

30th European Hotel Investment Conference
What next: a vision for the hotel industry

● *Paul Godman* | Wednesday 7 November

MONTH DAY YEAR AM/PM HOUR MIN
FEB 17 2010 01:00
DESTINATION TIME

NEWS ANALYSIS

Google CEO preaches 'mobile first'

Mobile devices have displaced PCs for computing, communications, Schmidt tells MWC



By Matt Hamblen

Senior Editor, Computerworld | FEB 17, 2010 6:00 AM PT

[Google](#) CEO Eric Schmidt put mobile devices squarely at the center of the computing universe in his first keynote at Mobile World Congress in Barcelona, in an address that follows mobile announcements of [Apple's iPad](#) and [Microsoft's Windows Phone 7 Series](#).

In his address late Tuesday, Schmidt touted the growth and importance of mobile devices in fairly glorious terms and urged application developers inside and outside of Google to "work on mobile first," ahead of desktop computers.

MORE LIKE THIS

Google CEO: No plans to compete with mobile operators

7 smartphone predictions for 2010

AT&T roars back in 3G wireless performance test



VIDEO

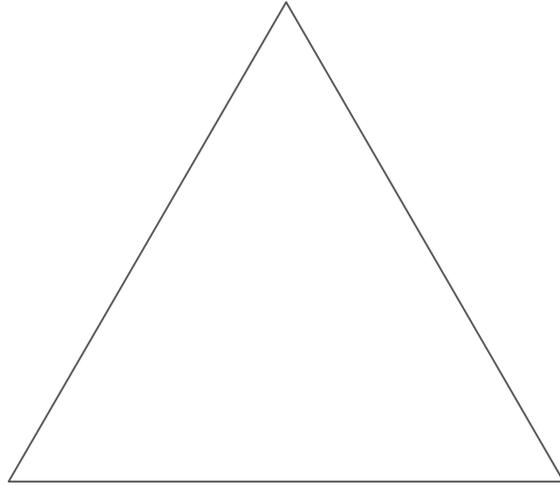
Mingis on Tech: Getting the lowdown on the Pixel 2 XL

1.5%

> 50%

We are at the intersection of change

Technology is changing.



People's expectations are changing.

The dynamics of the travel industry are changing.

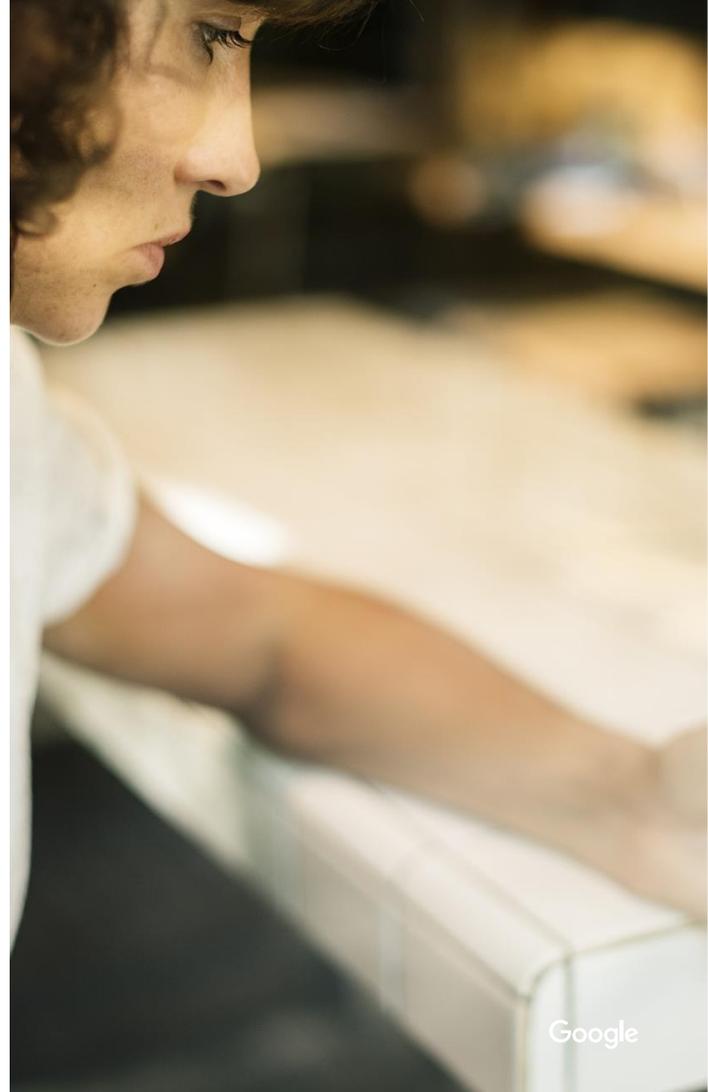
Airbnb is now the most searched for accommodation brand, replacing Bookings.com



Google

69% of UK travellers

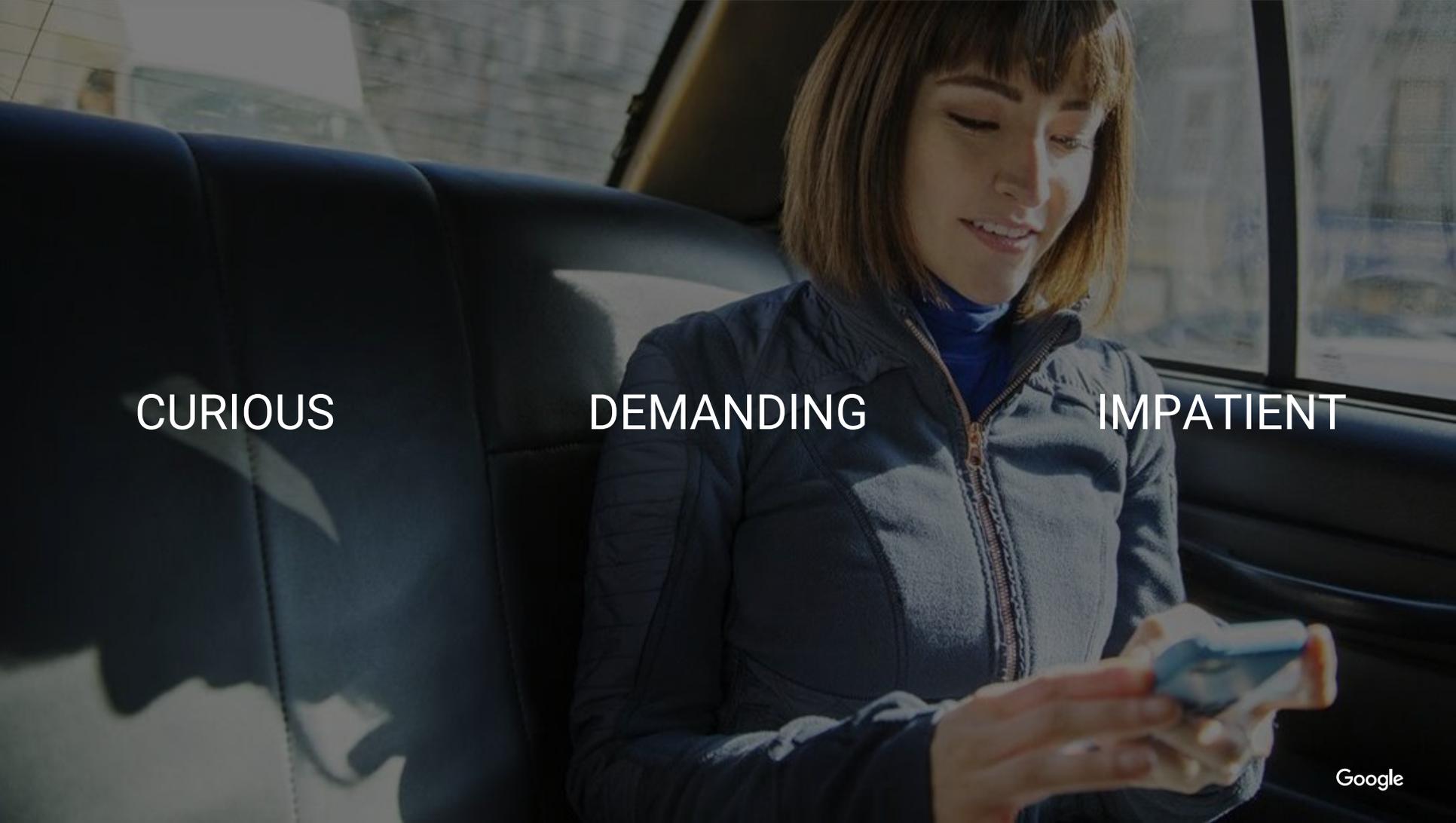
Purchased the different components of their trip individually, i.e. not via a package.



36 days
45 touchpoints
Cross device

To book one hotel



A woman with short brown hair and bangs is sitting in the driver's seat of a car. She is wearing a dark blue quilted jacket over a blue turtleneck. She is looking down at a smartphone in her hands with a slight smile. The car's interior, including the black leather seat and window, is visible. The background shows a blurred view of a building through the window.

CURIOUS

DEMANDING

IMPATIENT

15% of all searches

happening on Google every year are new and have never been seen before.

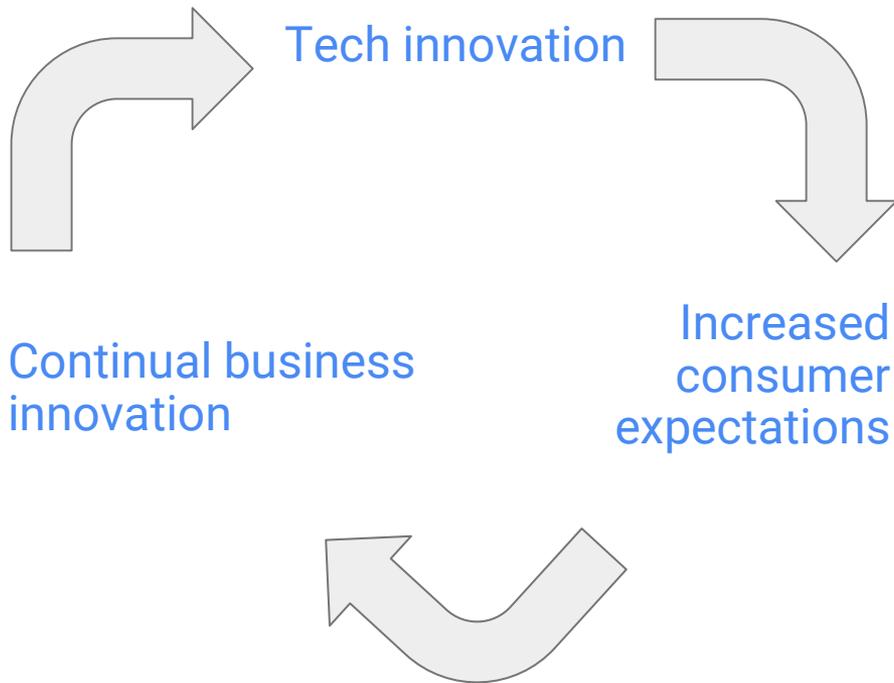
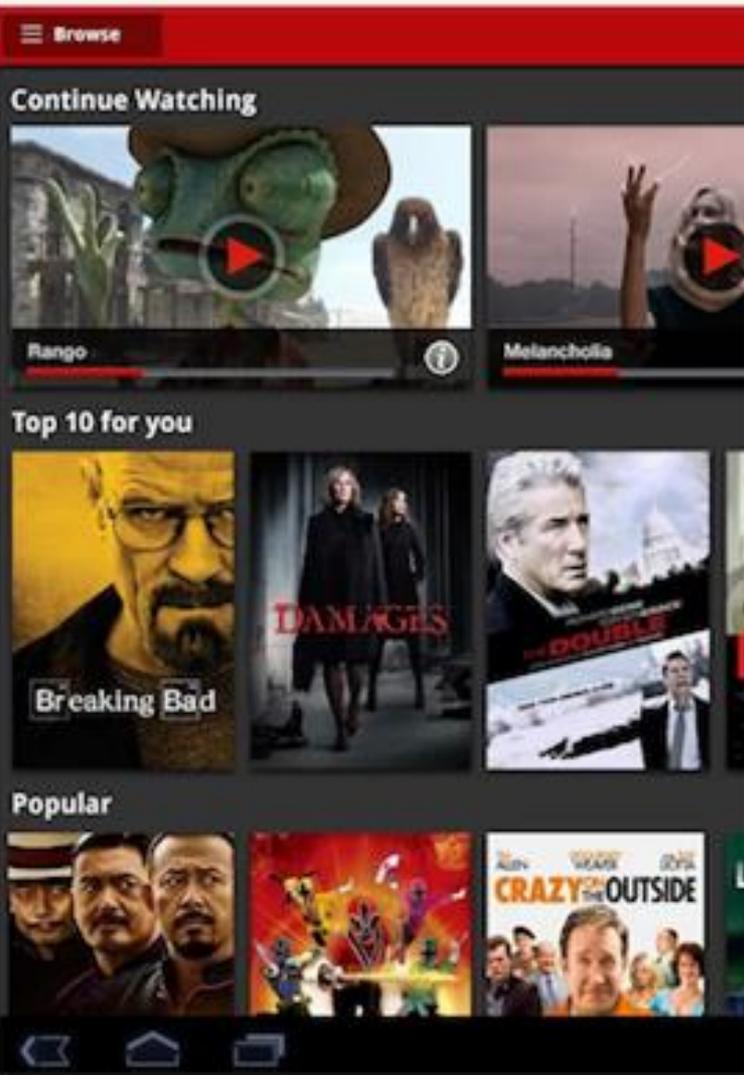


UK travel searches starting with
'best' increased by

25%

in the past 2 years

best hotels in Madrid 



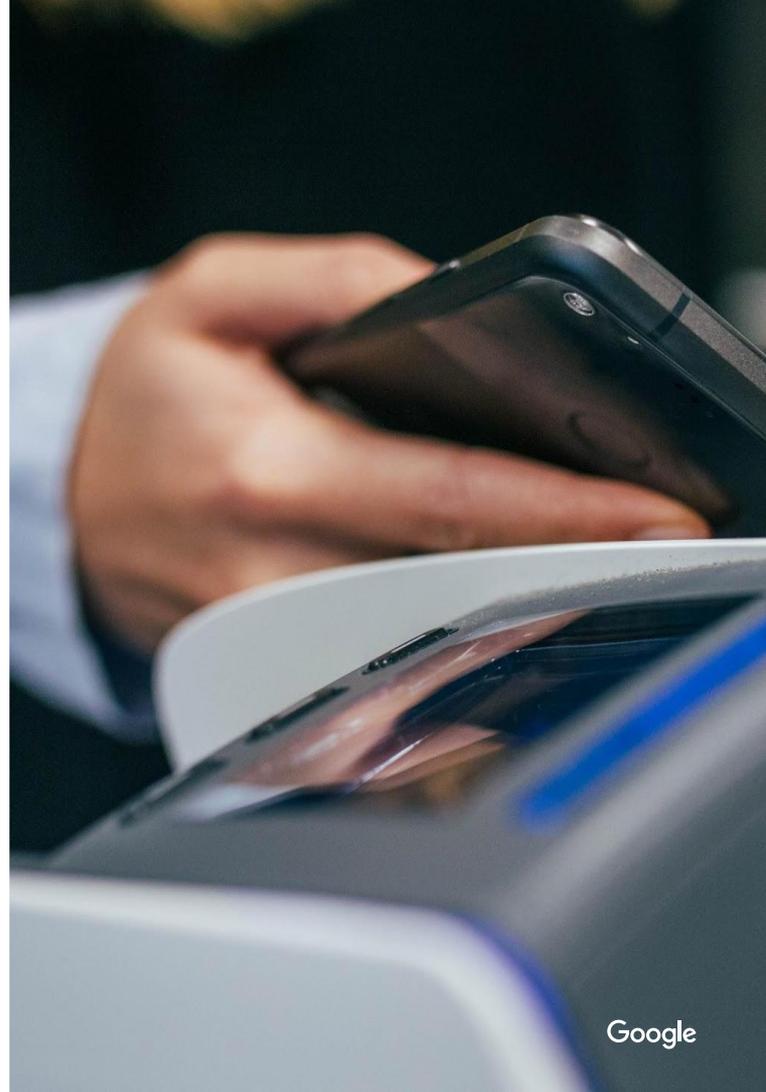
60% of UK travellers

Would rather see a few travel options, which reflect their travel habits and preferences, rather than searching through many options.



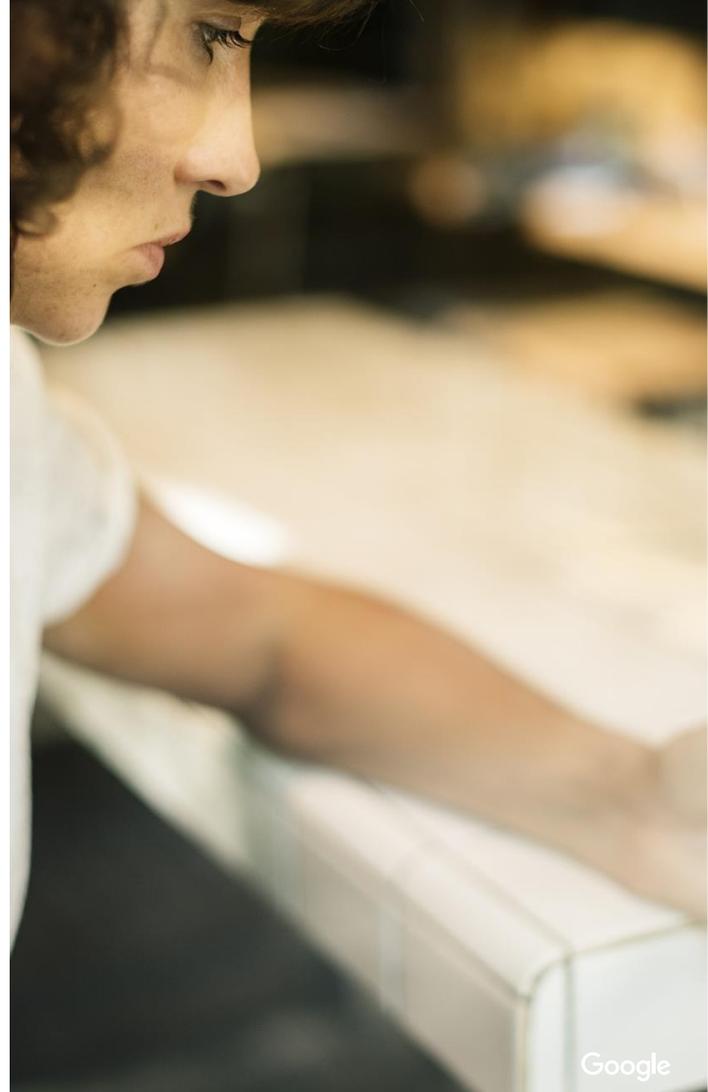
70% of people

expect an action to be completed
in as few a steps as possible.



76% of travellers

abandoned a mobile booking
when the checkout time was
longer than 1 minute.



The Challenge

People's expectations are changing:
How do you not only meet, but exceed the
expectations of the future consumer?



Technology can help hotel companies

Be frictionless

How do you ensure your company reflects the expectations of the modern consumer?

Be helpful

How do you better assist people?

Be inspirational

How do you create more meaningful connections with people?

Be frictionless

How do you ensure your company reflects the expectations of the modern consumer?

Be helpful

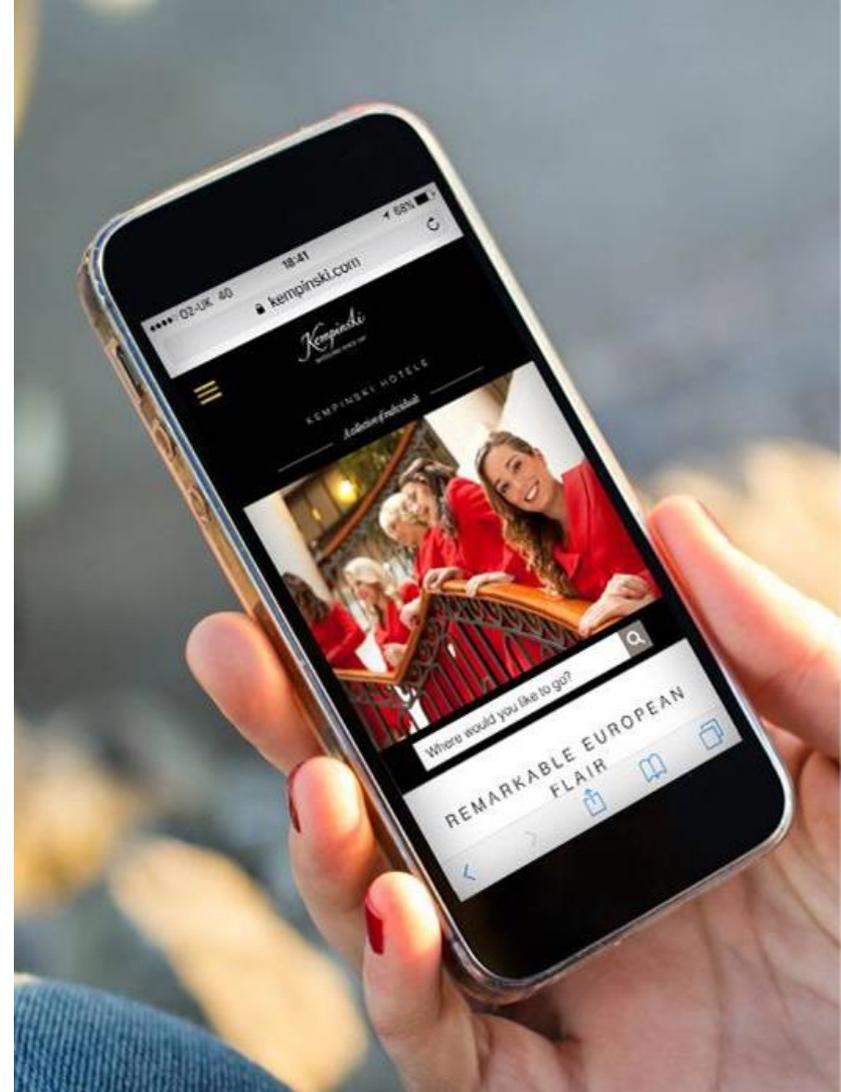
How do you better assist your customers?

Be inspirational

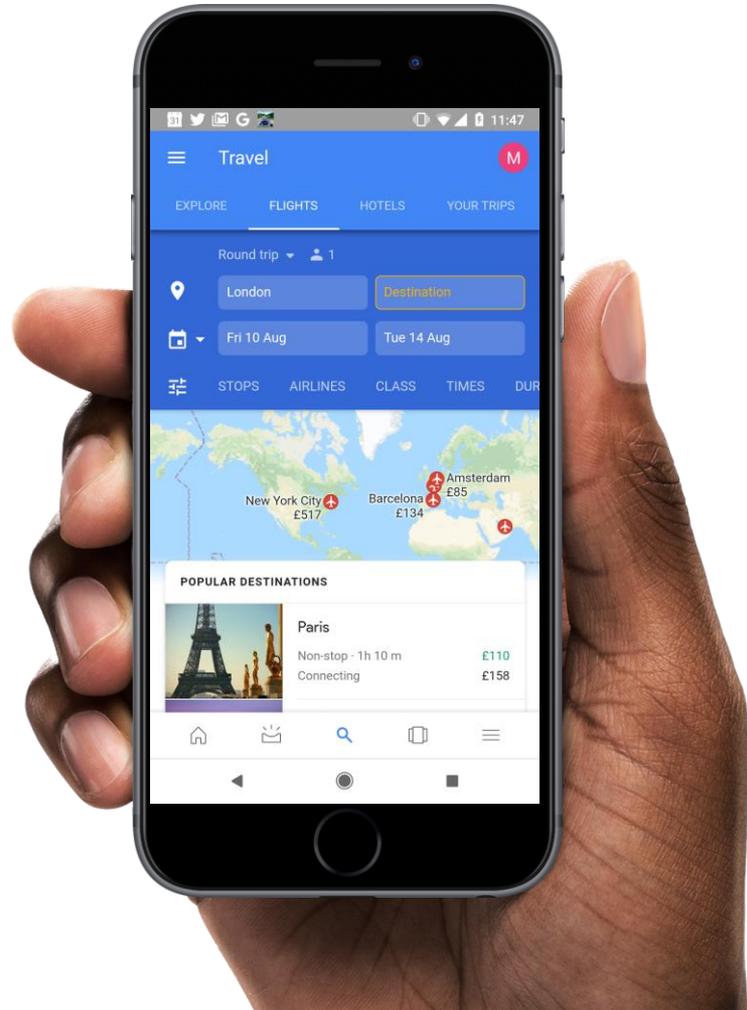
How do you create more meaningful connections with people?

+11%
conversions

After implementing the recommendations made as a result of the AMP test.



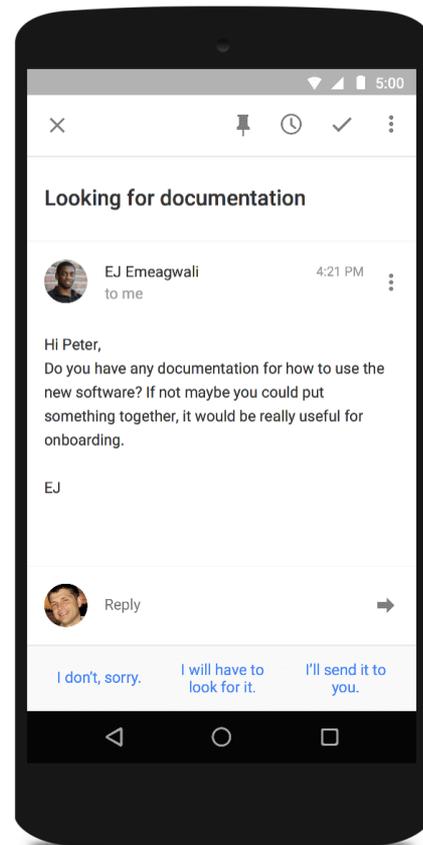
Google has a unique understanding of the modern traveller.



Smart Reply Smart Compose

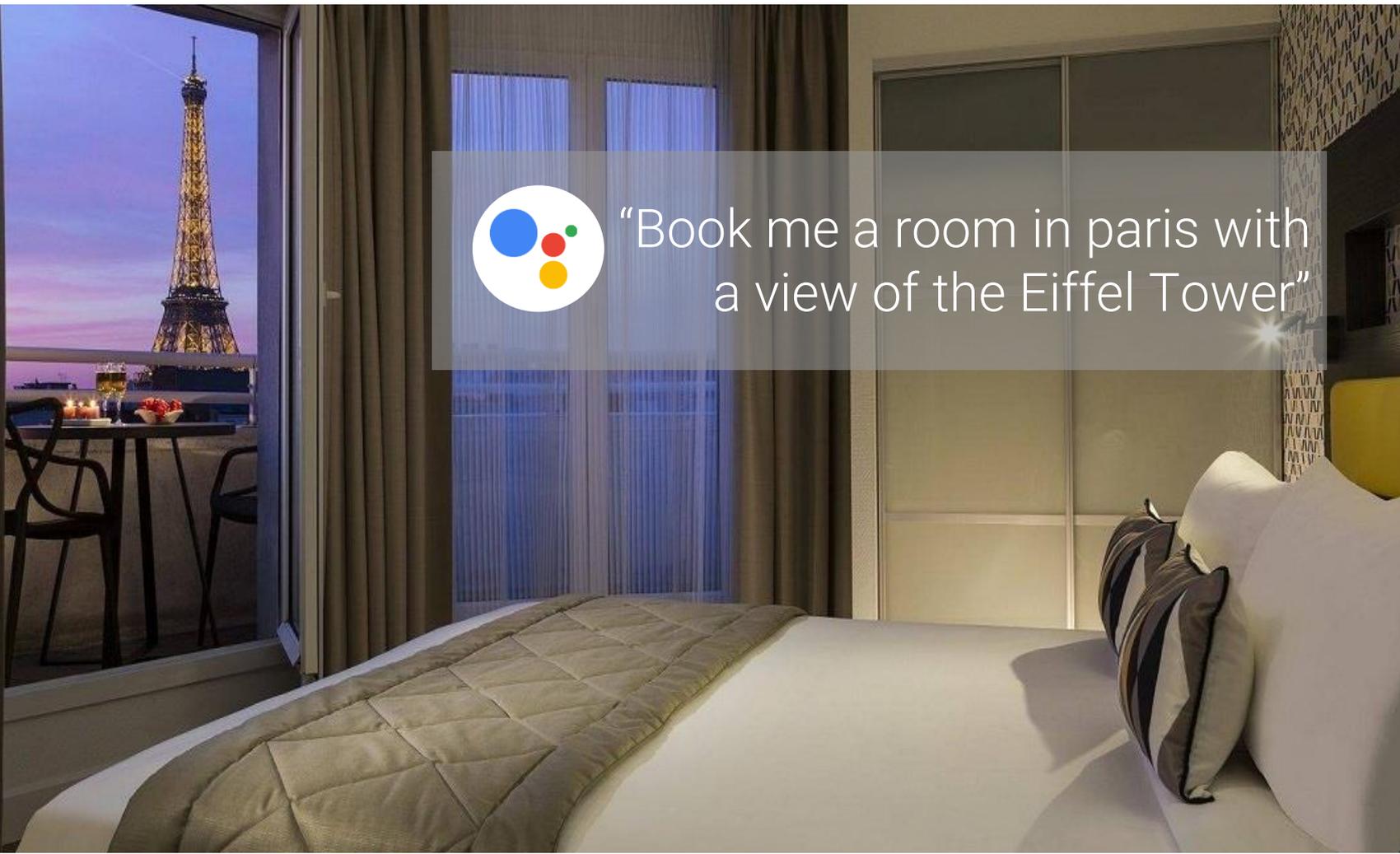


- April 1, 2009: April Fool's Day joke
- Nov 5, 2015: Launched Real Product
- Feb 1, 2016: ~20% of mobile replies





“Book me a room in paris with
a view of the Eiffel Tower”



3 Areas of focus, for now and the future

Be frictionless

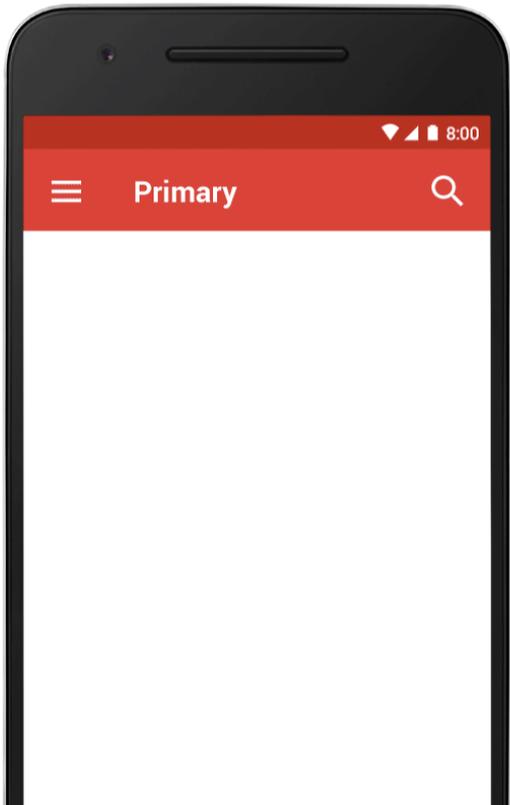
How do you ensure your company reflects the expectations of the modern consumer?

Be helpful

How do you better assist your customers?

Be inspirational

How do you create more meaningful connections with people?



We don't have to do a lot of work to get an answer, as Google does most of the heavy lifting and scaling with the data.

Paul Clarke, Chief Technology Officer, Ocado



Prioritise customer emails for response 4x faster using machine learning tags

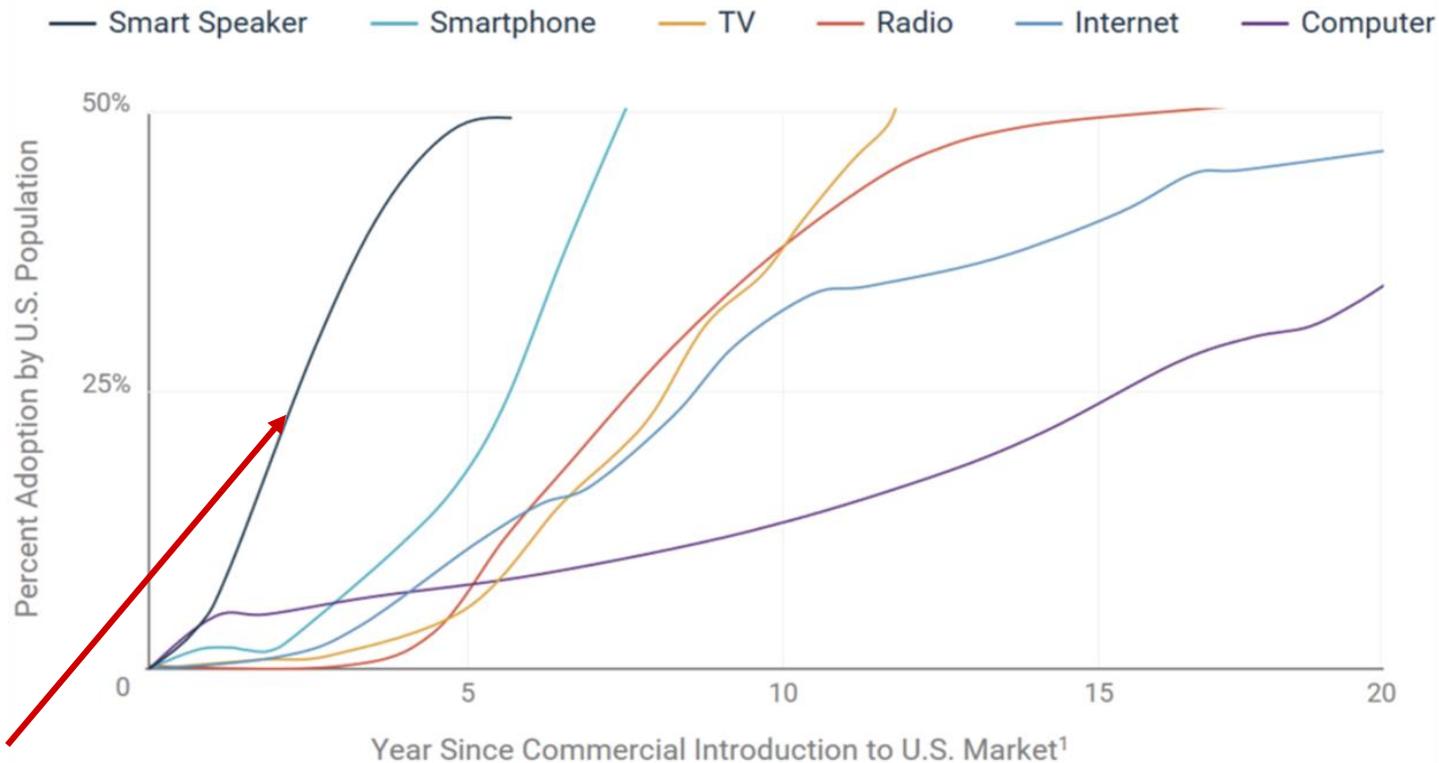
Control inventory and predict demand with analytics of over 100TB

A Google Home smart speaker is the central focus, positioned on a brown table. The background is a blurred scene of people painting on a large sheet of paper. A red cup and various paint containers are visible. A white speech bubble with a tail pointing towards the speaker contains the text. In the bottom left corner, there is a circular inset portrait of a woman with long brown hair and blue eyes.

Hey, it's end of February and you haven't booked a holiday yet... how can I help?



Smart Speaker adoption (US)



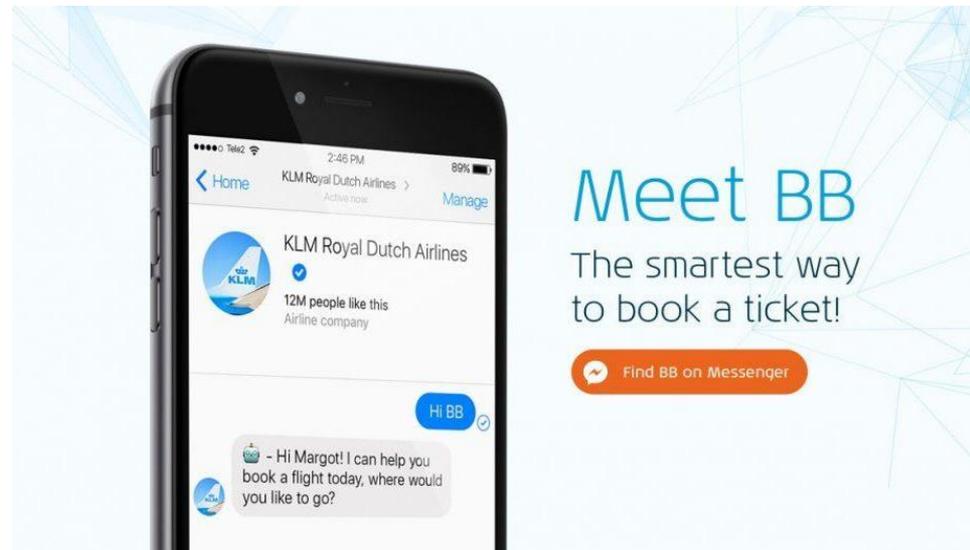
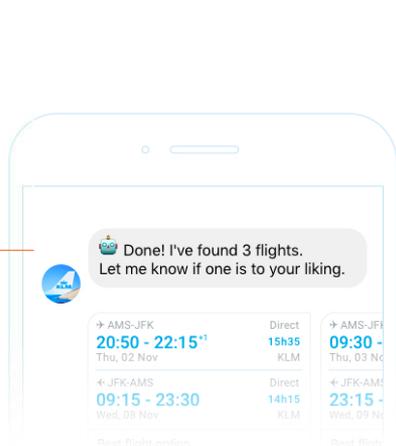
Source: Phocuswright, "The state of voice in travel", 2018

Conversational Machine Learning



Let's book a ticket

If you'd like to book a ticket, there's a new way to do so. Meet BB (that's short for BlueBot); KLM's service bot on Messenger.



Meet BB
The smartest way
to book a ticket!

A man with glasses and a backpack is looking at his smartphone. The background is a blurred outdoor setting with green foliage.

69% of travellers

are more loyal to a travel company that personalise their experiences (online and offline)

GOOGLE

Mashable





Google AI

Google Duplex



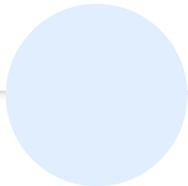
Hi, how can I help?

Google Assistant



Be frictionless

How do you ensure company reflects the expectations of the modern consumer?



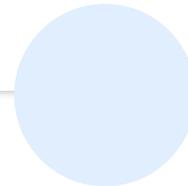
Be helpful

How do you better assist your customers?



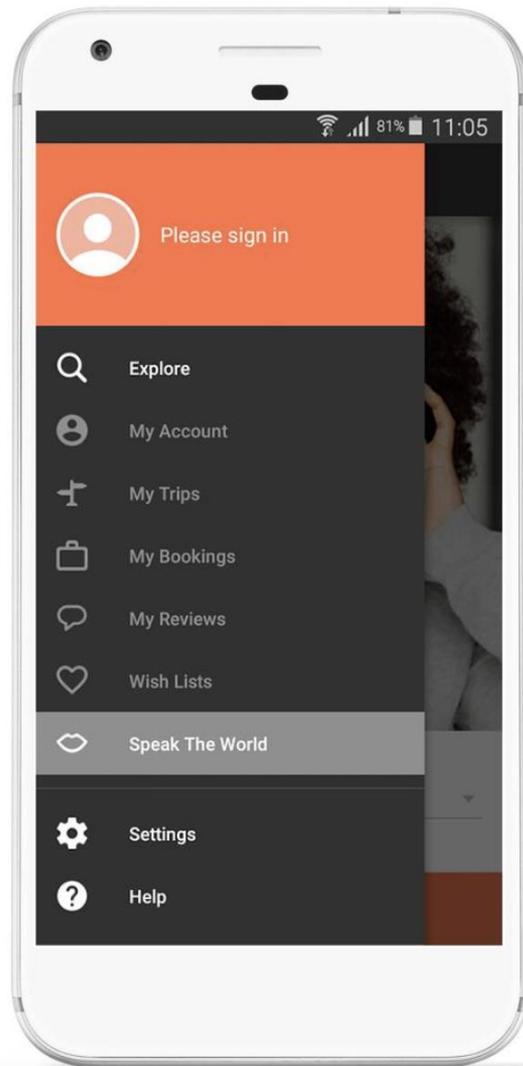
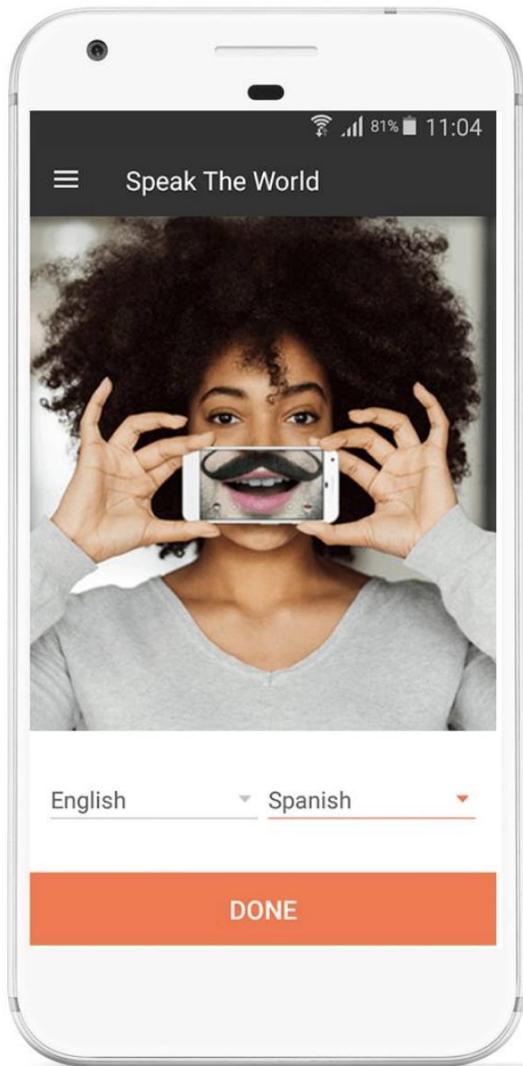
Be inspirational

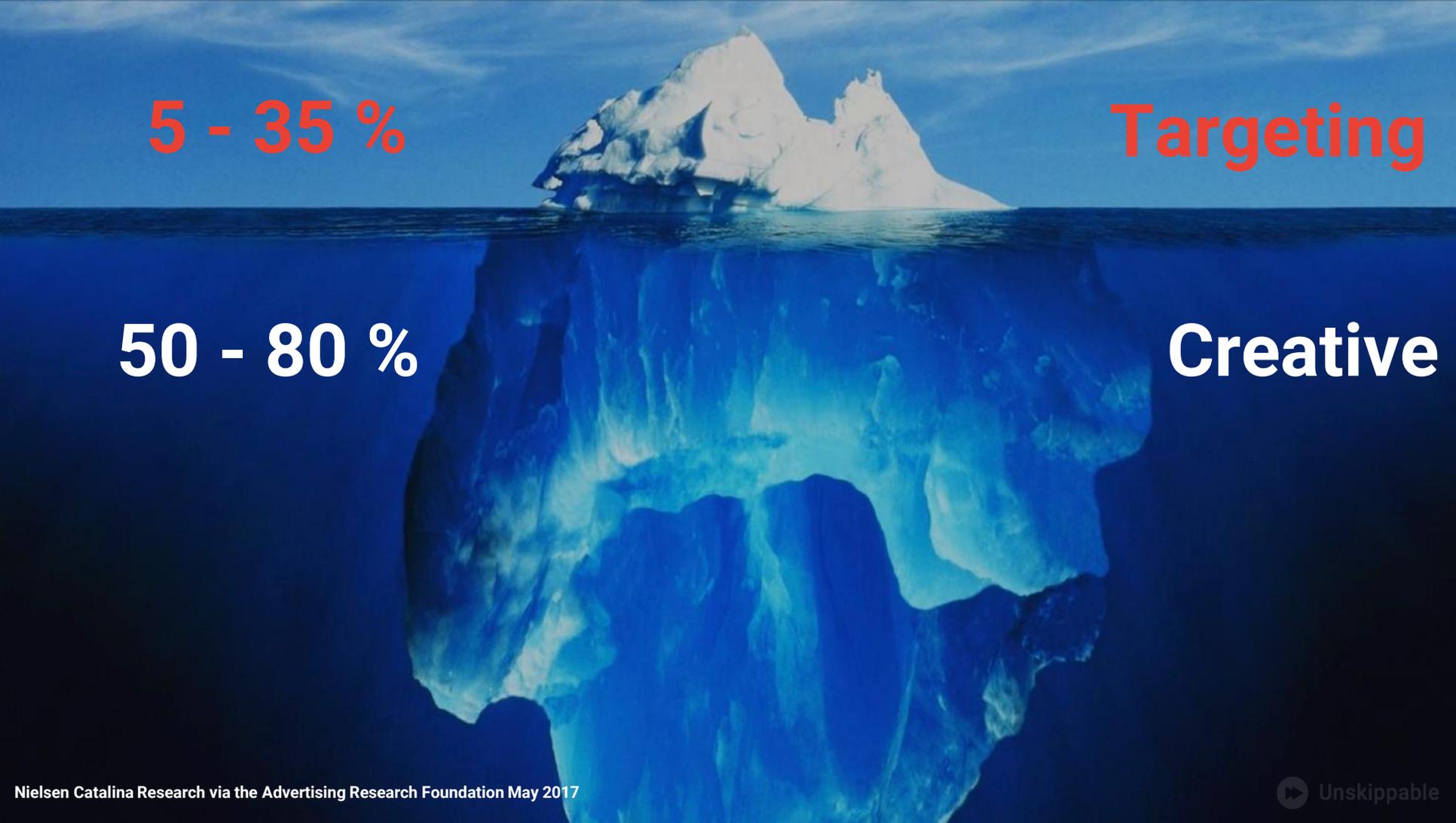
How do you create more meaningful connections with people?



Google Translate





An iceberg floating in the ocean. The tip of the iceberg is above the water line, and the much larger base is submerged. The sky is blue with light clouds, and the water is a deep blue. The iceberg is white and jagged.

5 - 35 %

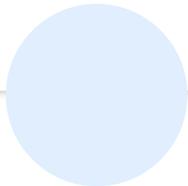
Targeting

50 - 80 %

Creative

Be frictionless

Use data and tech to provide a seamless journey from inspiration to post-booking



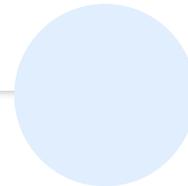
Be helpful

Analyse and activate customer data to provide a more relevant, personalised and assistive experience



Be inspirational

Use technology to delight users and create more meaningful connections





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