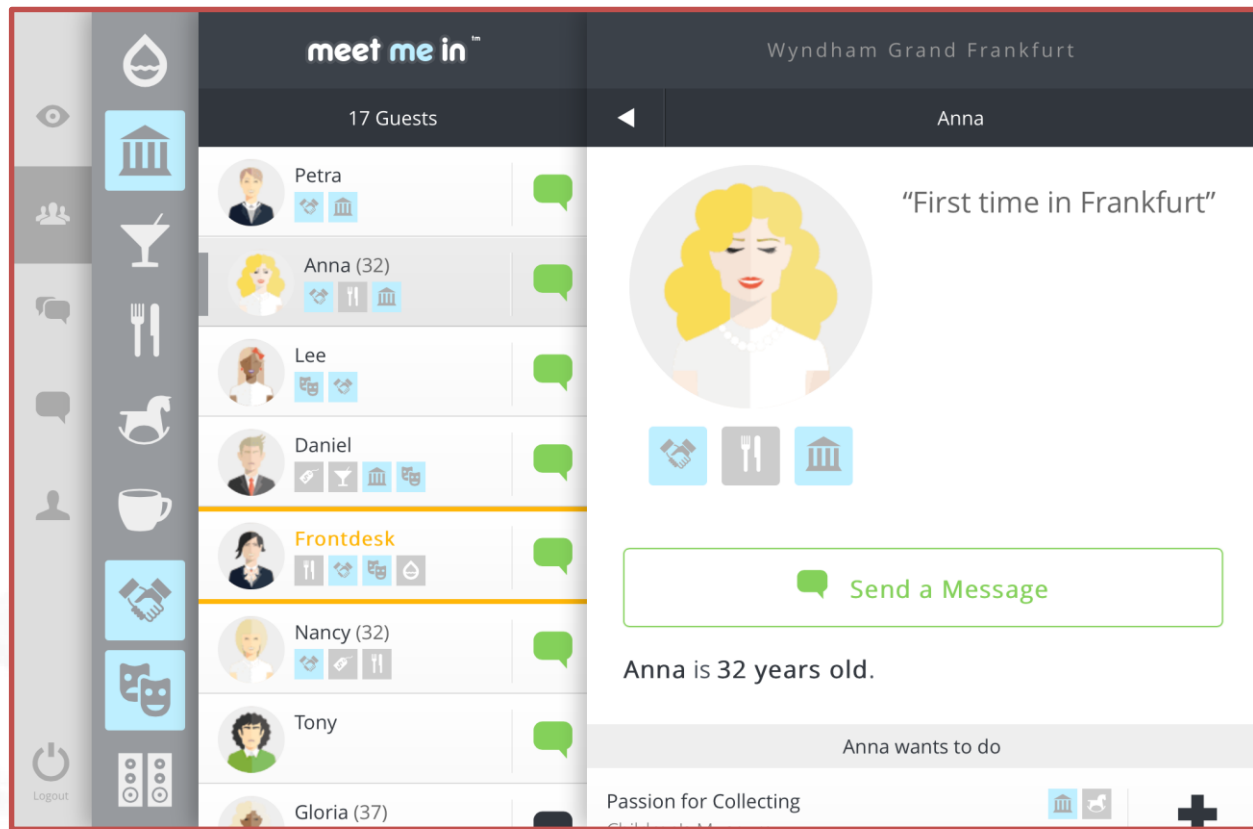
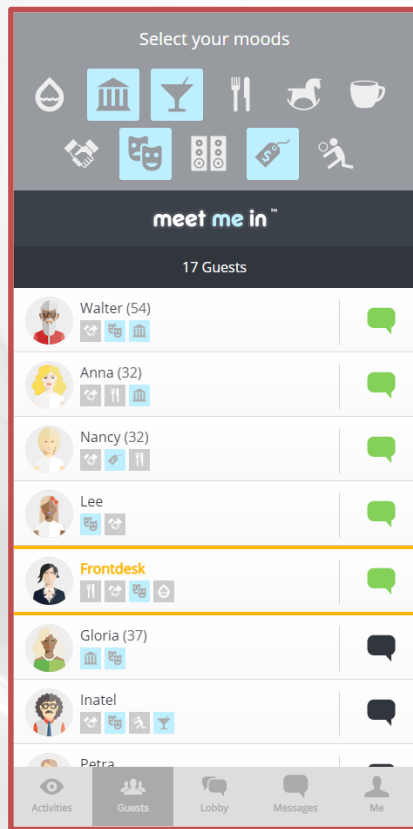
Write instant messaging with guest or Front Desk

Can participate in groups chats - Virtual Lobbies

Learn about the hotel services

Be exposed to suggested local activities

Take advantage of hotel promotions – Up-sales



meet me in

meet me in

WYNDHAM GRAND
Frankfurt

**ENTDECKEN SIE
UNSERE HOTEL-APP!**
EXPLORE OUR GUEST NETWORK
www.meetmein.com



Treffen Sie Hotelgäste
Connect with hotel guests

Aktivitäten & Spezialangebote
Activities and special offers

Chat mit der Rezeption
Front-desk chat

**GRATIS ZUGANGSCODE
AN DER REZEPTION**
FREE KEY AT THE RECEPTION

meet me in™
The new way of hotel socializing.

English

meet me in™
The new way of hotel-socializing

Gratis Zugangscode an der Rezeption

Code

Mit der Registrierung akzeptiere ich die **Datenschutzbestimmungen** und die **Nutzungsbedingungen** von MeetMeln der Grand City Hotels GmbH. Sei nett, und hab Spaß.

☐

OK

Über MeetMeln

Demo

Nutzungsbedingungen

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Thank you!



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