



MOBILE CONSUMER & TECHNOLOGY TRENDS IN HOSPITALITY

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Oh, the
Places
You'll Go!

~ Dr. Seuss

The future traveler



We know travelers try to use their phone everywhere...



They take pictures of nearly everything...



327 Million

Photos taken on phones
at the Royal Wedding

Source: Nikon

Share their location with friends and network



And use them to navigate cities all around the world...



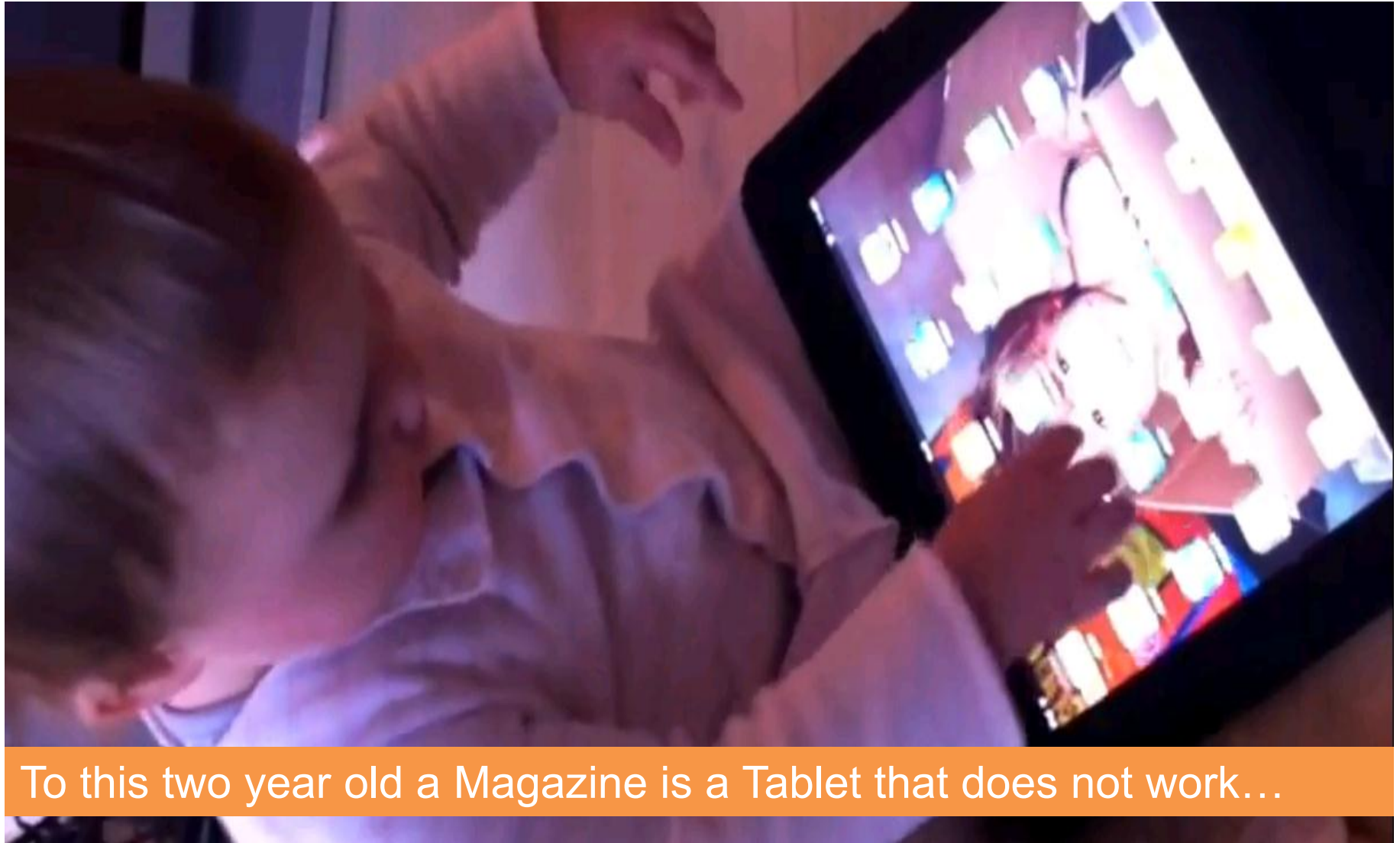
And increasingly want more...



As a new generation literally grows up using mobile devices




Impacting how consumers experience the world



To this two year old a Magazine is a Tablet that does not work...

With an increasing level of mobile activity



mobile web
is growing

8x

faster than
PC-based web

edkr.com/gb000u/hqslakw/82217G490

And more options available to consumers



Frustrations with mobile are increasing

68% of shoppers are frustrated with the experiences that retailers provide on a mobile phone.



So where to start ?



1

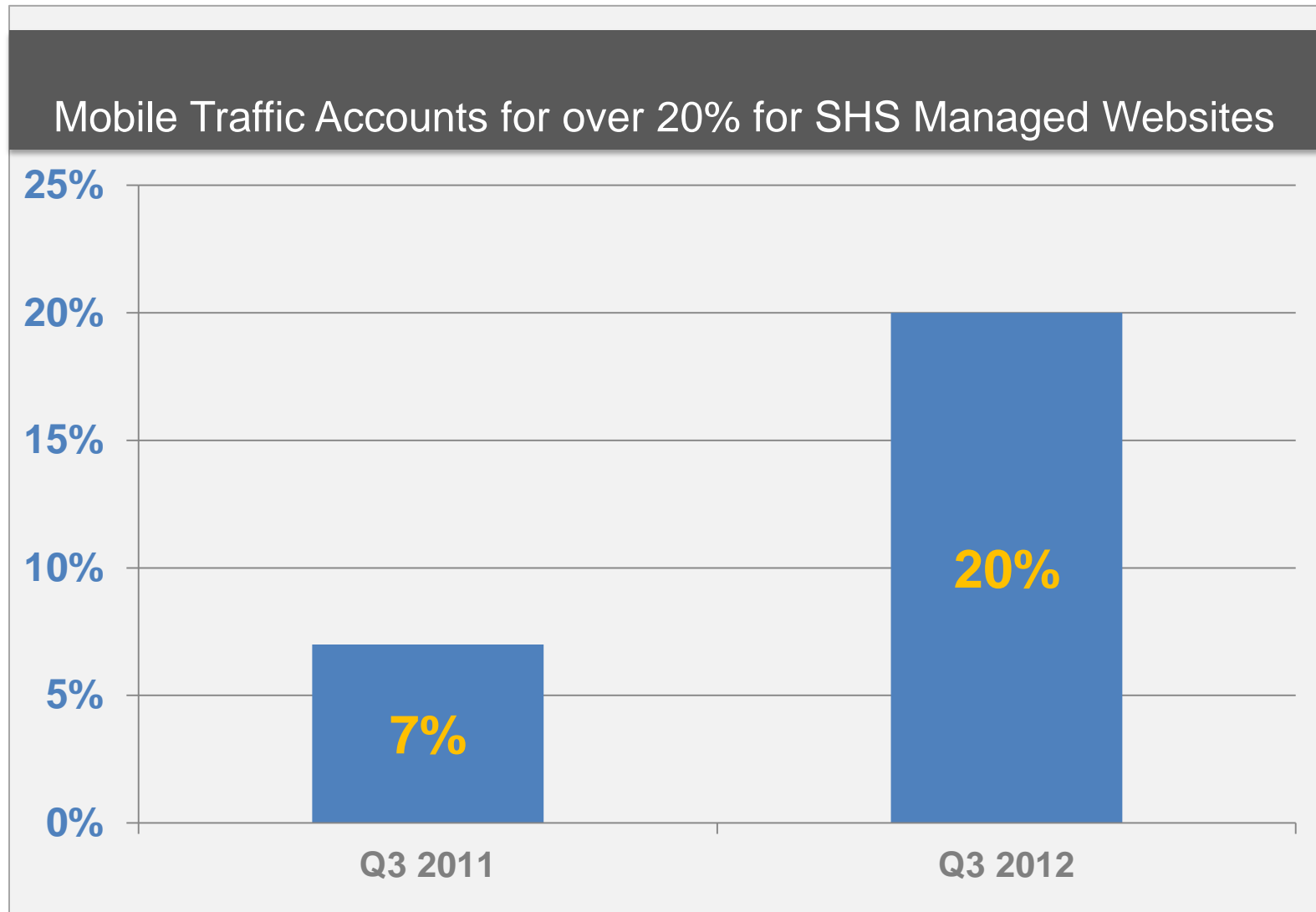
A mobile website: no longer nice to have

Mobile commerce is a reality

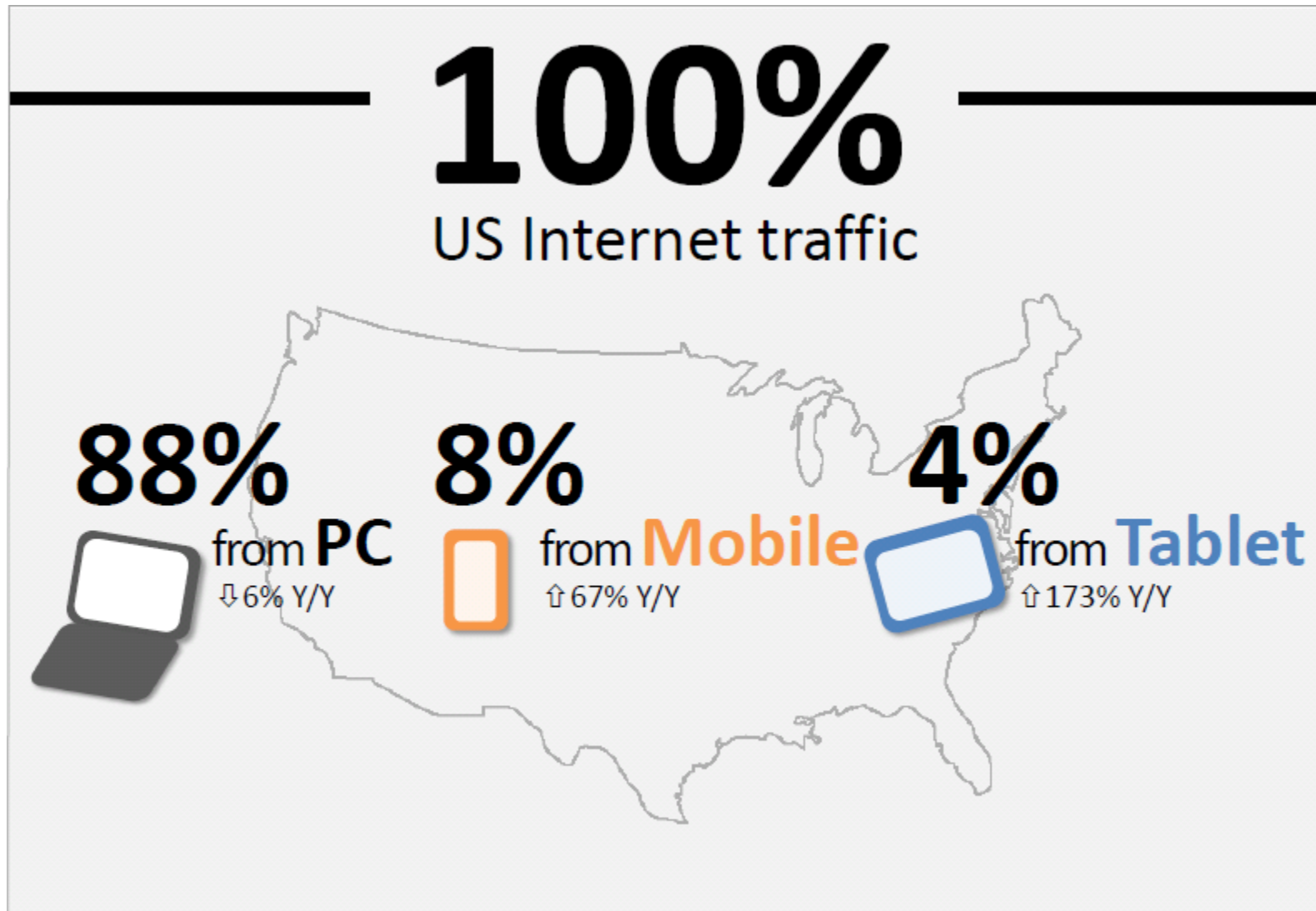
**Mobile shoppers
are expected to
spend \$119 billion
globally on goods
and services in
2015, up from \$12
billion in 2009**

Source: ABI Research

Mobile hotel website traffic trends

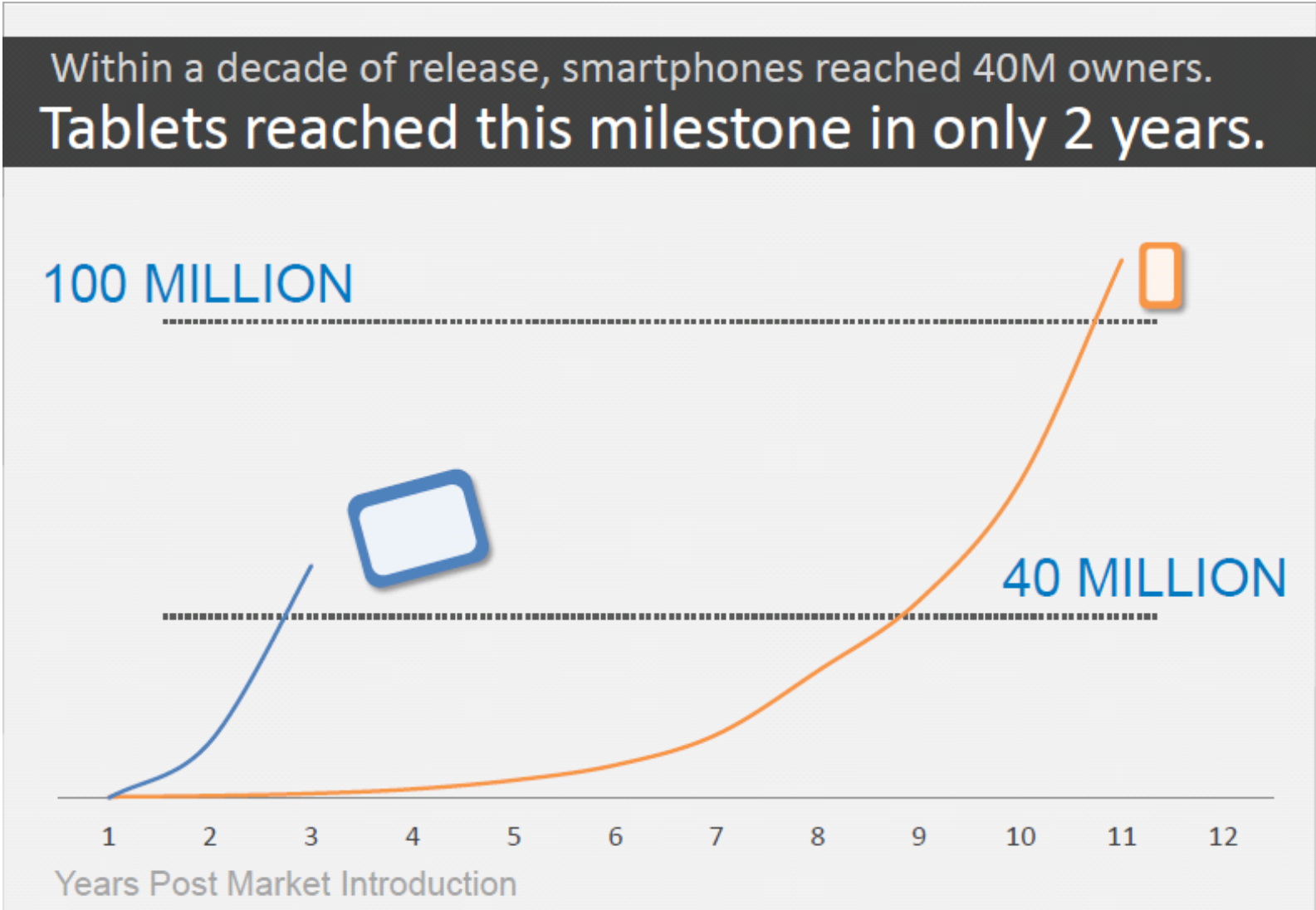


Shift from PC to mobile devices



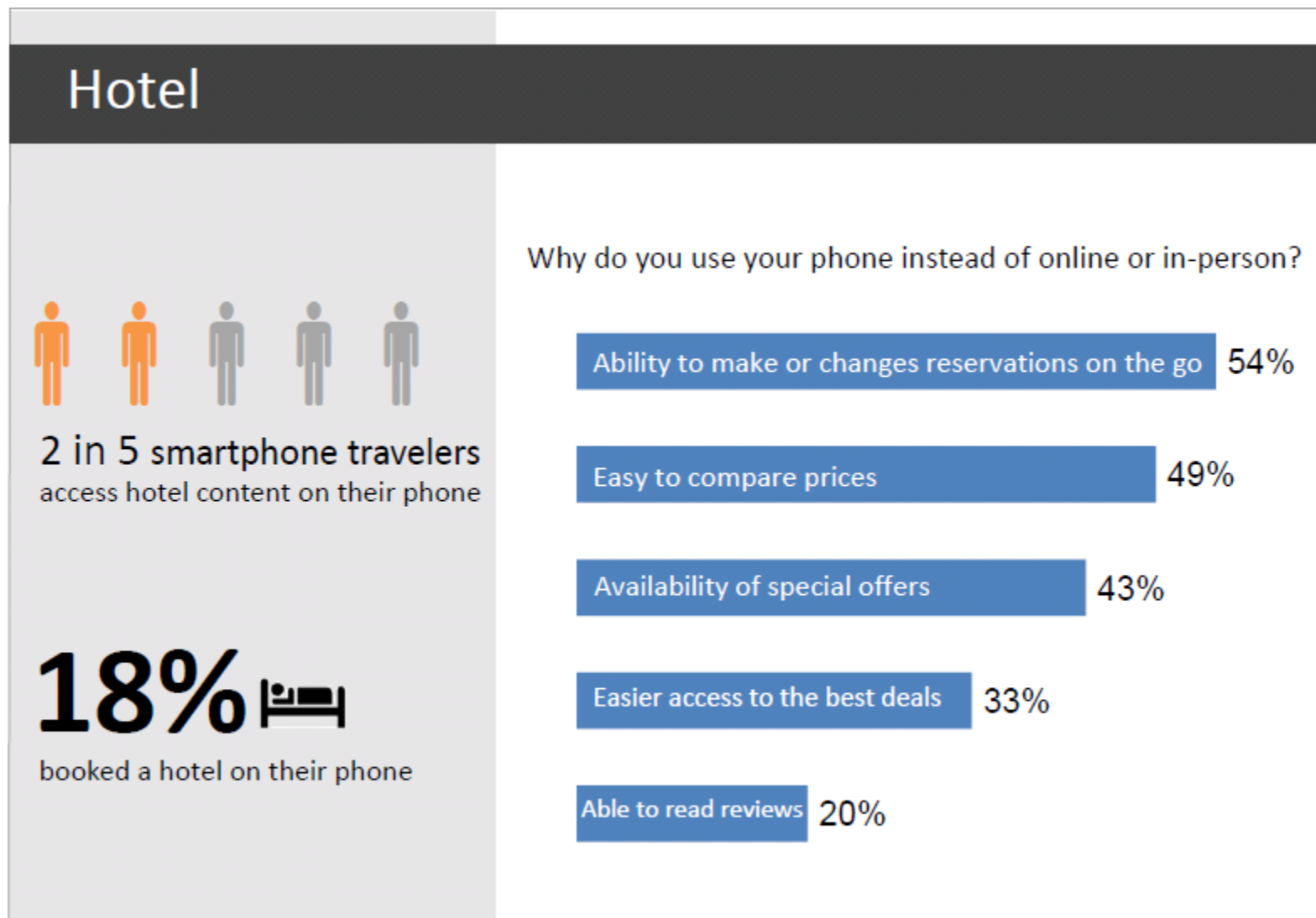
Page View Share; Source: comScore Device Essentials June 2012

Three screens



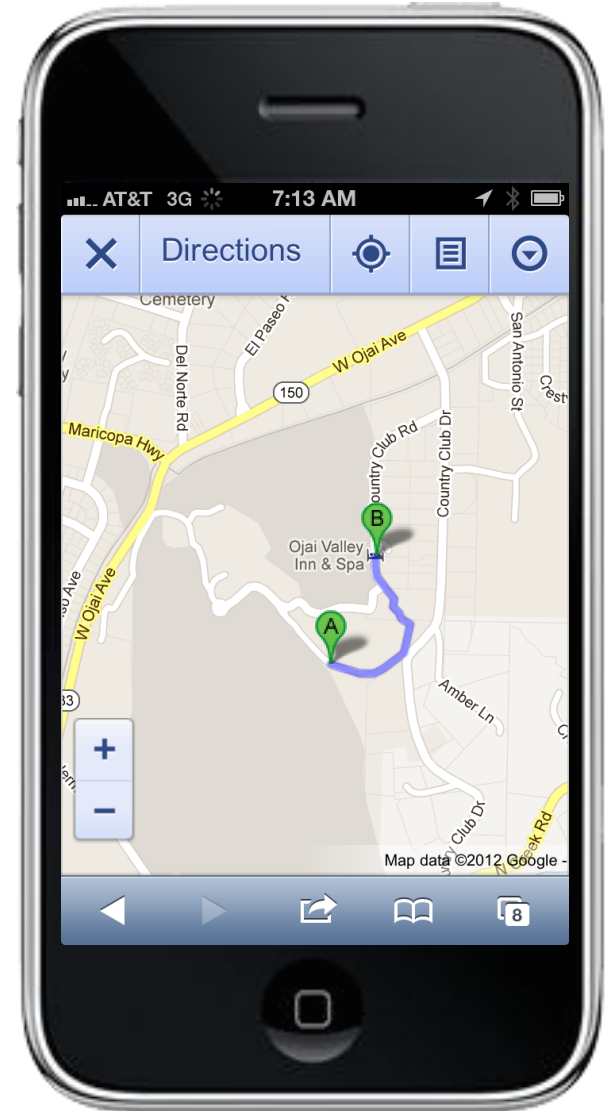
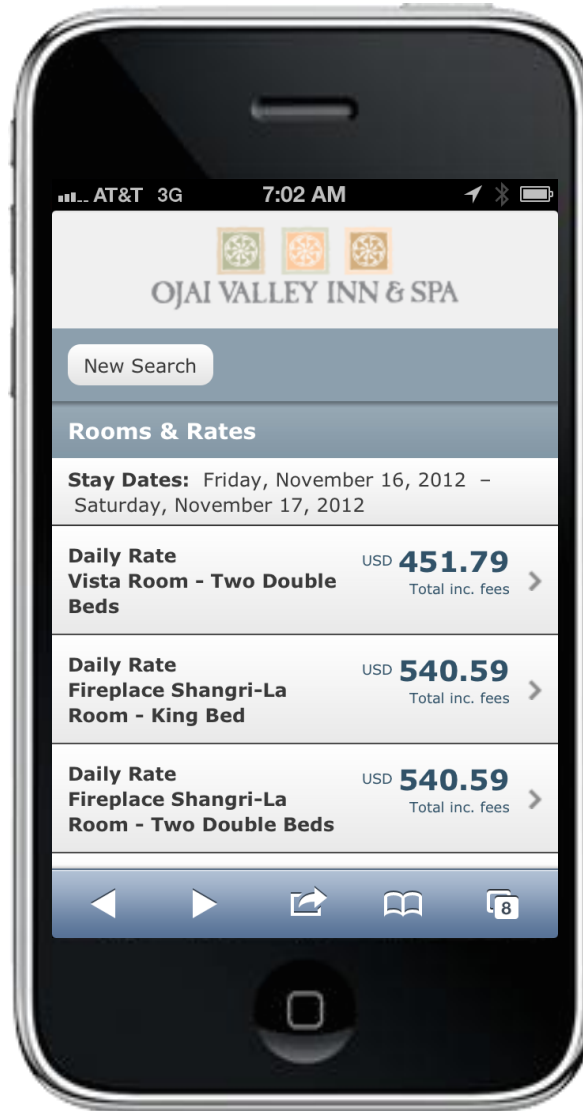
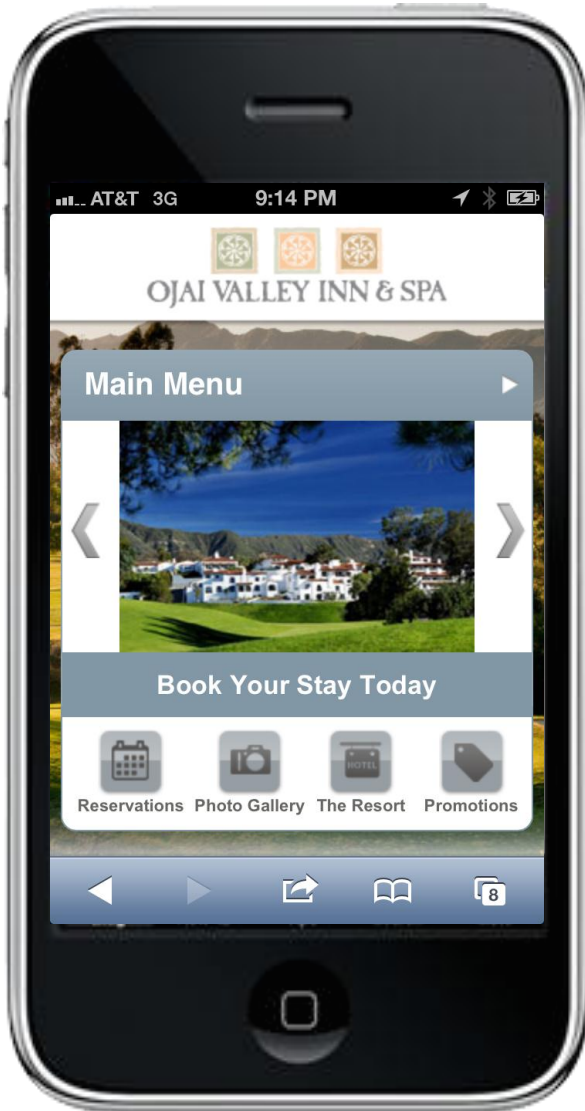
Trend of US Device Owners; Source: comScore MobiLens, comScore TabLens

Functionality differences

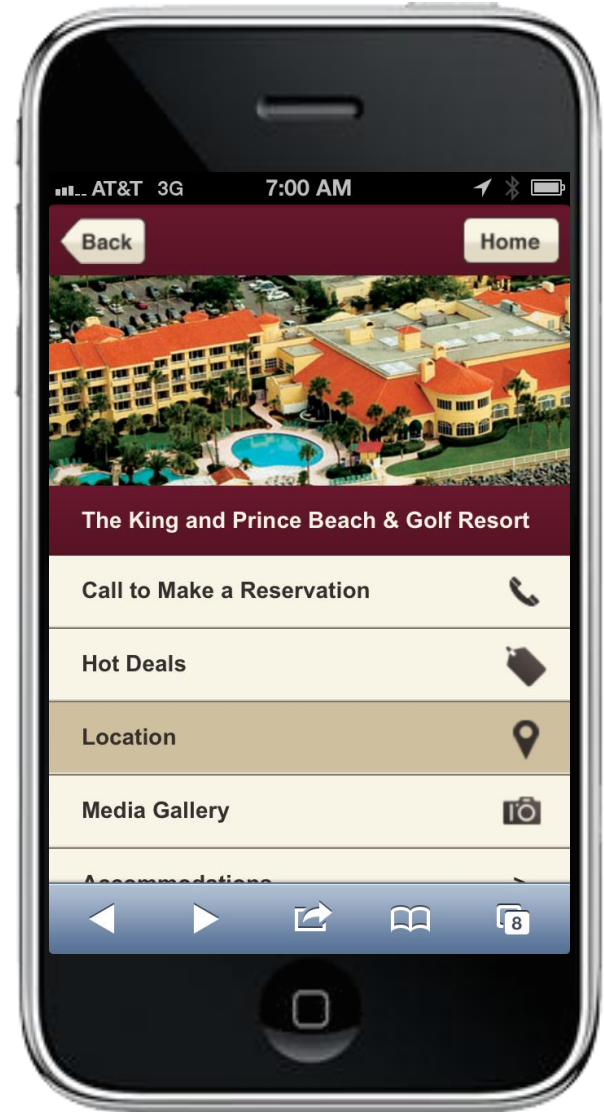
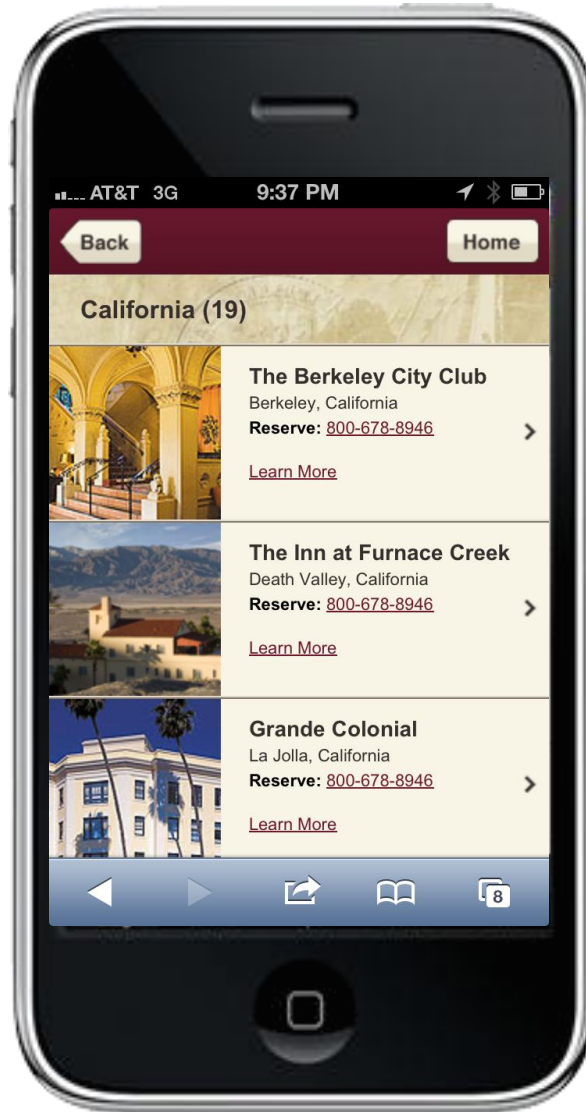
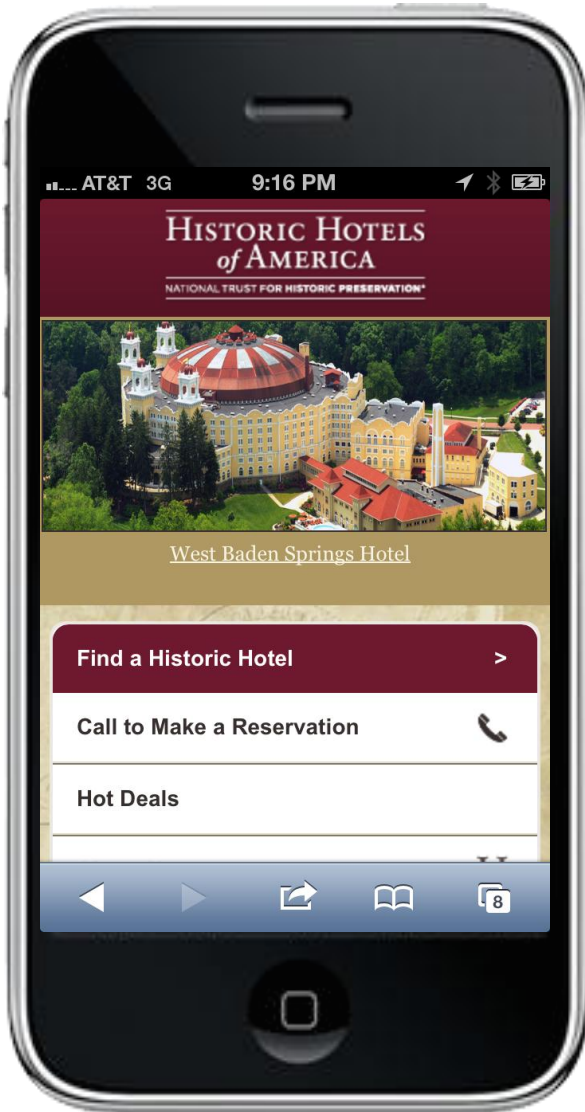


Source: comScore Mobile Metrix July 2012, % of Smartphone Consumers, comScore Mobile Advisor February 2012

Device detection, utility navigation & simplified content



Device detection, utility navigation & simplified content



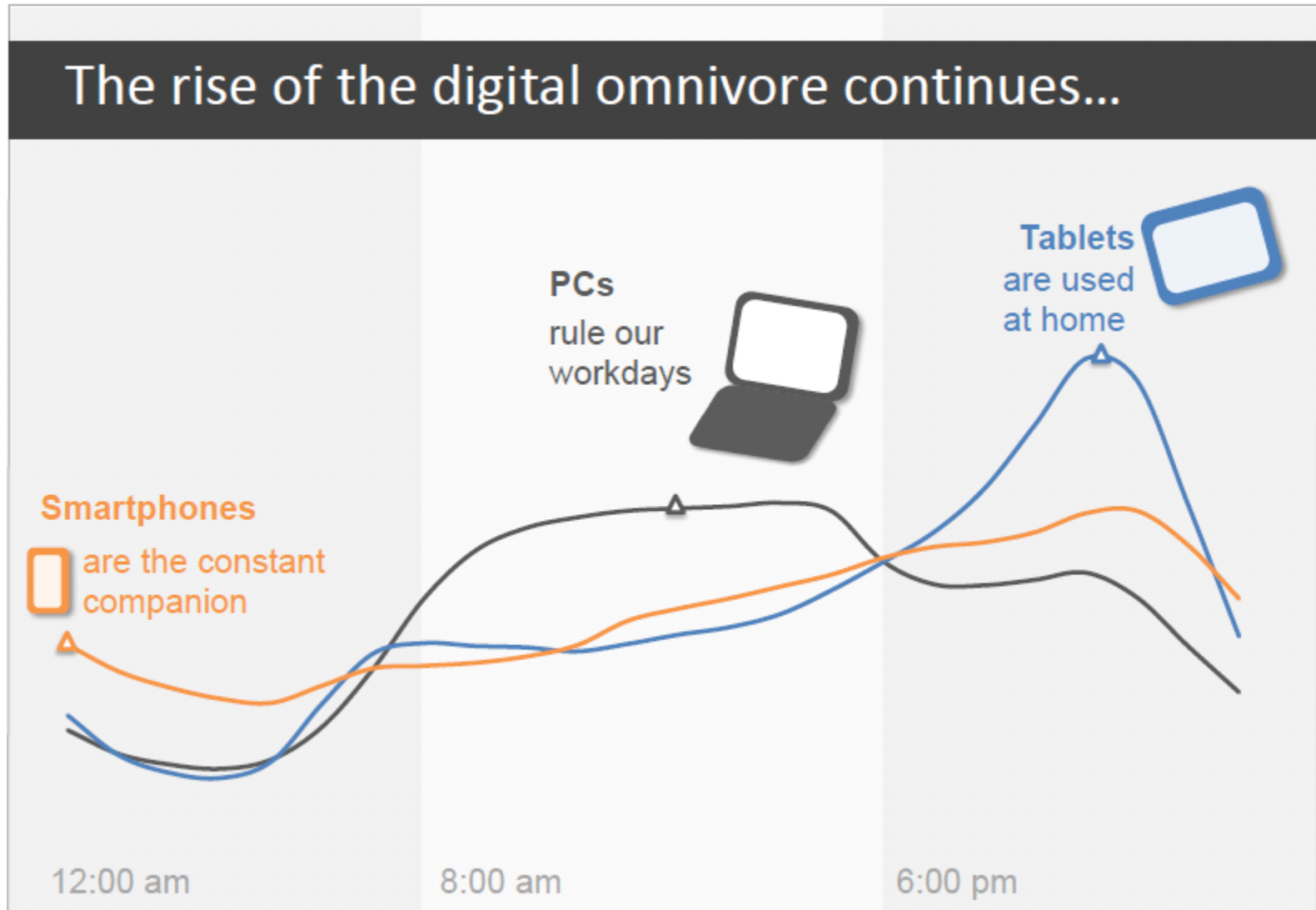
2

Think about mobility not mobile devices

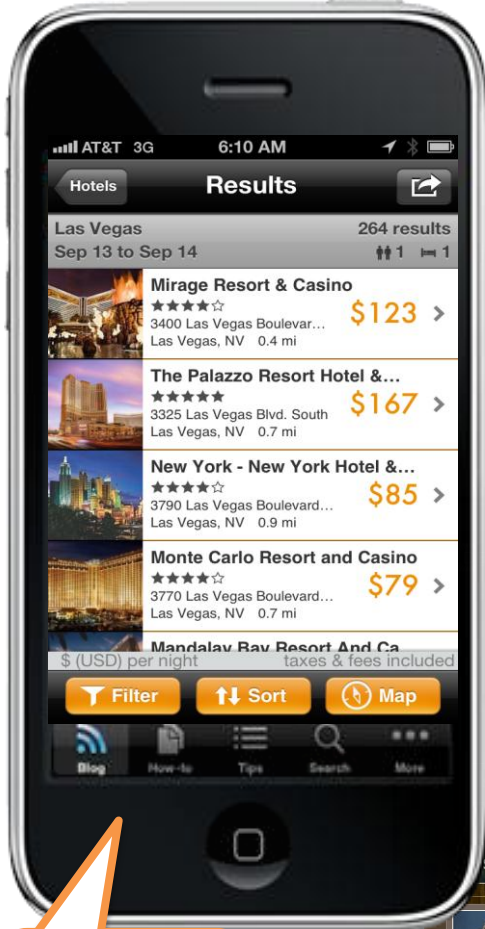
Mobile is the platform not the channel



Different devices at different times and in different places

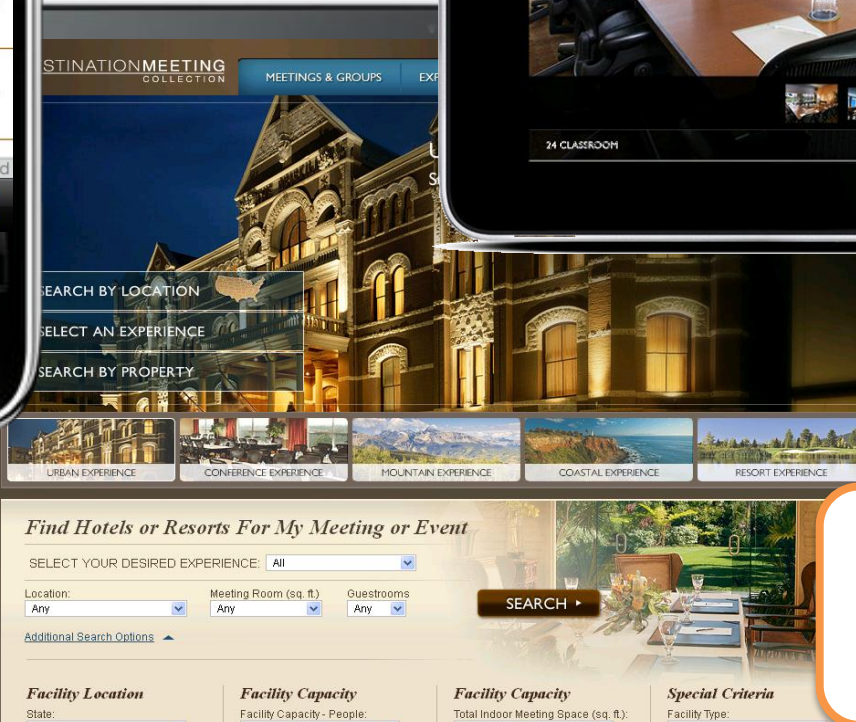
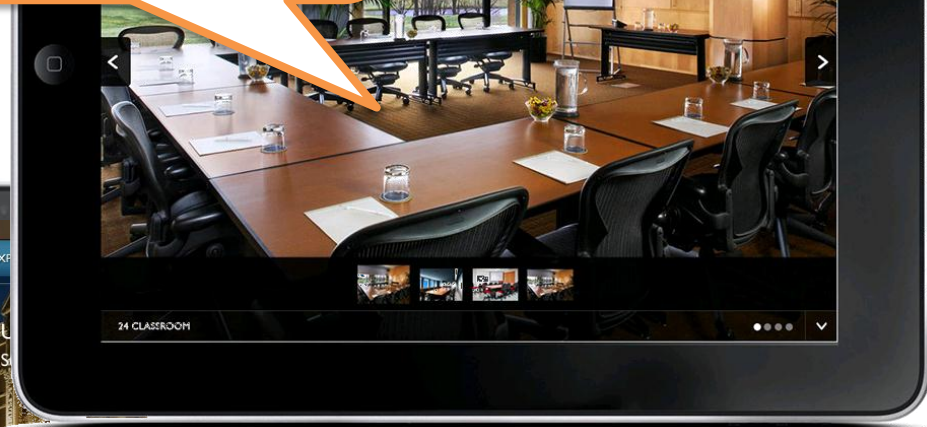


Weekday Share of US Page Traffic; Source: comScore Device Essentials – July 2012



I'm on the go

I'm browsing, dreaming, shopping – and maybe doing something else:
Lounging Device



Work Mindset: I'm planning, doing, buying

Optimize for the location not just the device



3

Location specific content optimization


A lot of new concepts

RELEVANT

Google Now voice assistant

Lunch with Brad @ 12pm


2368 3rd Street, San Jose, CA 94107



[Get directions / 33min](#) via 101





[Alternate route / 45min](#) via 280

San Francisco




SUNNY
3MPH

80°


TUE	WED	THU	FRI
 72° 62°	 82° 72°	 60° 42°	 84° 78°

55 minutes to work

Light traffic on 101



Pacifica Airlines flight 2340



Status: Delayed / Wed, June 27, 2012

Depart San Francisco

SFO 7:09pm (sched. 5:20pm)
Terminal 4, Gate A3

Arrive Taipei


TPE 10:32pm
Terminal 2, Gate 50

[Navigate to SFO / 34 min](#)

The Connaught Hotel

Carlos Place, Mayfair, London
W1K 2AL, United Kingdom

Check-out in 1 hour




[Get directions](#)

La Gavroche

43 Upper Brook Street, London, W1K 7QR

Reservation in 1 hour
Journey time walking 45 minutes



[Get directions](#)

[View email](#)

Convergence

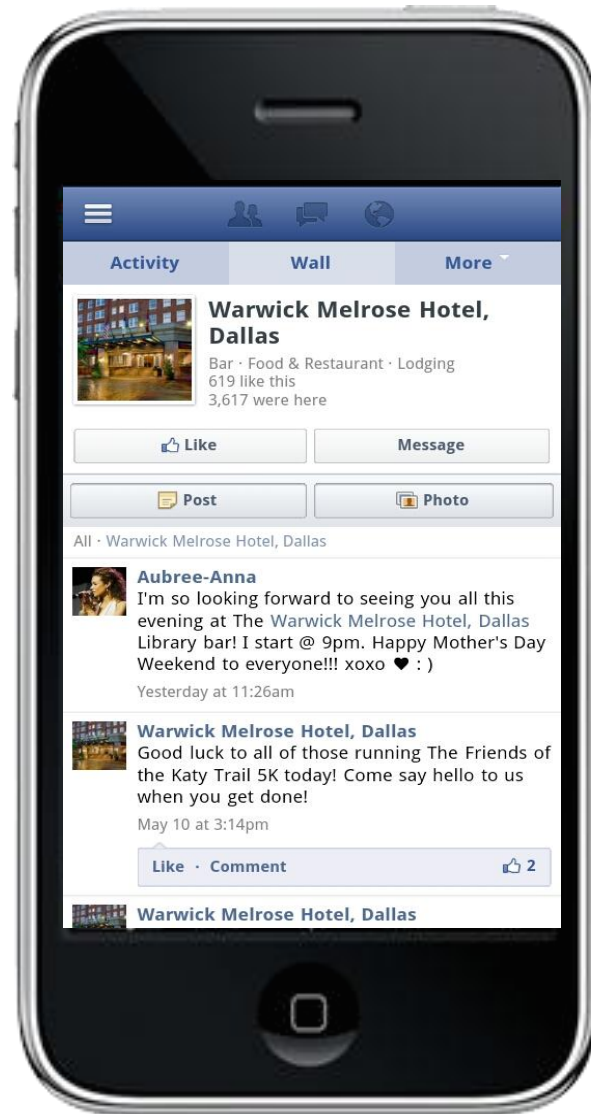
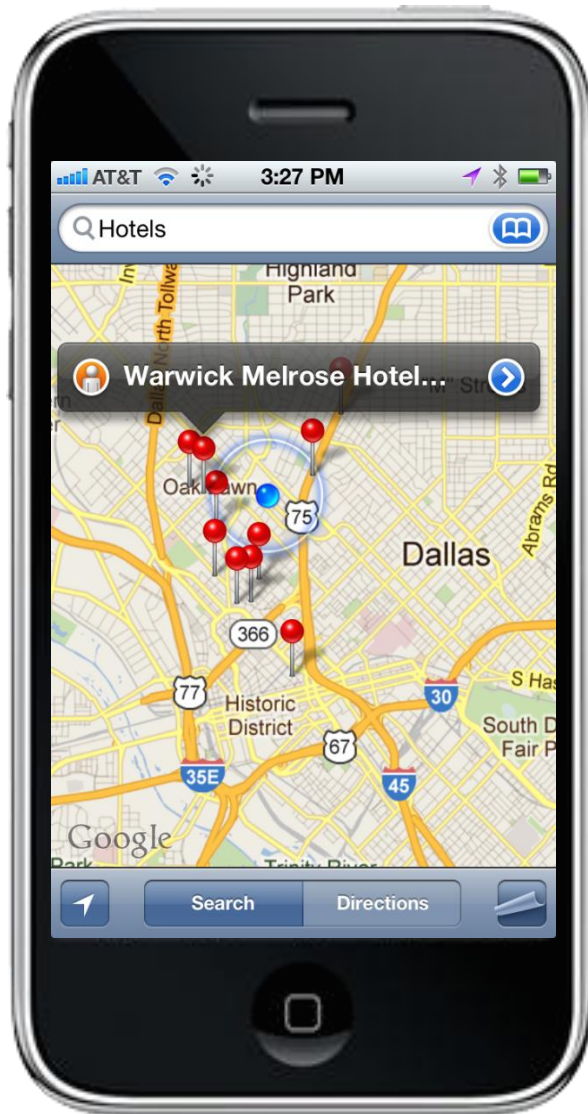
So Lo Mo

Social

Local

Mobile

SoLoMo: Directories, listings and profiles are critical



SoLoMo is a Consumer Behavior



4

Engagement is key to success

Where is Sabre Headed ?

Annual Mobile Consumer Survey

Features (% Rated 6,7 on Interest)	2011	2009	2007	Road Warrior	Casual Corporate	Leisure	NA	S-PAC	LA	EMEA
<i>Base:</i>	<i>803</i>	<i>800</i>	<i>745</i>	<i>237</i>	<i>256</i>	<i>310</i>	<i>202</i>	<i>200</i>	<i>201</i>	<i>200</i>
Baggage tracker information	66	57	58	71	69	56	63	56	78	56
Receive driving directions to a specific destination	66	57	52	69	72	55	62	52	80	55
Flight notification	65	60	62	70	67	58	62	56	80	53
Ability to add/change flight seats	64	64	57	72	67	52	58	57	79	55
Auto re-accommodation	64	63	59	74	67	52	58	51	82	55
Access to frequent flyer or rewards account										
Ability to request										
Reserve taxi/group										
Receive destination local businesses										
Send itinerary through a friend via e-mail										

67%

want to view
hotels on a map
up 12% in
2 years

65%

want to book a
hotel from their
mobile up 11%
from 2009

60%

want to add
hotel to their
existing
itinerary

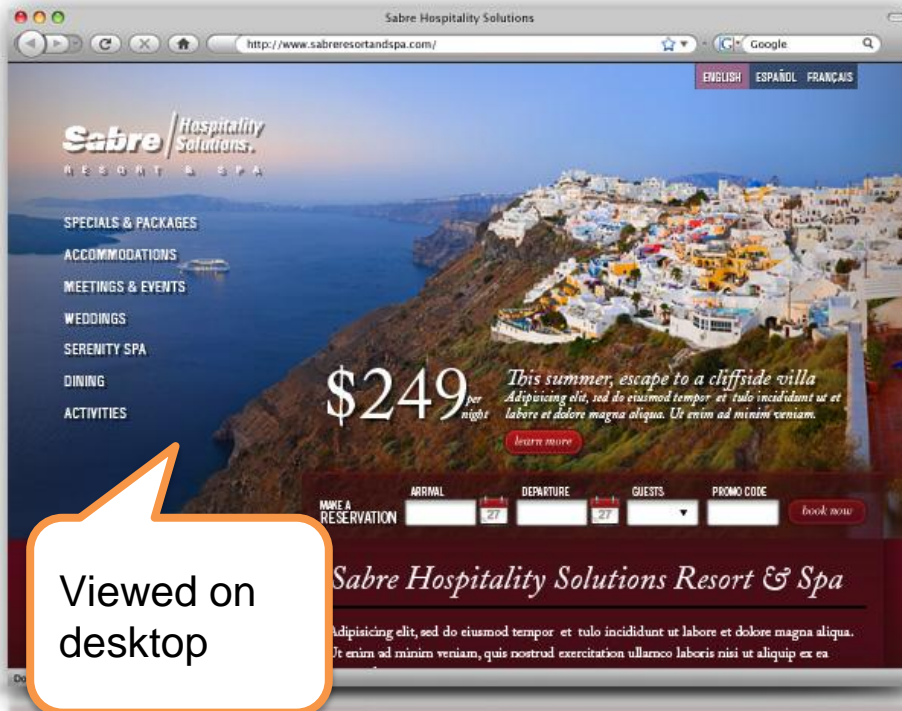
Human Factors Lab



Website Usability Testing



Responsive Website Design



- Dynamic screen resolution & navigation repositioning
- Maintain only one website
- Device specific content optimization
- Consistent brand experience across devices

tripcase



Travel with confidence and less stress

TripCase monitors your itinerary and anticipates your needs

- Flight and Trip Alerts
- Weather Forecasts
- Currency Converter
- Alternate Flight Search
- Seat Maps
- Driving Directions
- Gate Change Alerts
- Even more benefits

Download and start using TripCase Now!



Available in
**Android
Market**

Download Now



Available on the
App Store

Download Now

BlackBerry

point your mobile browser*
to tripcase.com/m

A Leading Travel Management Platform



tripcase
Get a Handle on Your Travel

HOME MY TRIPS SETTINGS SUPPORT Sign Out

MY TRIPS

Create New Trip +

Current Trips

- Sales Meeting - Boston**
starts Jun 29, 2011
[merge](#) [delete](#)
- Charlotte Trip**
started Jun 16, 2011
- Mobile Marketing Conference**
started Nov 15, 2010
- New York Trip**
started Oct 08, 2010
- Chicago - Employee Engagement Conference**
started May 12, 2010

Check TripCase While Traveling
Don't forget to check TripCase while you are traveling.

View Trip Manage Trip Tools

View by Event | View as List

US Airways
US1219 CLT-DFW Jun 29, 2011 [details](#)

DEPARTS	7:45am	TERMINAL/GATE	TBD
ARRIVES	9:23am	TERMINAL	E

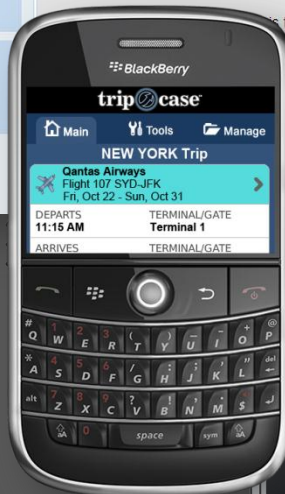
1 2 3 4 5

MESSAGES

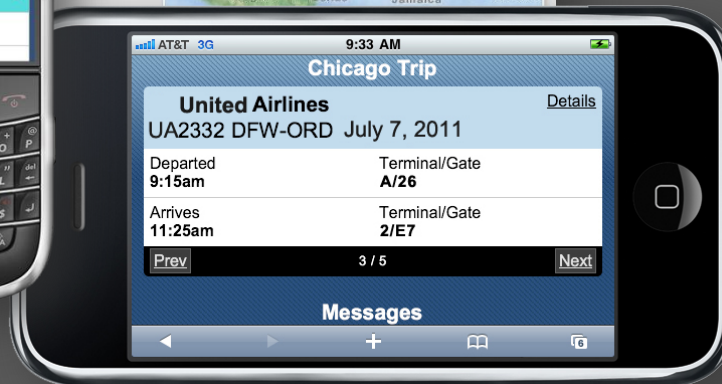
tripcase will monitor this trip and will update you as your travel date nears.

mapquest

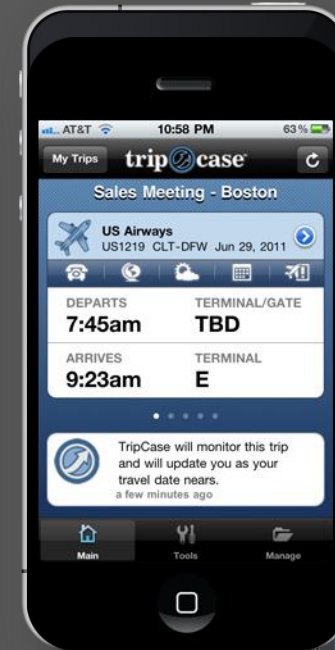
Web



BlackBerry



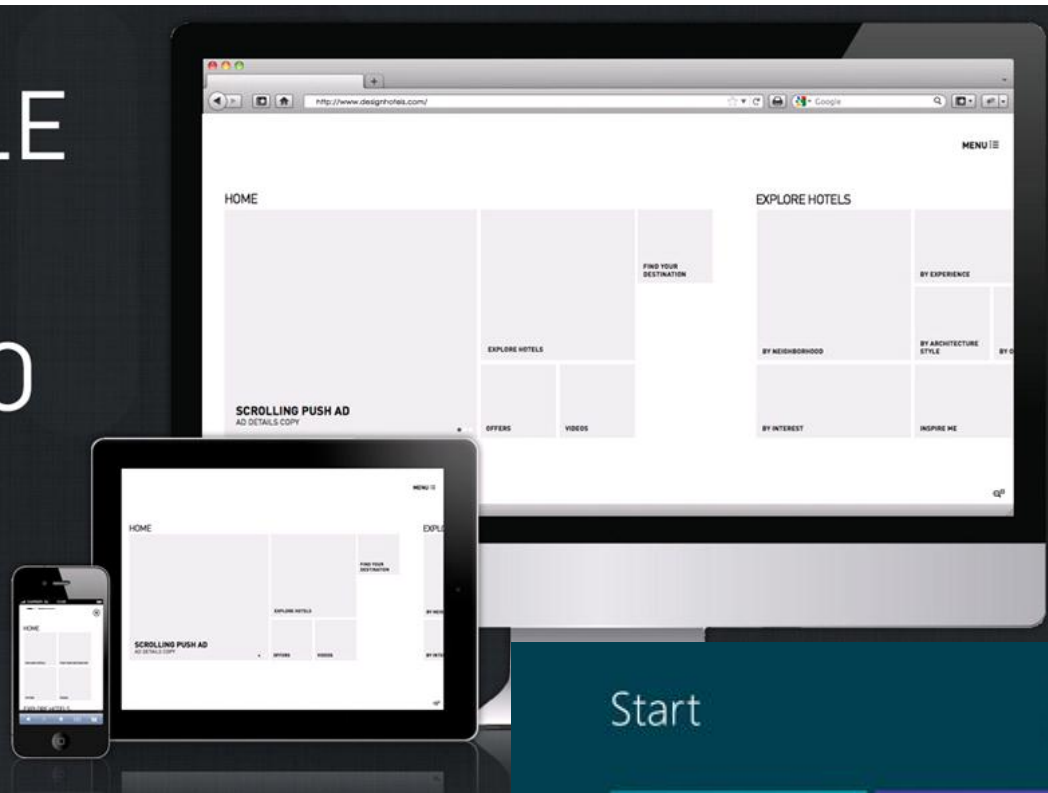
iPhone



Android

Metro Design and Mobile First

DESIGNING MOBILE FIRST WITH METRO

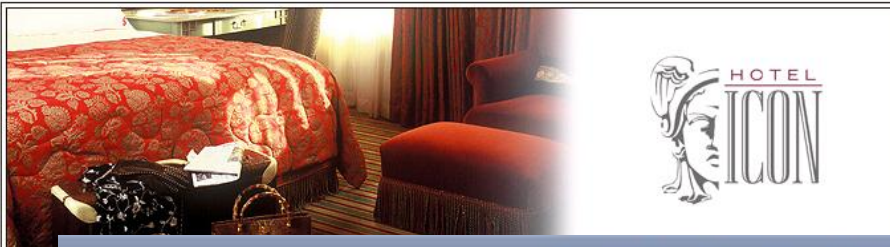


5

Opportunity for Hoteliers: Own the pre-arrival window

From booking onwards is an increasingly mobile engagement





Send Confirmation Text Message



Send my confirmation text

301 - 555 - 555

+ Add another phone number

Country:

United States

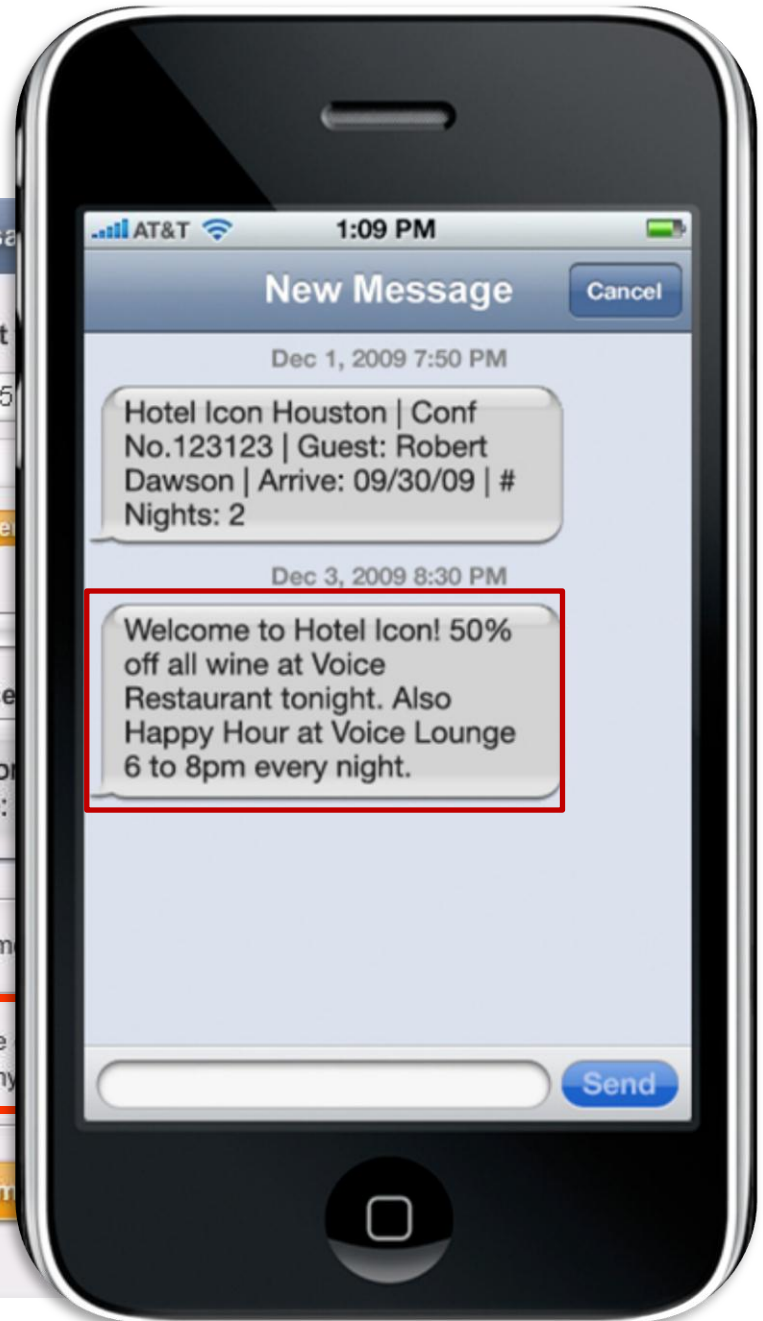
Text message you will receive

Hotel Icon Houston | Conf
Robert Dawson | Arrive:

☐ Send me a reminder text message

☐ Yes! I would like to receive
leading up to and during my stay

Send my confirmation text message



Expand Your Market Message Power

- Drive your guests to indulge in your services
- Keep their buying power at your hotel

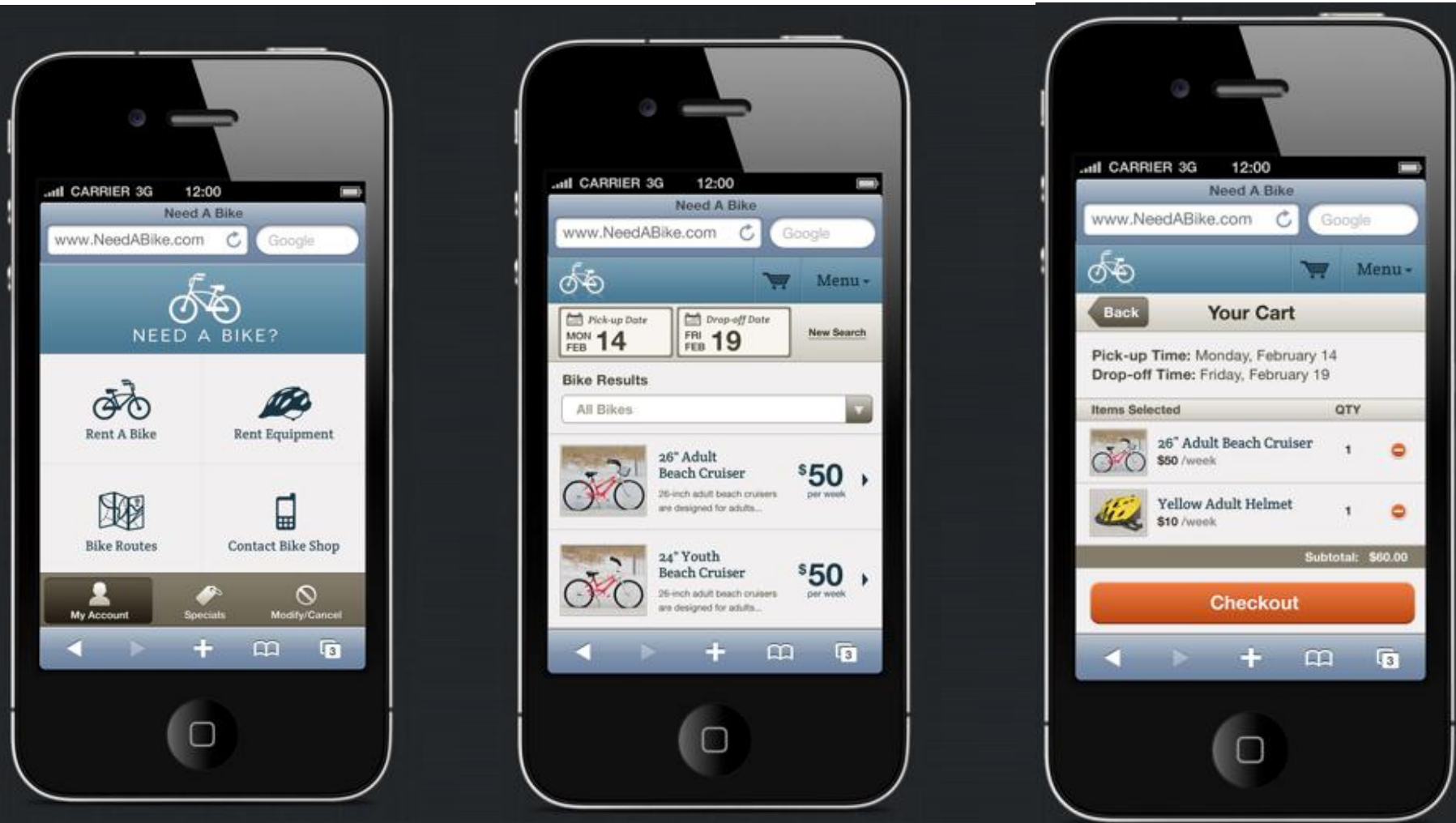


Better Position Your Ancillaries

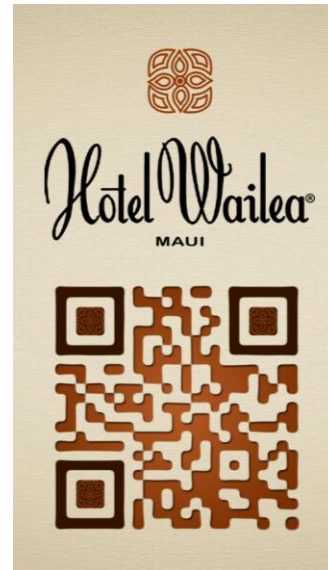
- Grow your cross-sell and up-sell opportunities by better positioning your offering



On-Property: Mobile Concierge



Merchandising Mobile Concierge on property



As you develop your mobile strategy

1. Mobile website no longer nice to have
2. Think about mobility not mobile devices
3. Location relevance & optimization
4. Engagement & Responsive Design
5. Pre-Arrival Window opportunity



Thank you

@paolotorchio

Mobile consumer & mobile technology trends in hospitality.

Join us for a discussion on the latest trends in mobile consumer behavior and ideas on how to leverage mobile technology to engage with your guests. Capitalize on the opportunities being presented by this quickly evolving channel.

1. Mobile stats to show growth
2. Video
3. Mobile consumer trends
4. Hospitality stats & shift/growth
5. Devices & Travel
 1. Tripcase
 2. Google
6. Different way to look at mobile:
 1. Convergence: Mobile as a platform & behavior
 2. Relevance via device
 3. SoLoMo as a consumer behavior
7. It's not just about last minute deals: Opportunity for hotels: owning the pre arrival window
 1. Mobile Site
 2. Mobile Concierge
 3. SMS
8. Closing Thoughts
 1. Device Responsive
 2. Making sure your listings are current
 3. Mobile 1st