



#IdeasArriveHere

WTM London Conferences & Seminars
Genesys Session - The Future of Digital
Travel

Daniel Wishnia
Chief Digital Transformation Officer (CDTO) at Aroundtown SA

Hello!

I'm **Daniel Wishnia**

Chief Digital Transformation Officer (CDTO) at
Aroundtown SA

WTM London Conferences & Seminars

Genesys Session - The Future of Digital Travel

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What Can We Strongly See

Gartner Hype Cycle for Emerging Technologies, 2019



gartner.com/SmarterWithGartner

Source: Gartner
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Gartner

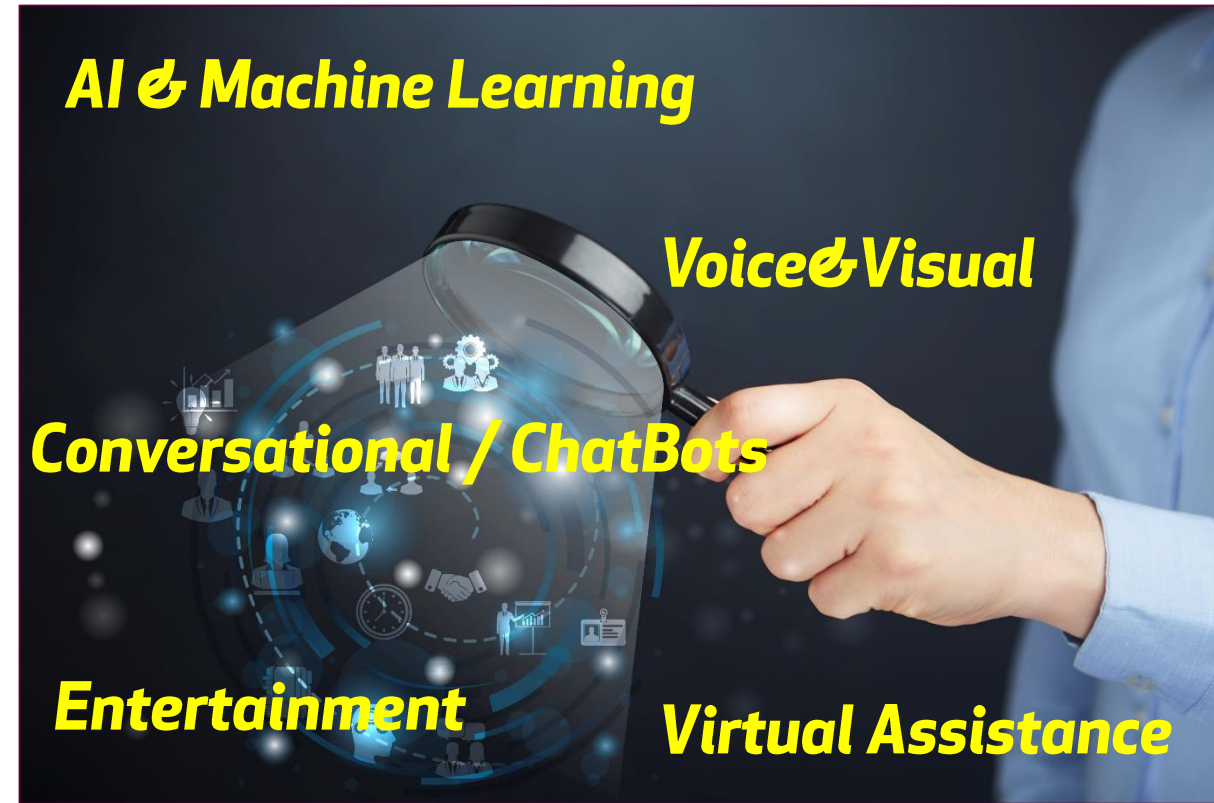
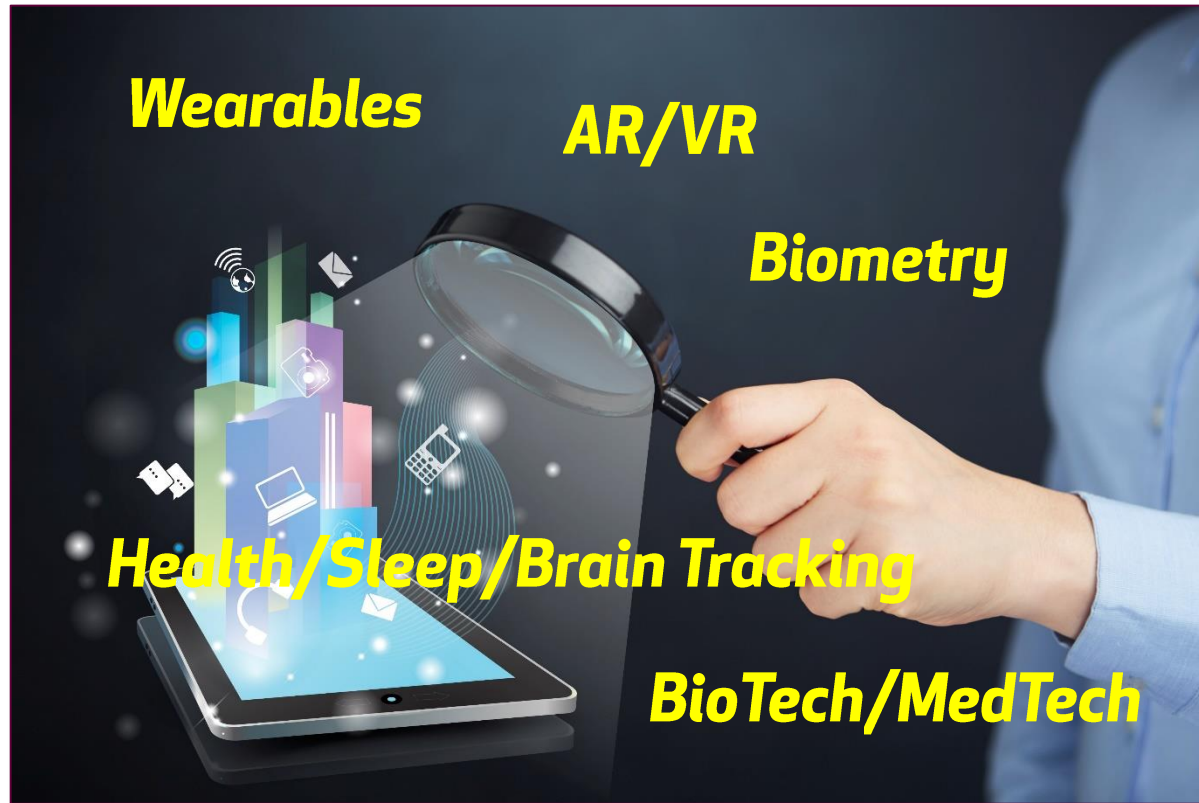
Gartner Hype Cycle for Digital Marketing and Advertising, 2019



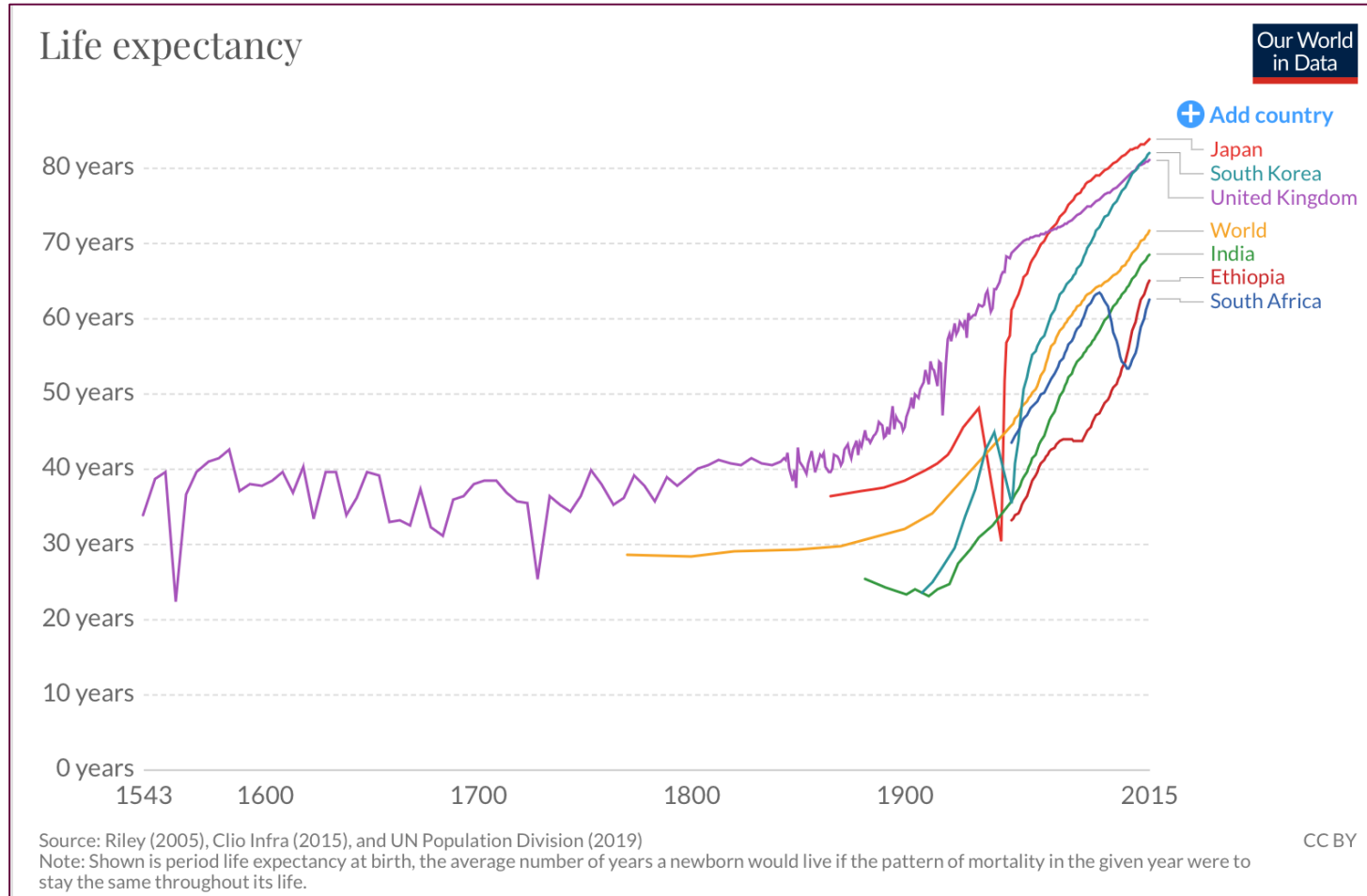
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Gartner

What Can We **Strongly** See

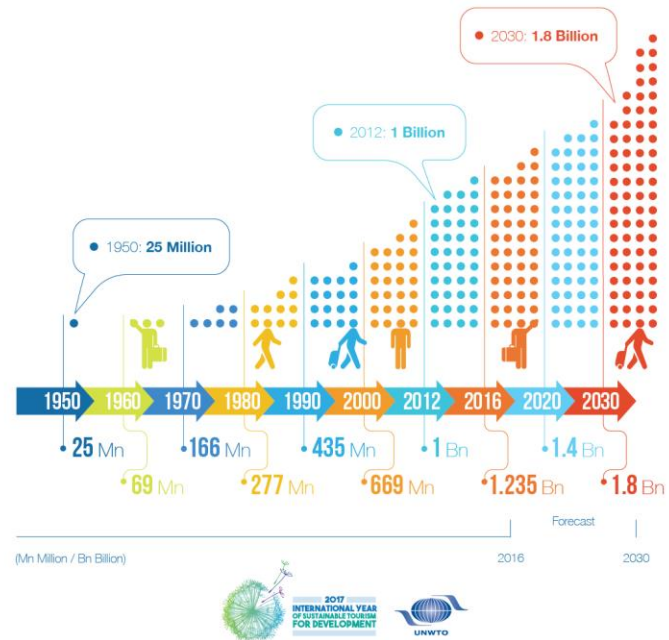


What Can We Strongly See



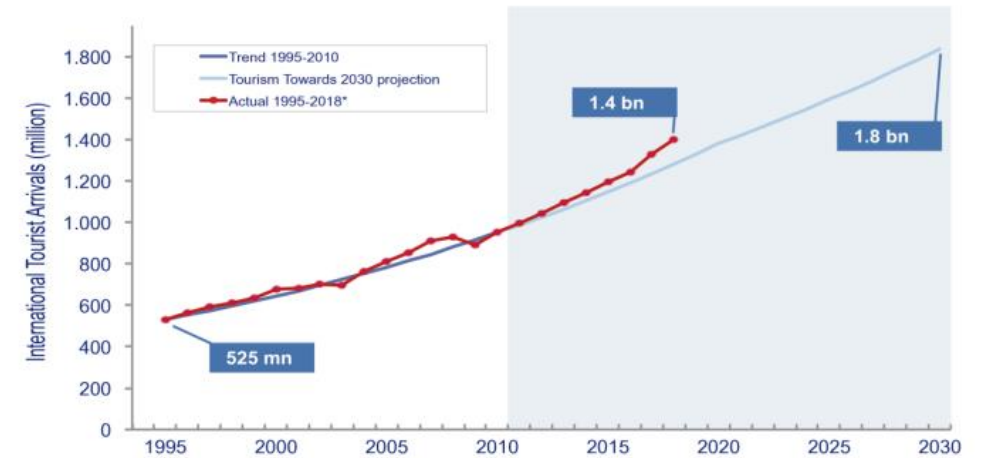
What Can We Strongly See

INTERNATIONAL TOURIST ARRIVALS 1950 - 2030



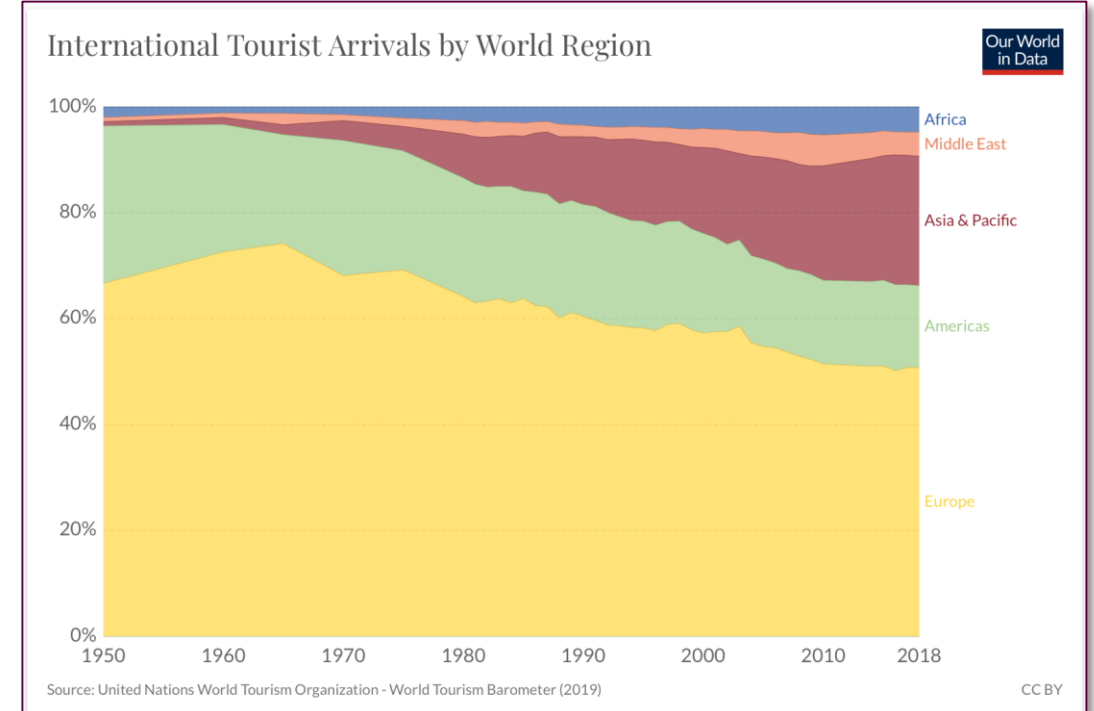
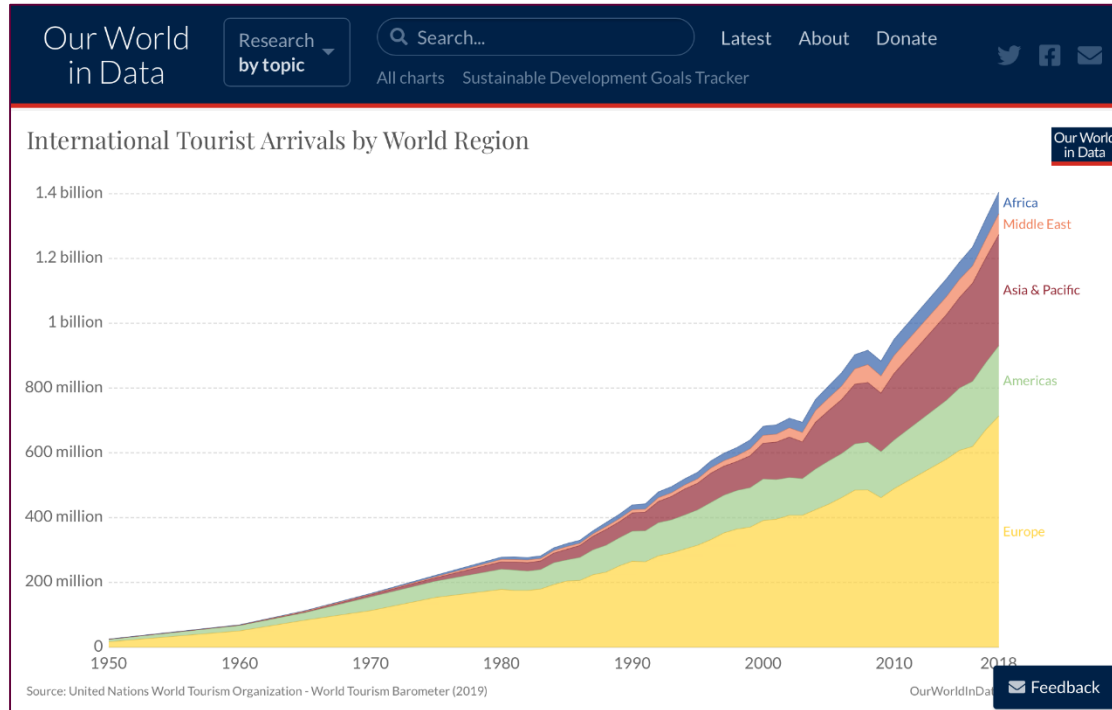
Source: © Highlights 2017 - World Tourism Organization (UNWTO), July 2017

Actual Trends vs Tourism 2030 Forecast- World



Source: World Tourism Organization (UNWTO), January 2019

What Can We Strongly See





The Future of Travel Is
Tied to Digital
Transformation And
Sustainability

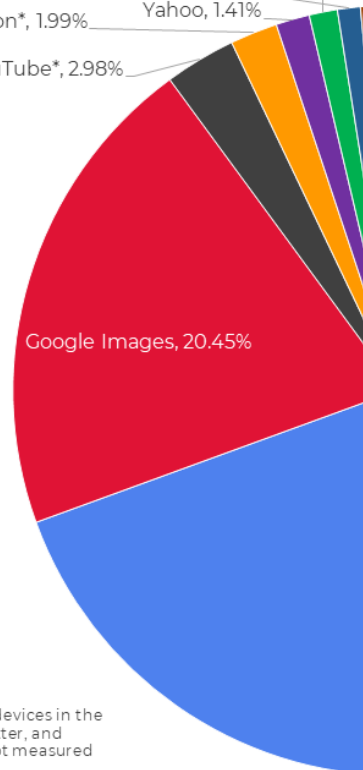
To Be Practical

Search Engine Market Share Q2 2019

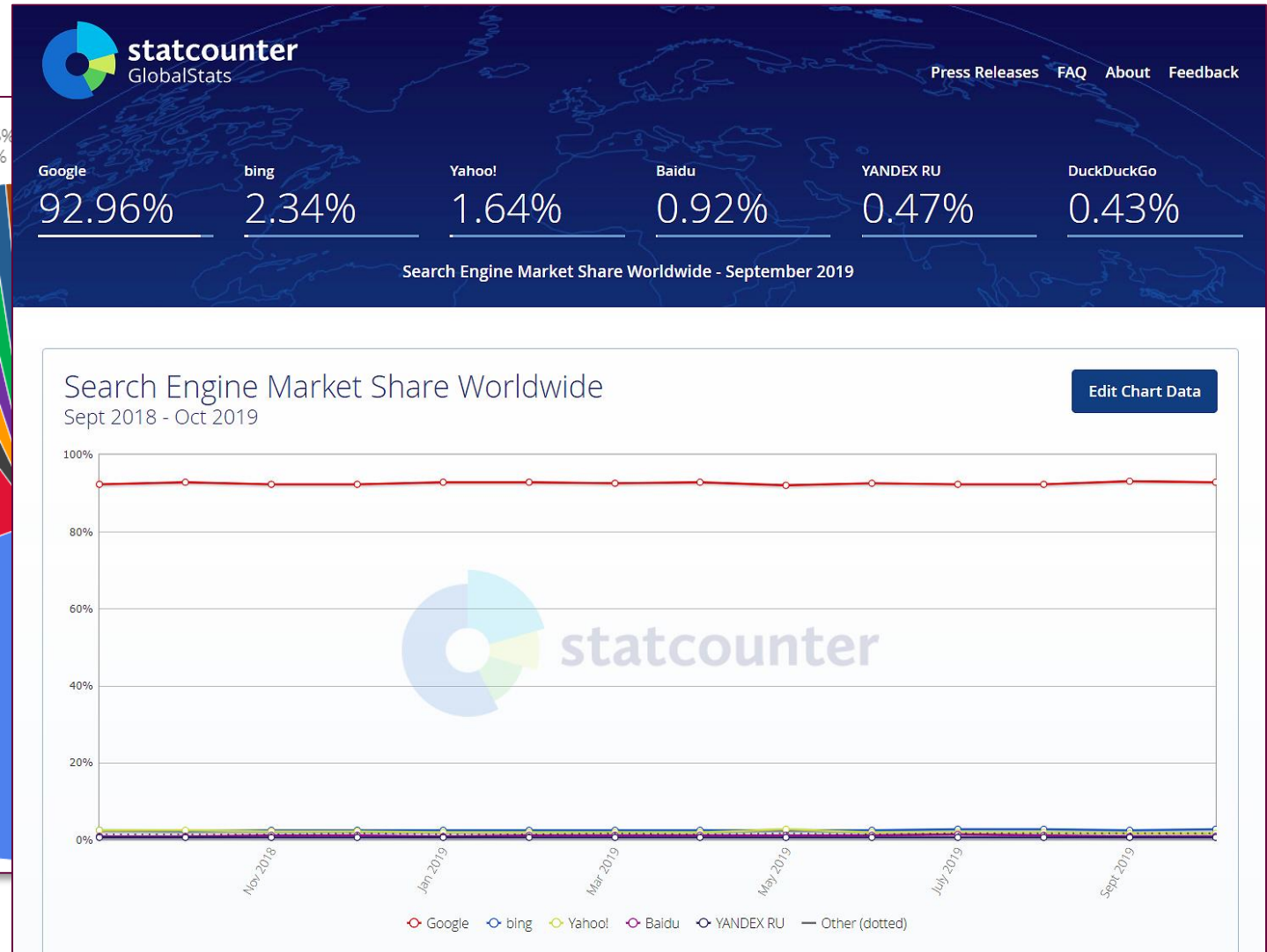
94%

of all searches happen
on a Google property

Facebook*, 0.96%
Amazon*, 1.99%
YouTube*, 2.98%
Google Maps*, 0.75%
Bing, 1.18%
Yahoo, 1.41%



* Data from 230B+ browser-based searches on millions of mobile and desktop devices in the United States. Search share on Google Maps, Facebook, Amazon, YouTube, Twitter, and Pinterest are likely underrepresented due to heavy mobile app use (which is not measured by Jumpshot's browser-based panel)



Make **Your Local Business** Stand Out -
Differentiation is the key!

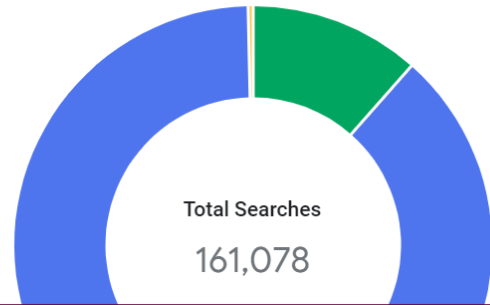


[illegible]

To Be Practical – Bristol Grill Restaurant

How customers search for your business

1 month ▾



Direct
Customers who find your listing searching for your business name or address



Discovery
Customers who find your listing searching for a category, product, or service



Branded

PERFORMANCE

Views

291K

Searches

161K

Activity

30.2K

Direct

18.5K (+20%)

Customers who find your listing searching for your business name or address

Discovery

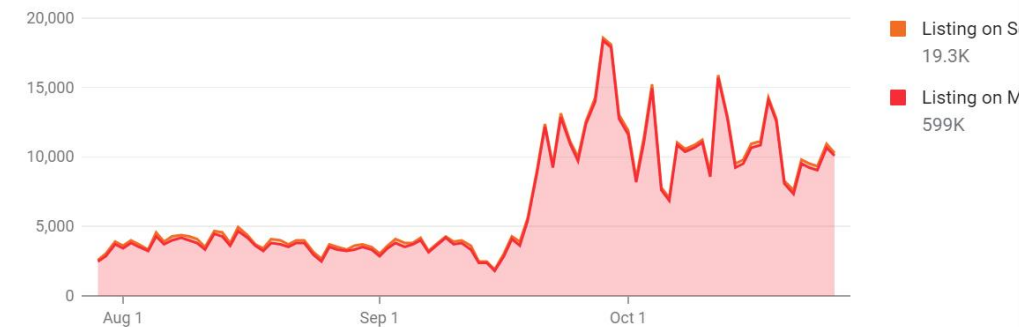
143K (+38%)

Where customers view your business on Google

The Google services that customers use to find your business

1 quarter ▾

Total views 618K

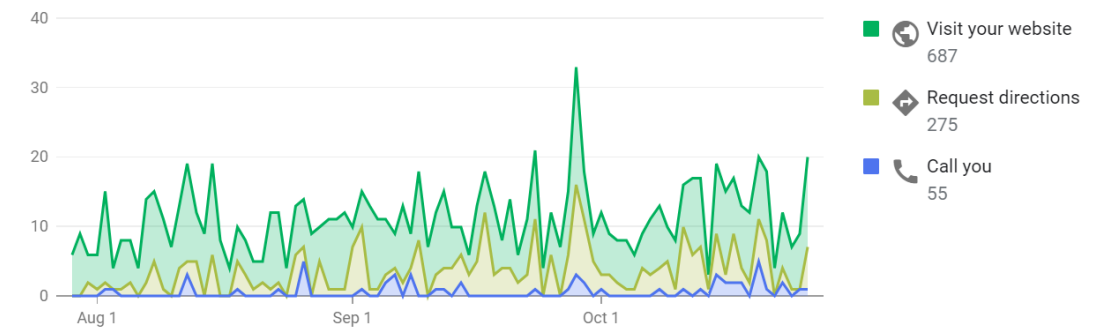


Customer actions

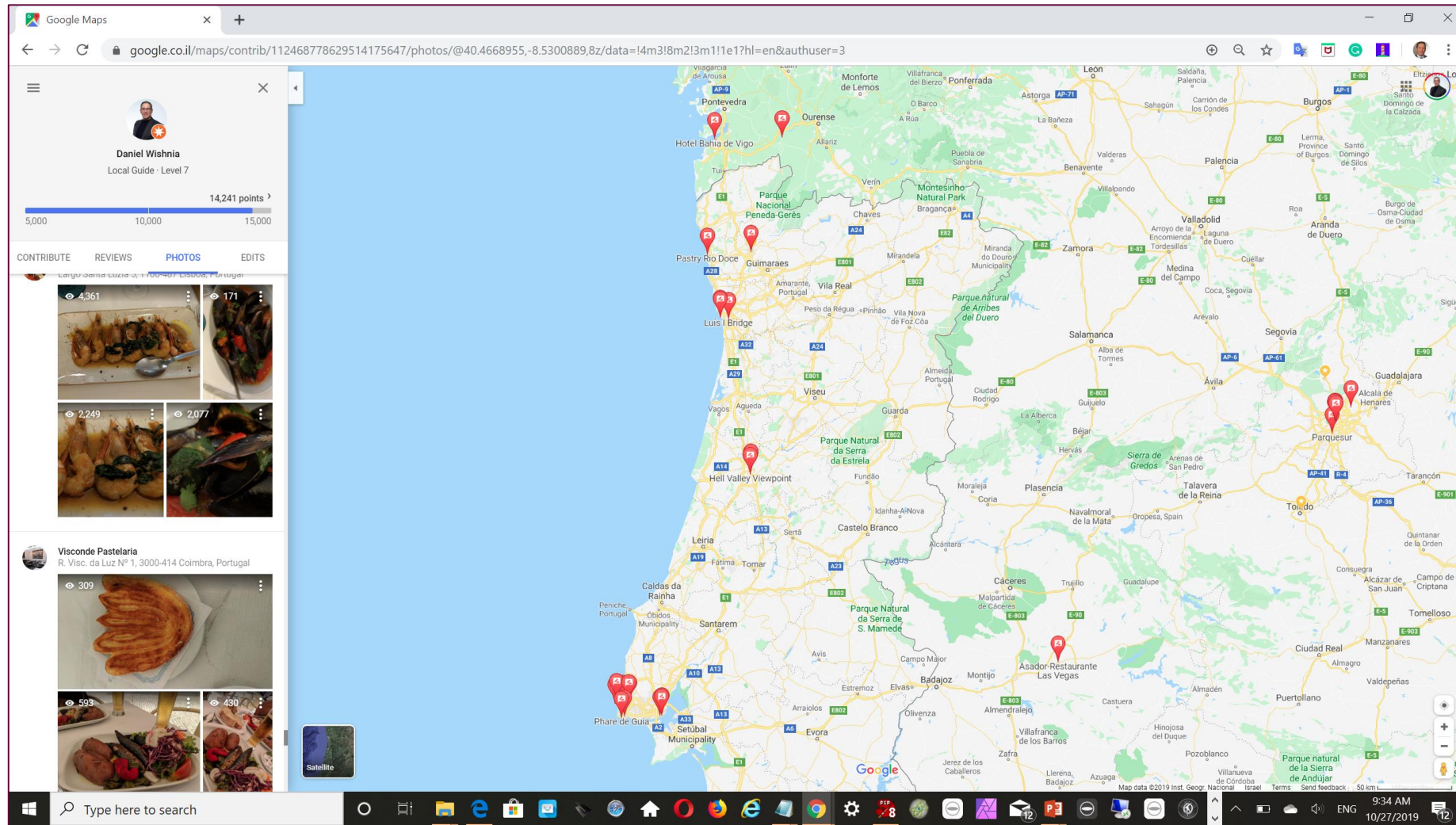
The most common actions that customers take on your listing

1 quarter ▾

Total actions 1.02K



To Be Practical – Spain & Portugal




To Be Practical – Spain


MasQMenos

Aeropuerto Madrid-Barajas. Terminal 4s. Planta 1 Sal...

34,216




527




Church of Santa Maria

2710-541 Sintra, Portugal


231




251



257



293




Asador-Restaurante Las Vegas


Busto de António Rodrigues Sampaio

Largo Rodrigues Sampaio, 4740-201 Esposende, Por...


340




437



1,533




662




Puerto Rico

Calle de Chinchilla, 2, 28013 Madrid, Spain

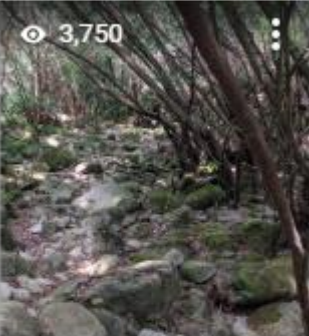
692



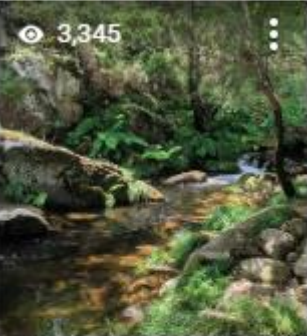
1,118




3,750




3,345




3,685




2,690




1,127




2,016




781



1,127

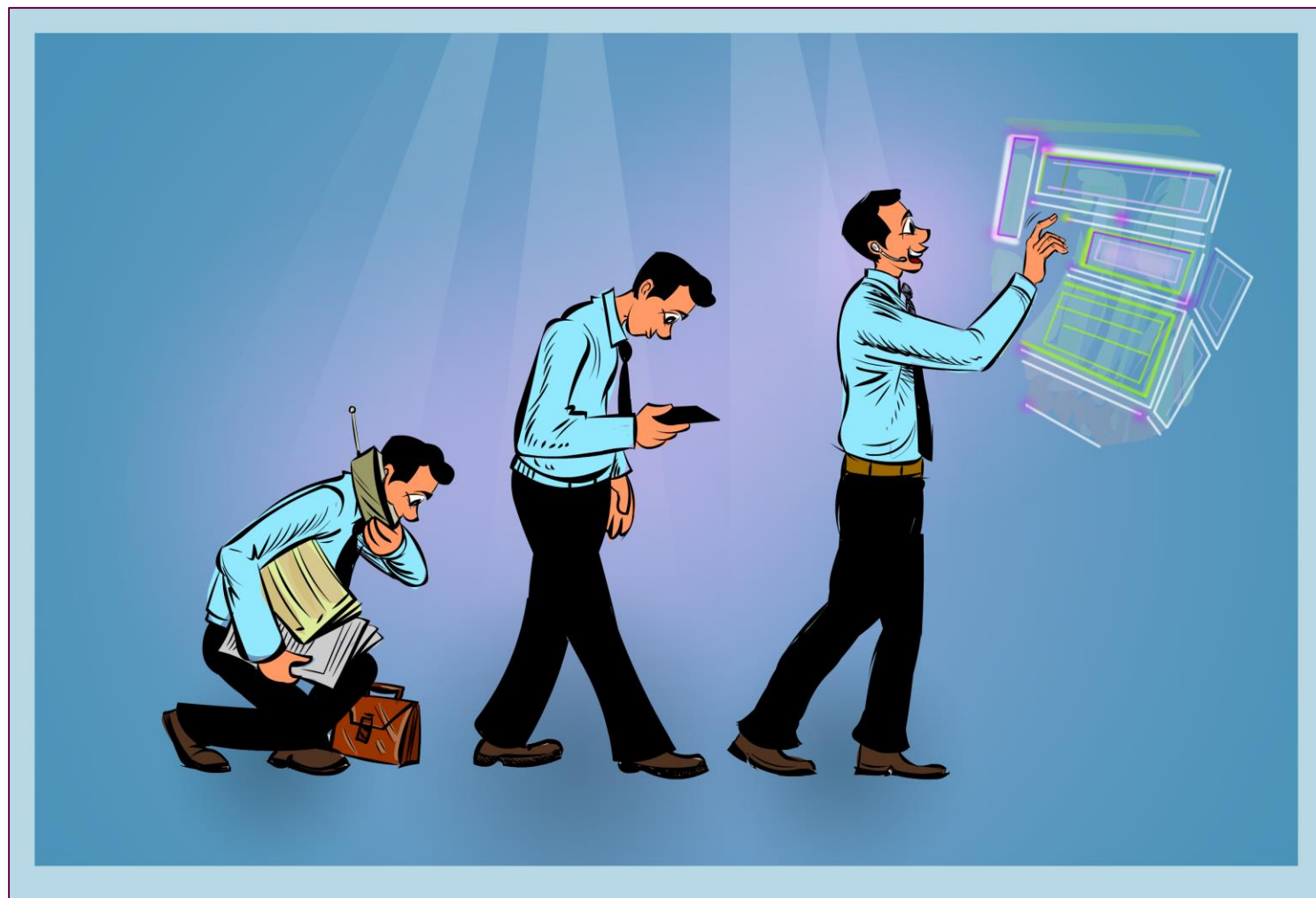


1,127



4-6 NOV, LONDON

The Future Of Travel Is Our Future





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