



Automation in Hospitality

A large, stylized yellow smiley face graphic is positioned on the left side of the image. The background is a solid, vibrant blue. The smiley face is composed of two thick yellow curved lines forming the eyes and a larger yellow curved line forming the mouth, all set against the blue background.

**About us**



About me

# What is automation?

- ✓ Why is automation important?
- ✓ How can automation help to drive engagement and revenue?
- ✓ Does automation still allow for a personal experience?

# What is 2019 telling us so far?

## 2019 in Europe

- ✓ 62% browsing on mobile
- ✓ 42% revenue on mobile

A 36% Year on year growth of mobile revenue, whilst traffic hasn't increased to this extent, users are more likely to complete their transaction on mobile

## 2019 in Czech Republic

- ✓ 32% browsing on mobile
- ✓ 10% revenue on mobile

A 45% Year on year growth of mobile revenue, Fast paced growth happening, coming from a low base.

## How can I discover who my hotel audience is?

### Utilise your data sources:

- ✓ Google Analytics
- ✓ Property Management System
- ✓ Booking Engine

## What is my market demographic and how can I target them online?

- ✓ Google Ads - Brand | Location | Remarketing
- ✓ Meta, such as Google Hotel Ads
- ✓ Social Platforms, which ones do your audience spend time on?
- ✓ Marketing Landing Pages

# SEO – Optimise for VOICE & CHAT bots.

## VOICE is here, Optimise for it now.

- ✓ 69% of people across the globe are using voice assistance.
- ✓ 75% of people will own a digital assistant by the end of 2019

### How can I optimise:

Create FAQ Content | Have product specific content | Use voice schema mark up. v

### CHAT BOTS

For bots to work, they need the content (as above).

*(Stats: Microsoft. 5000 people surveyed) v*

# Is my website & booking engine ready for my audience?

- ✓ Mobile Responsive Website (Mobile compatibility test)
- ✓ Mobile Responsive Booking Process
- ✓ Flexibility with Languages & Currencies

## What Does It Mean When a Website Is Mobile-Friendly?

When we talk about **mobile-friendly websites**, we mean that a **website** looks and functions great on any **mobile** device, like a smartphone or a tablet.

About 91% of **mobile** users say access to content is critical



# Does my Website and Booking Engine match my online Marketing message

Consistency with your message across **Marketing, Website & booking engine** is key to deliver a consistent message and to strengthen your market position:

- ✓ Book Direct message
- ✓ USP's being highlighted
- ✓ Images being used
- ✓ Property descriptions
- ✓ Promotions & campaigns – Use marketing landing pages
- ✓ Brand is KING – Logo | Straplines

# Let the Booking Automation Process flow...

- ✓ Remember users dates / previous search history
- ✓ Guide them through the Booking Process (Step 2 of 3)
- ✓ Filter Options based on market segment: Occupants | Special Offers
- ✓ Sense of urgency: Last Room Availability | Last room booked
- ✓ Language: Default to their language
- ✓ Currency: Show local currency equivalent
- ✓ Engage with users who abandon the booking process
- ✓ Re-market to users who don't complete a booking



# Today's Takeaways

A large, stylized yellow smiley face graphic is positioned on the left side of the image. The background is a solid, vibrant blue. The smiley face is composed of two thick yellow curved lines forming the eyes and a larger yellow curved line forming the mouth, all set against the blue background.

Q & A