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**LONDON**

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GROUP

# ***Genesys Session: Must have Web Technologies for 2019***

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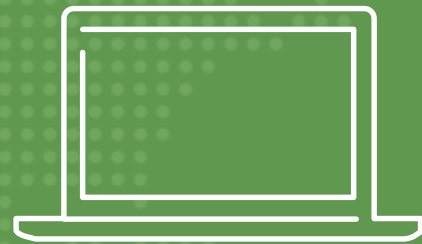
[daniel.wishnia@gchhotelgroup.com](mailto:daniel.wishnia@gchhotelgroup.com)



*I am here to announce the death of the **Hotels Websites**, as we know them.  
Next year they will not be here anymore ... same for the **Customer Journey**!*







3.65B

Internet Users  
on the planet



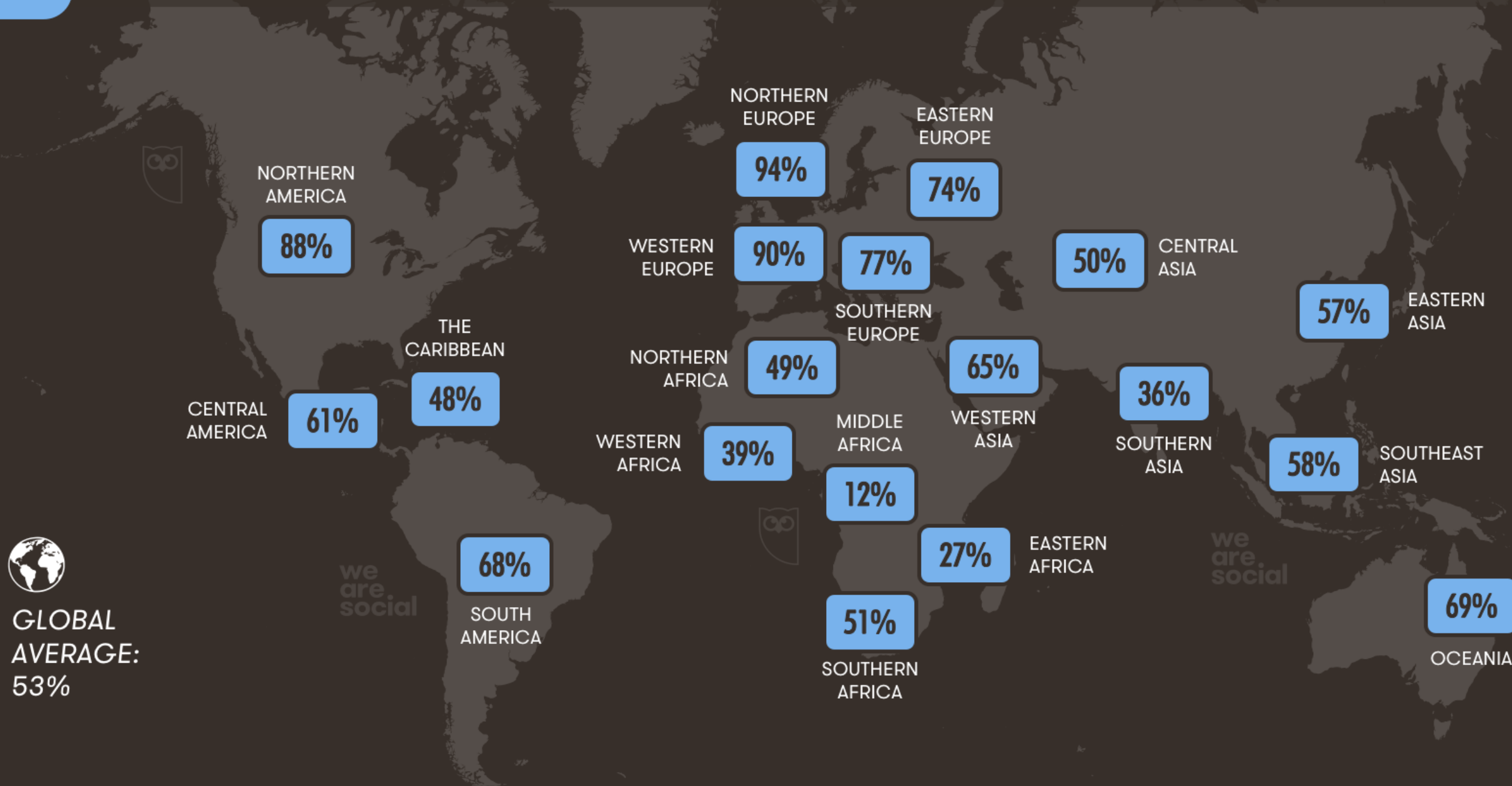
2.995B

Smartphones Users  
on the planet

JAN  
2018

# INTERNET PENETRATION BY REGION

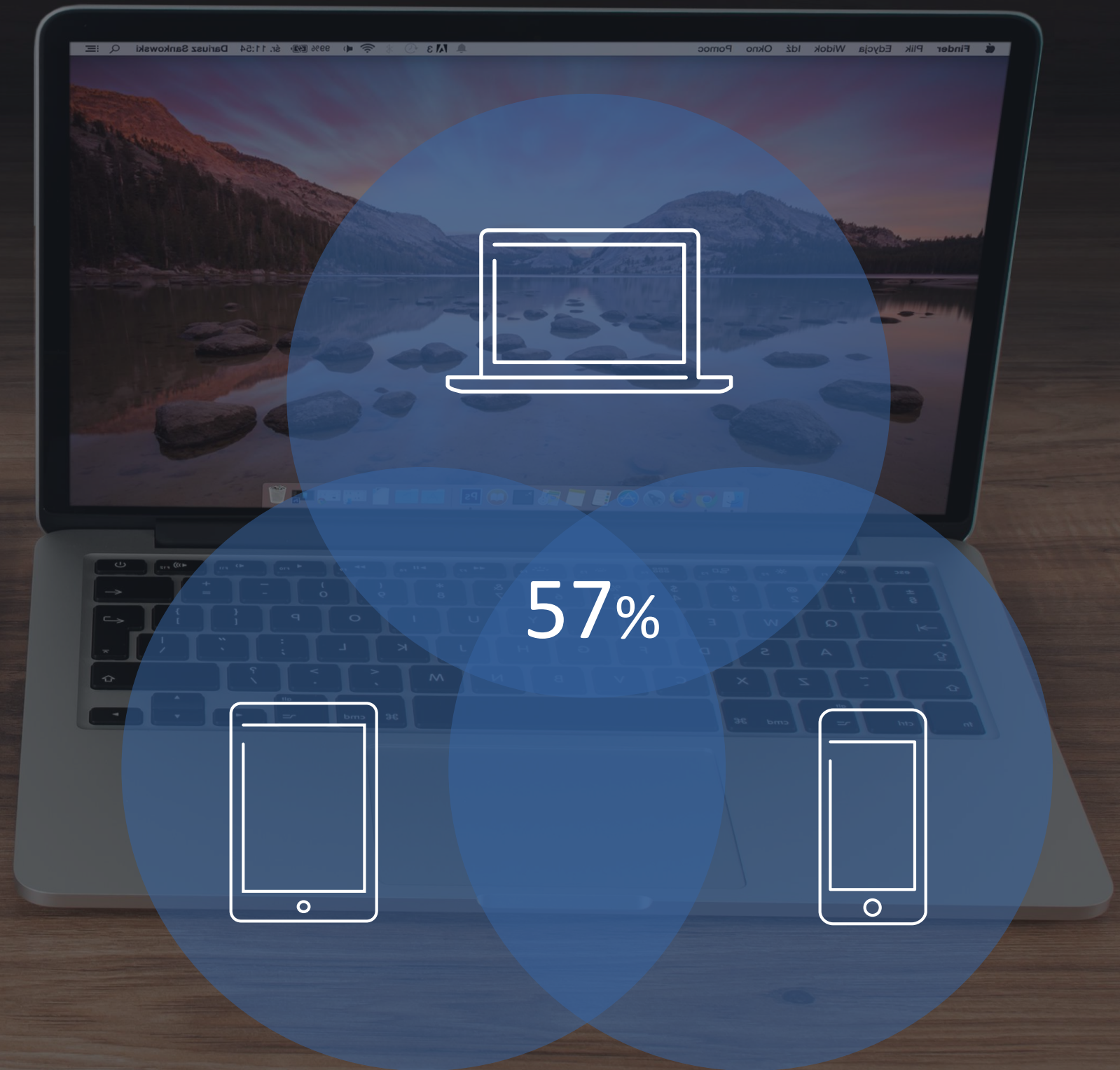
REGIONAL PENETRATION FIGURES, COMPARING INTERNET USERS TO TOTAL POPULATION





**70% of people use two or more devices.**

**Nearly 60% use three devices.**





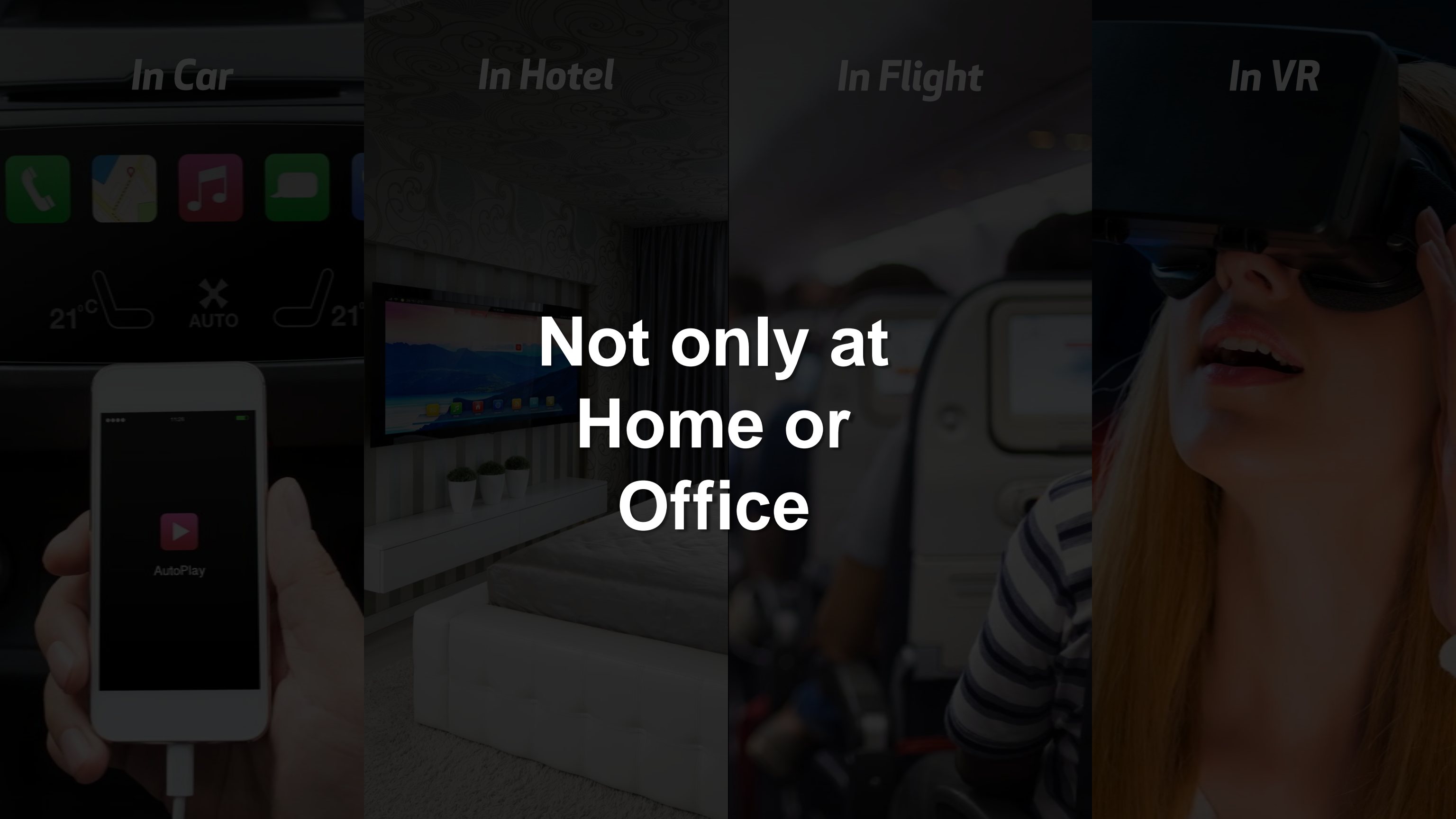
*In Car*

*In Hotel*

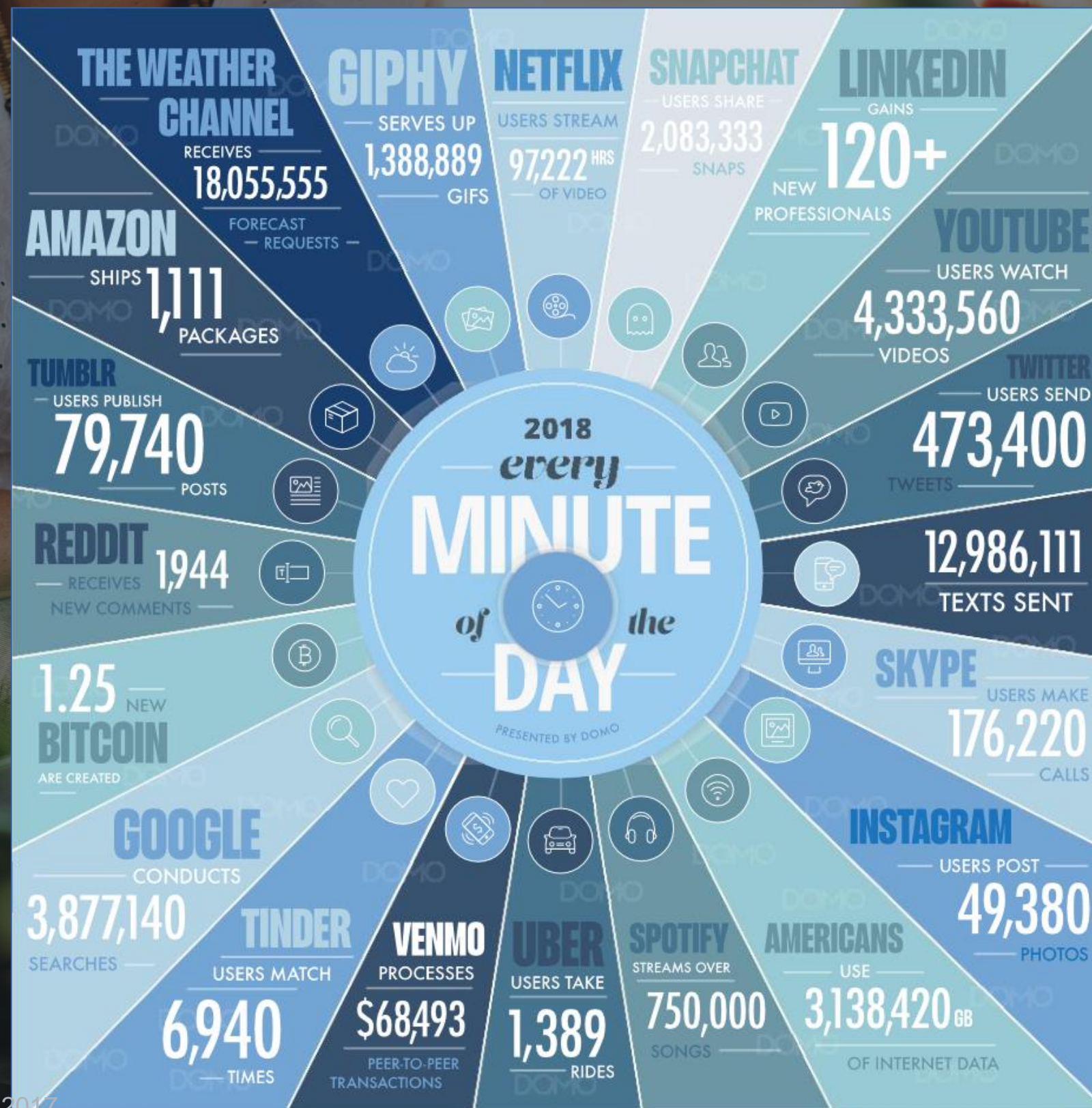
*In Flight*

*In VR*

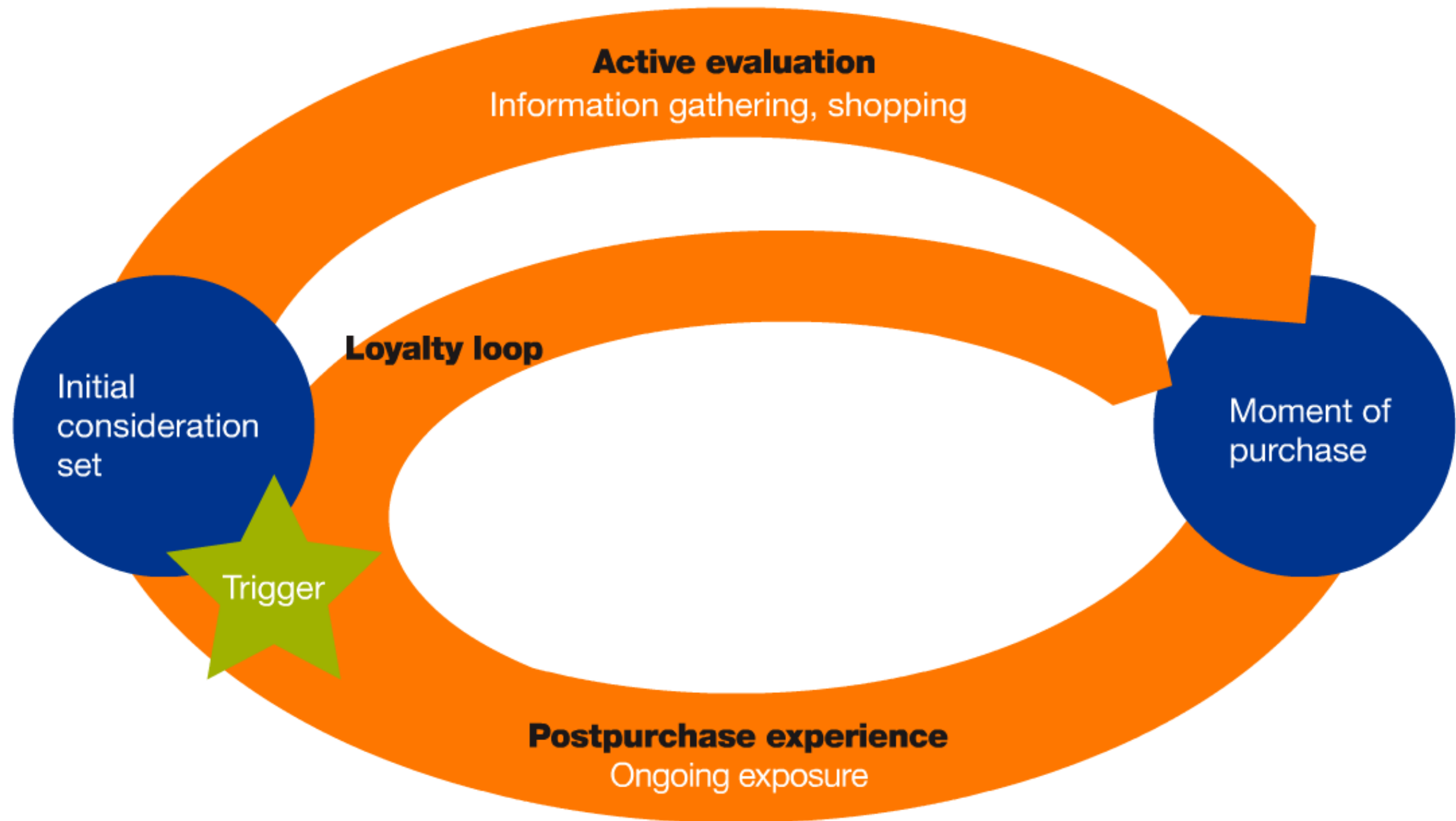
**Not only at  
Home or  
Office**





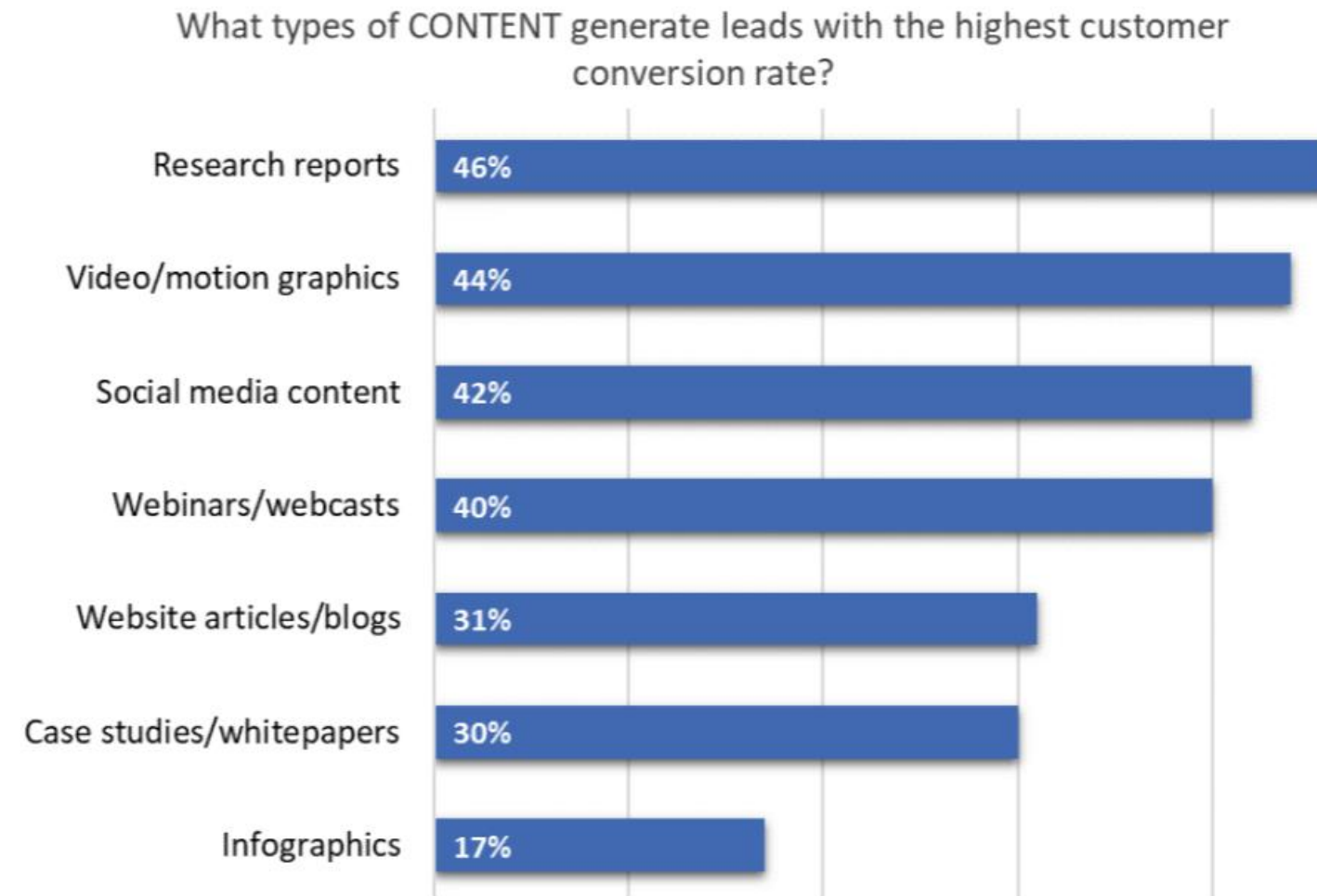


# ***The New Customer Decision Journey***





Research reports and video or motion graphics are the types of content generating the highest rate of lead-to-customer conversions for 46% and 44% of marketing influencers respectively. These tactics are helping marketers overcome critical challenges to lead generation success.



**Ascend2**

Lead Generation to Increase Conversions Survey  
Ascend2 and Research Partners, August 2017

+ Compare

Interest o

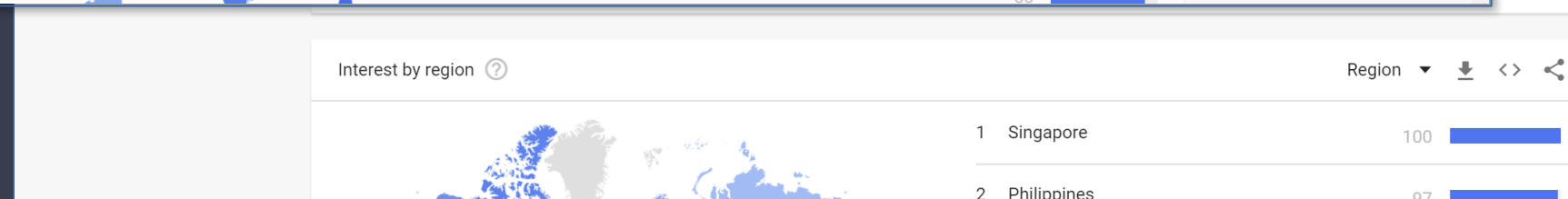
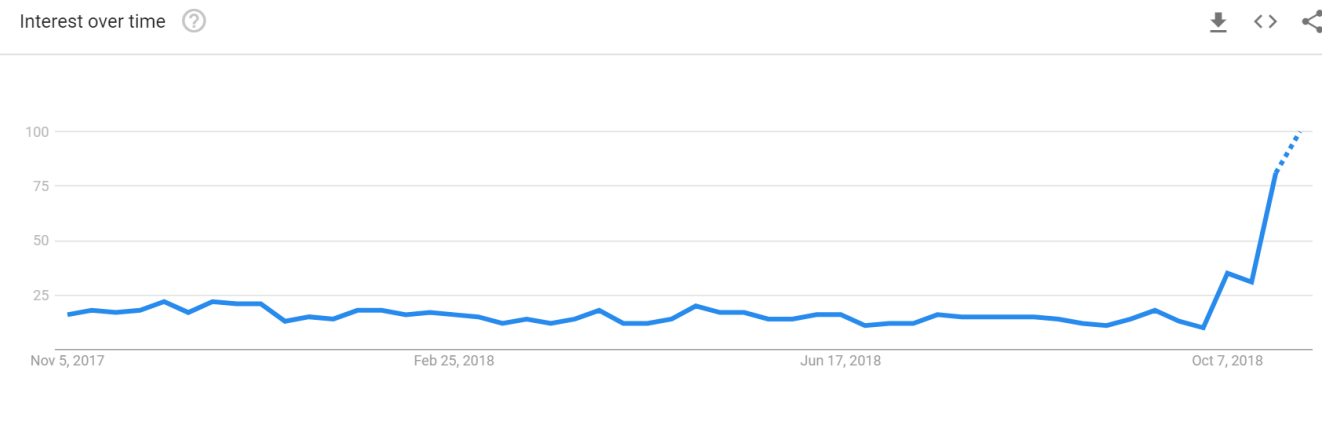
| Date        | Percentage of U.S. Adults |
|-------------|---------------------------|
| Jan 1, 2004 | 100%                      |
| Jan 1, 2005 | ~90%                      |
| Jan 1, 2006 | 100%                      |

Interest b

Page 10 of 10

⋮ + Compare

United States ▼ Past 12 months ▼ All categories ▼ Web Search ▼





“Wow, Italy is  
so beautiful!”



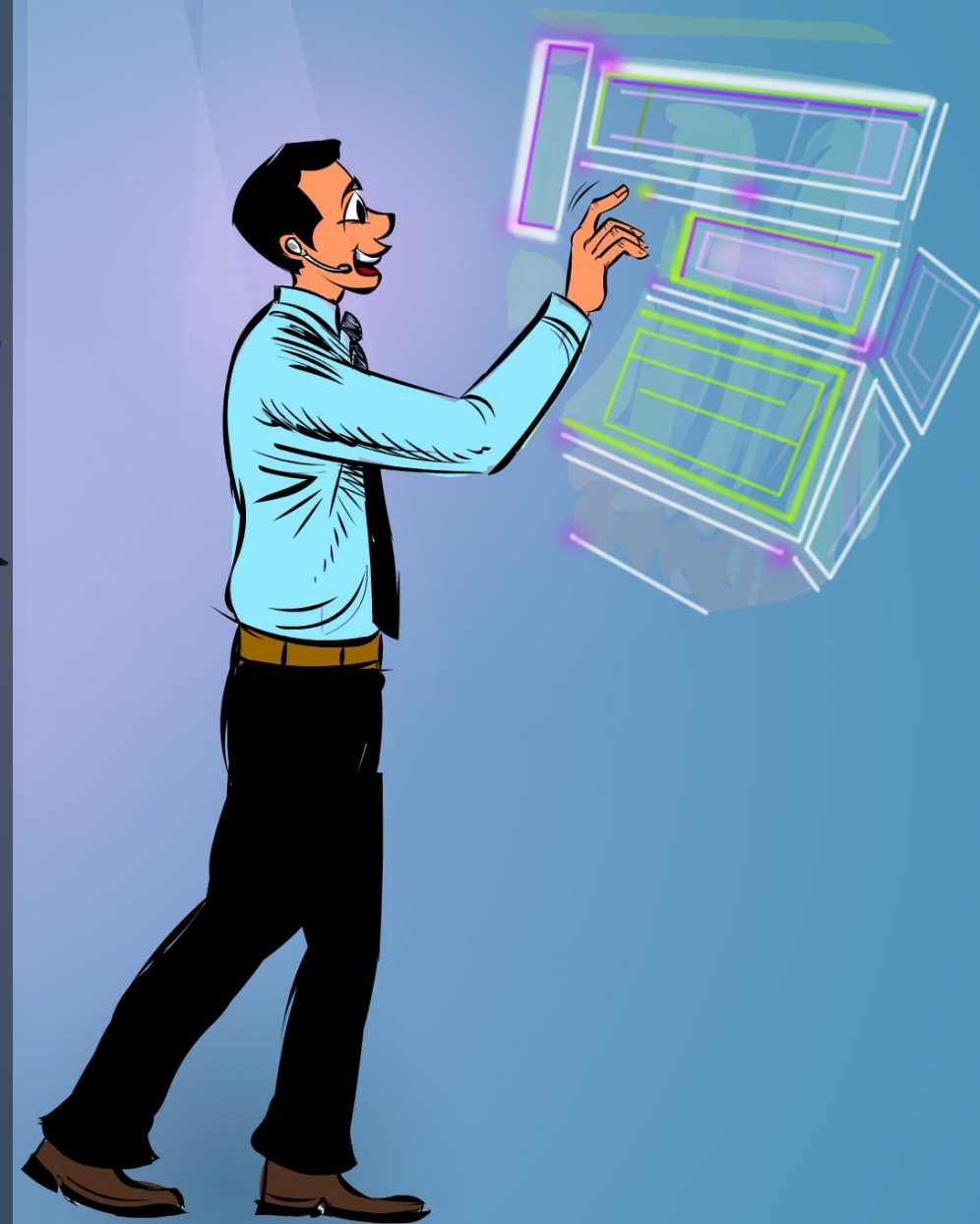


# The (Yet Untapped) Potential of Augmented Reality

Estimated worldwide unit shipments of augmented & virtual reality devices\*









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