

AMIR SEGALL
VP OF GLOBAL SUPPLY

AI WITH A HUMAN TOUCH

TTI
LONDON
MARCH 13TH 2018

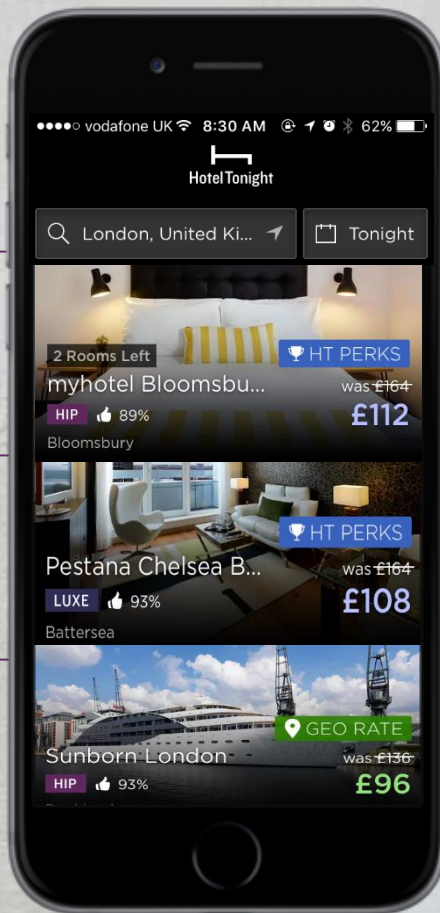


HotelTonight at a glance

THE MARKET LEADER
FOR
MOBILE HOTEL BOOKINGS

25 MILLION APP DOWNLOADS

25,000 HOTEL PARTNERS



2,100 CITIES, 40 COUNTRIES

240 EMPLOYEES

5 OFFICES

Reinventing Online Travel for the Mobile Era

OFFLINE

Human relationship

Personal Advice

Indirect bookings



WEB 1.0

Price Transparency

Self-Serve Booking

Comprehensive Selection



MOBILE

Spontaneous Consumption

Location Has Meaning

Curated Selection



Our Value Proposition



GUESTS

Discover and book
great hotels at
amazing values



HOTELS

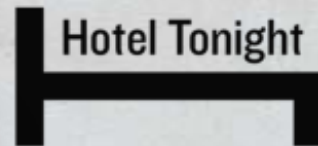
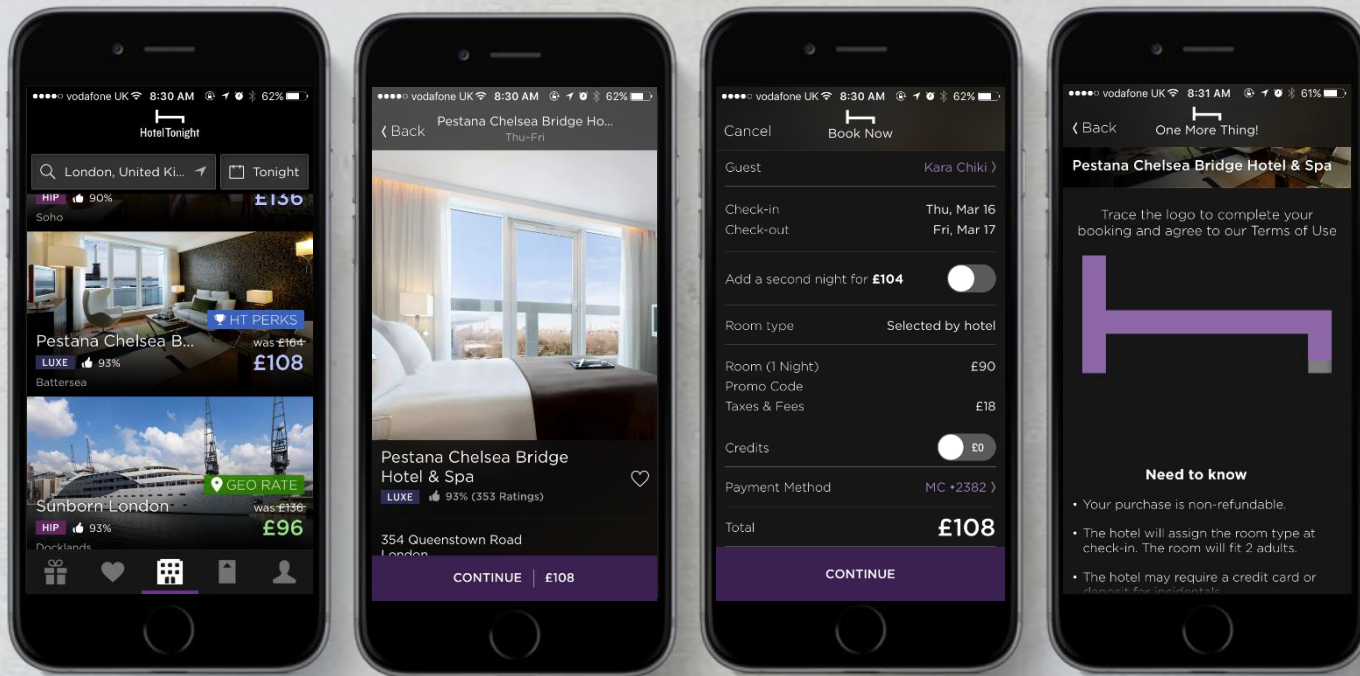
Sell perishable
rooms that would have
gone unsold

Summer 2010

come back

x/ha

Mobile-First, Streamlined App



3 TAPS

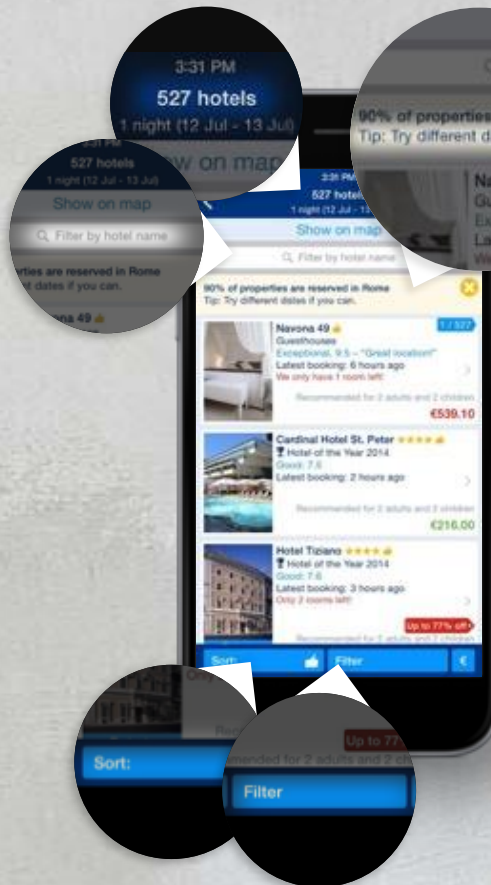
1 SWIPE

10 SECONDS

Superior Mobile Experience vs. Legacy OTAs

Hotel Tonight

15 RESULTS



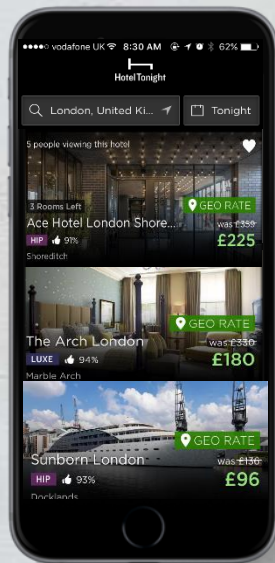
527 RESULTS

IRRELEVANT MESSAGING

FILTERS IN 3 PLACES

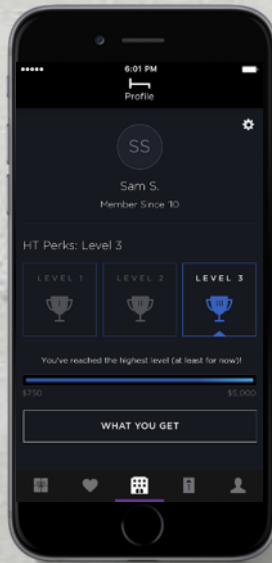
Leveraging Mobile to Develop Unique Features

GEORATES



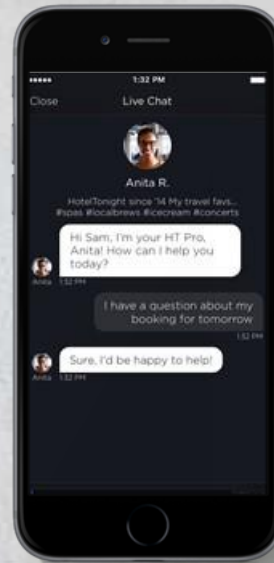
Location-based
targeted discounts

HT PERKS



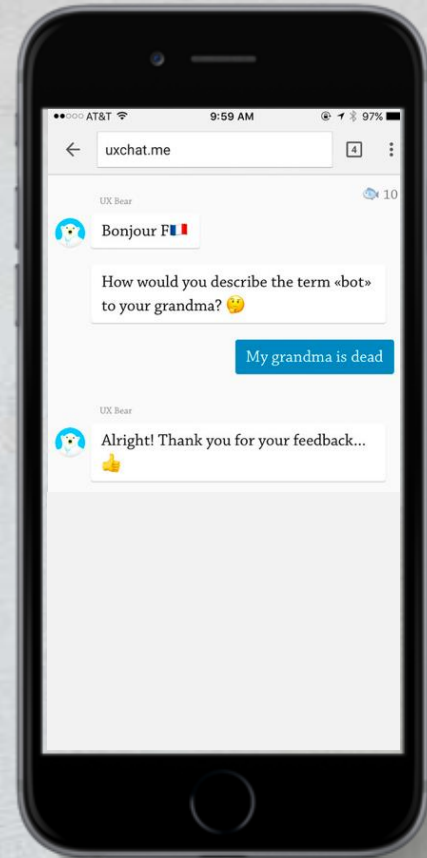
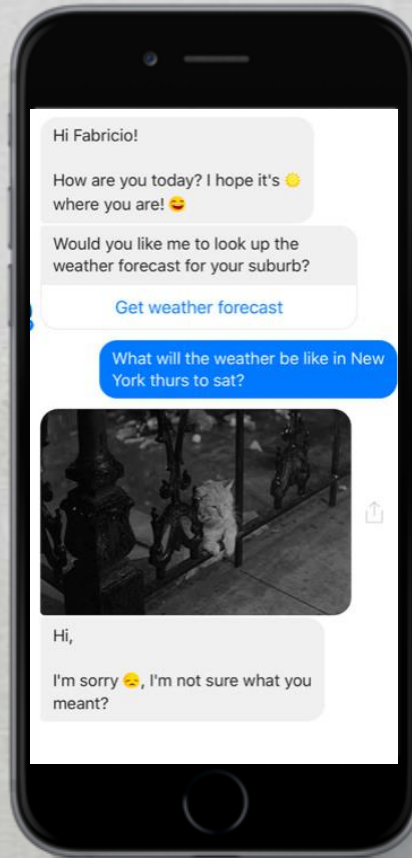
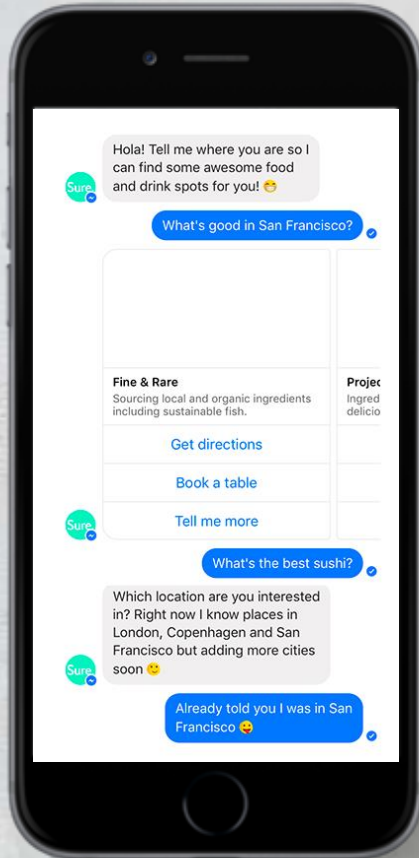
A modern world
rewards program

HT PROS



Chat based
concierge service

Chatbots often fail to deliver a good UX



Man vs. Machine: HT Pros



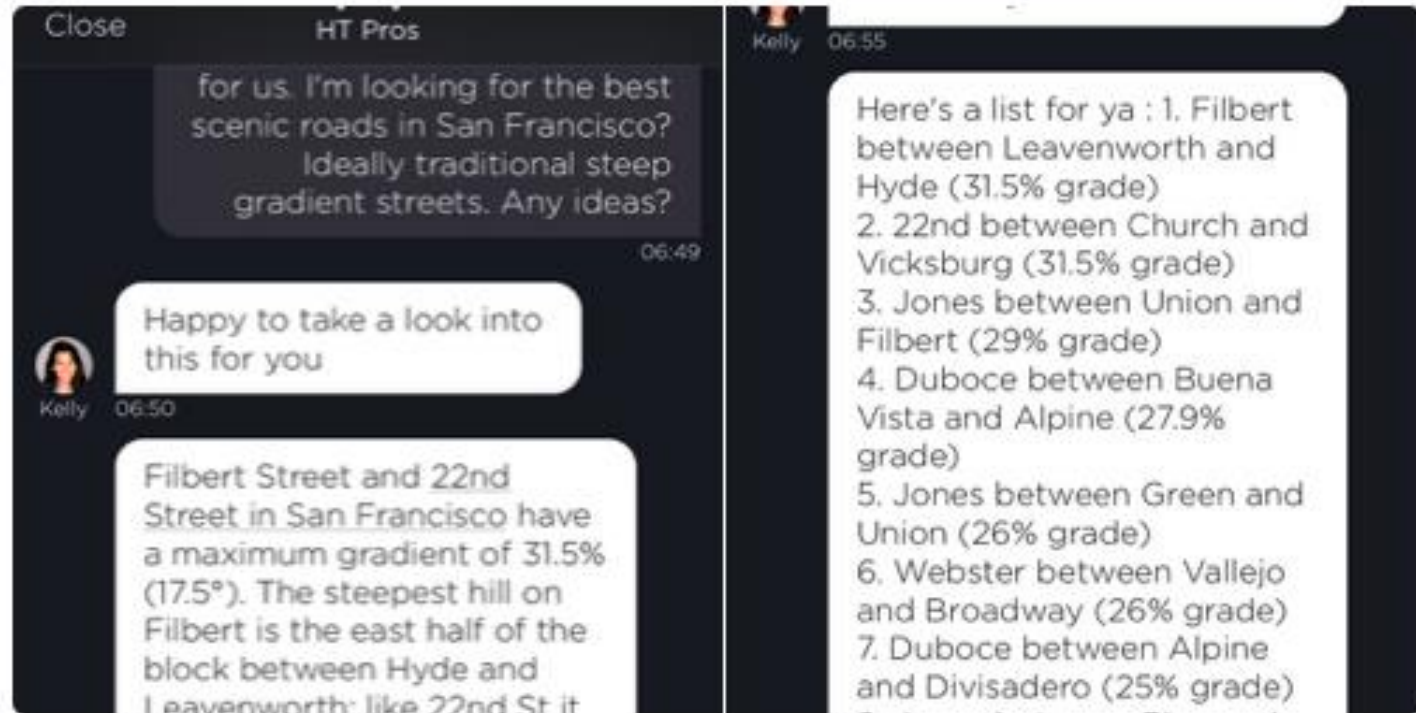
- In-app digital concierge
- 100% Human
- AI-powered
- Provides help on hotel requests and local recommendations

HT Pros can answer tough questions



Adnan Ebrahim @adnanebrahim · 17 Aug 2017

Tried to troll @HotelTonight with a ridiculous non-hotel related question and this happened. Kelly, you the real MVP! 👍



HT Pros can fulfill unique requests



Customers are raving fans

"Yes yes yes! Seriously the people are so friendly, eager to help and SUPER FUNNY! It honestly made my stay a whole lot better!!"

"Emilee and I are now bffs, I love HT PROs thank y'all"

"I cannot begin to explain how my HT Pro single-handedly saved me from having the worst day ever. Very kind, thorough, and actually gave a d*mn! I wish I could message her to talk about all my problems in life. lol."



Meaghan O'Connor

@littlelimedress

Follow



Used **@HotelTonight** for the first time and I'm already thrilled w the experience. Honestly their 24/7 pro tip feature is genius!



Mallory Kate Potock

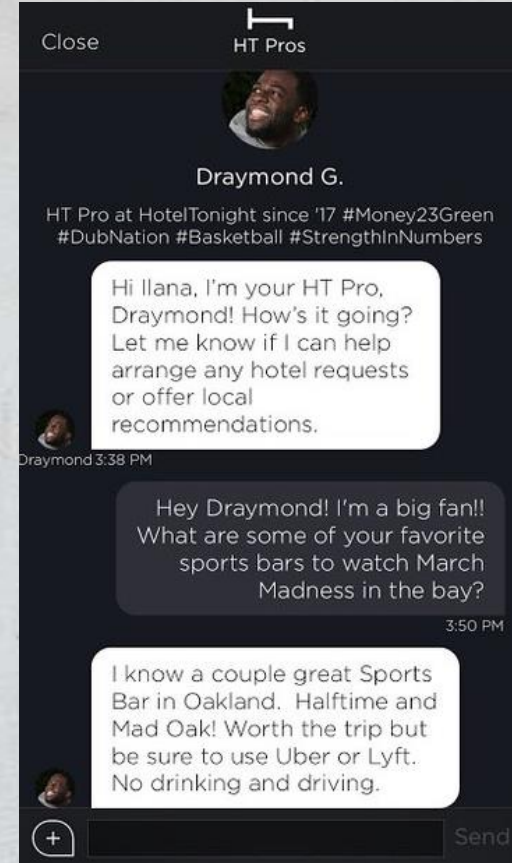
@_mal_kate_

Follow



@HotelTonight your HT pro concierge product is fantastic! Big thanks to Ingrid for all her help!

We even got an NBA all-star to become a Pro 😊



Draymond Green Talks Last-Minute Travel, His Travel Must-Have, and His Love for HotelTonight

By Sarah Purkrabek 3.27.2017



Draymond Green Is A Fan Of 'Hotel Tonight' App For His Travel Needs

TRAVELERS TODAY BY JCSANTOS

Text Size: A AA

Draymond Green plays many positions, even hotel concierge



Draymond Green

@Money23Green

Follow

.@HotelTonight hired me to be an HT Pro digital concierge for the day. Who's booking last-minute rooms and needs extra towels?



Draymond Green

March 24, 2017 ·

HotelTonight hired me as a digital concierge for the day - shoutout to the person who once asked them for a Nicolas Cage poster in their room



Like

Comment

Share



THANK YOU!

Use code “TTIHT” for
£15 off your first booking



amir@hoteltonight.com



amirsegall



@AmirSegall

