

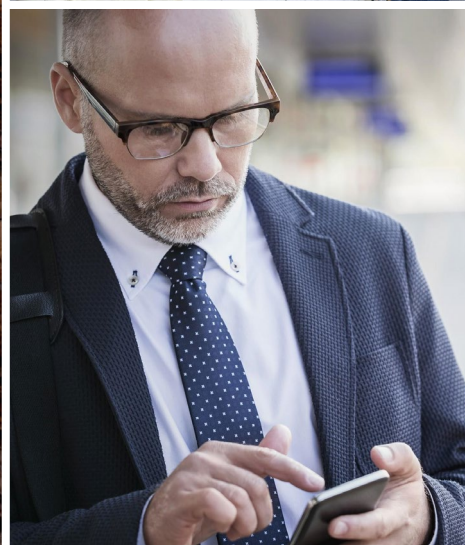


# The **NOW** and The **NEXT** of Travel & Google

Peakwork Partner Connect  
May 28, 2019

Google Cloud







# In the last two years

>2x

mobile searches for  
"place(s) to travel"

6x

increase in mobile searches  
for "things to do/activities"  
and "near me"

# Customer expectations are changing...

65%

Of travelers who use a digital assistant would like to be able to complete travel -related tasks by speaking to a voice-activated assistant



67%

Of consumers want travel companies to provide them with personalized recommendations.



25%

travelers will stop to book with a brand that has a slow mobile site or app.



3x

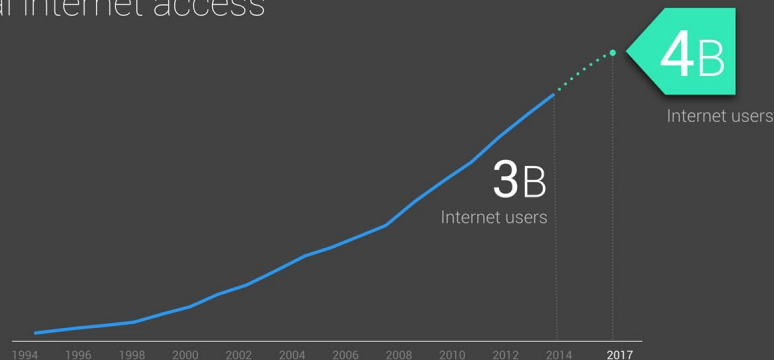
Travelers turn to their devices for travel research nearly 3x as often as friends/family and 4.5x as often as offline sources.



...and existing  
customers are  
joined by new  
ones...



Global internet access



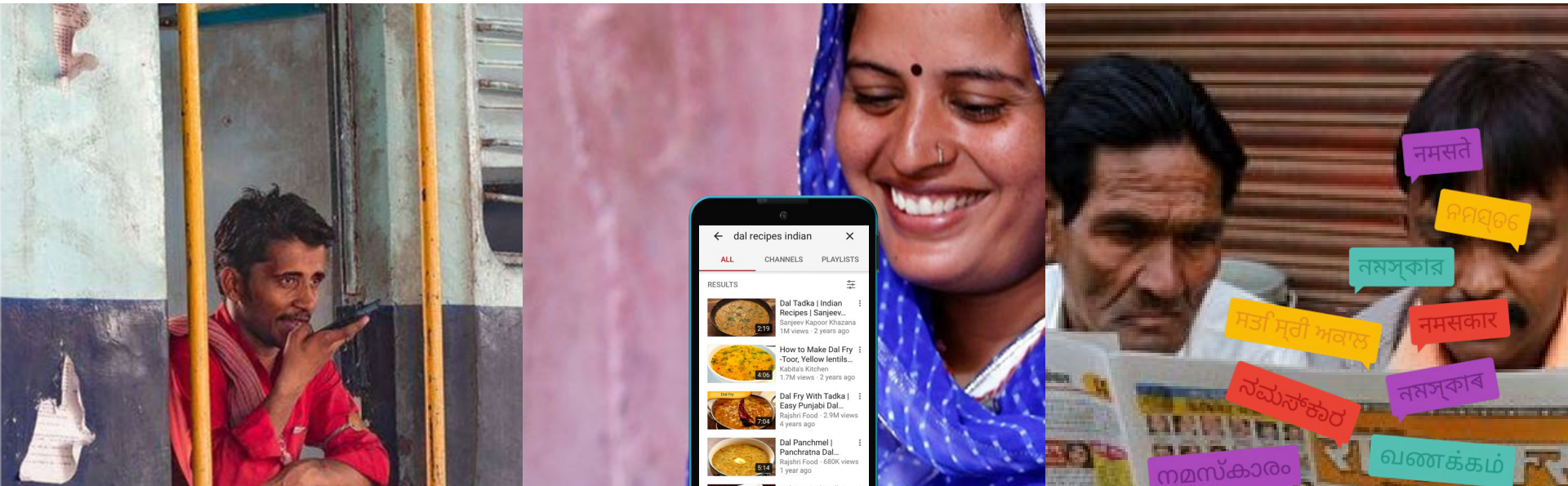
Sources: IDC, Gartner and  
Google internal data, 2010-2013

# The next Billion Internet users...

... prefer voice usage

...prefer video content to text

...are local language users



Travel Companies  
have to **understand  
their customers  
needs** and provide  
a **personalized  
customer  
experience**



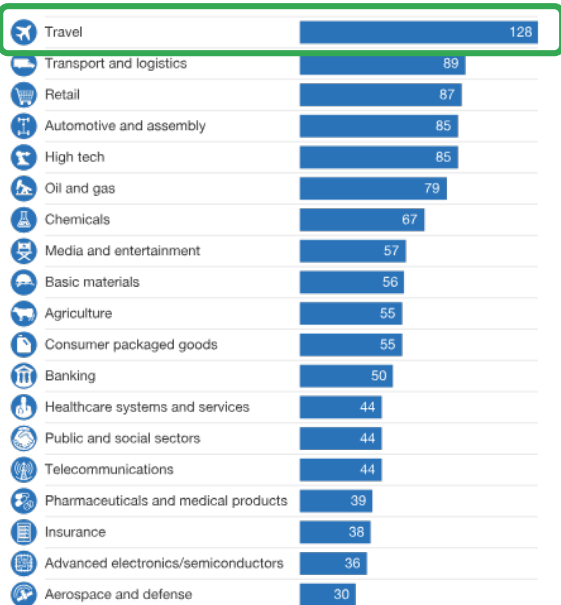
# McKinsey lists the Travel industry as the one with the highest potential benefit from AI

In more than two-thirds of our use cases, artificial intelligence (AI) can improve performance beyond that provided by other analytics techniques.

Breakdown of use cases by applicable techniques, %



Potential incremental value from AI over other analytics techniques, %



McKinsey&Company | Source: McKinsey Global Institute analysis



Embrace  
data as a  
foundation

Deliver  
relevance with  
machine learning

Align on  
shared business  
outcomes

# Machine Learning across the Customer Value Chain



Inspiration



Research



Booking



Preparation



Travel



Stay



Review



Inspiration

Research

Booking

Preparation

Travel

Stay

Review



**Personalized  
Recommendations**



**Supply and Demand  
Forecasting**



**Reservation no -show  
prediction**



Inspiration

Research

Booking

Preparation

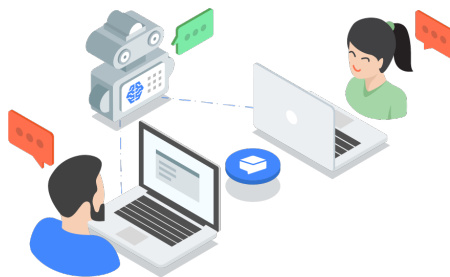
Travel

Stay

Review



Personal Travel Assistant



Customer service  
management



Delay and cancellation  
prediction





Inspiration

Research

Booking

Preparation

Travel

Stay

Review



No-show fraud detection



Smart energy saving



Up-sell revenue  
optimization



Inspiration

Research

Booking

Preparation

Travel

Stay

Review



Customer Review Analysis



Customer churn risk  
prediction & customized  
retention offerings

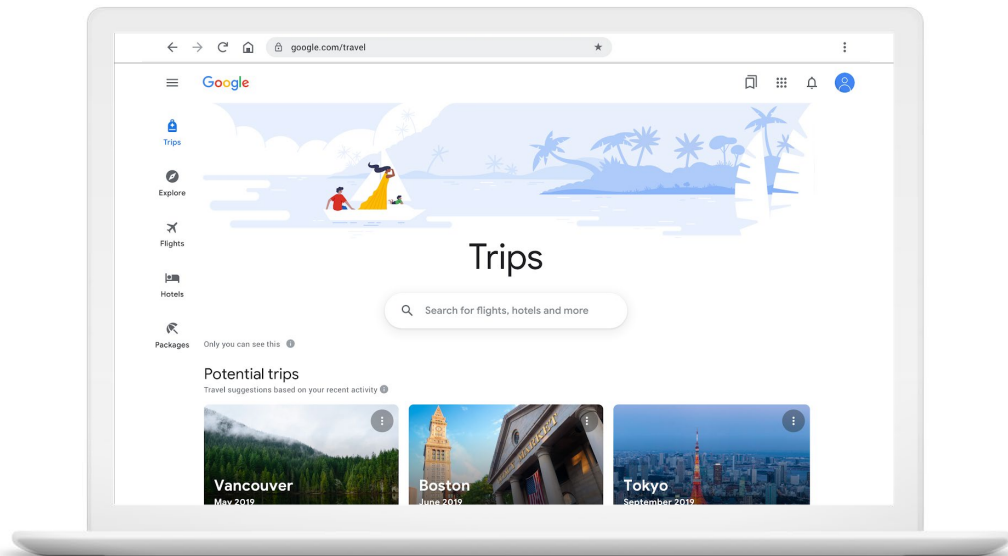
# Google can support Travel Companies all across the value chain

Proprietary + Confidential





Ten blue links



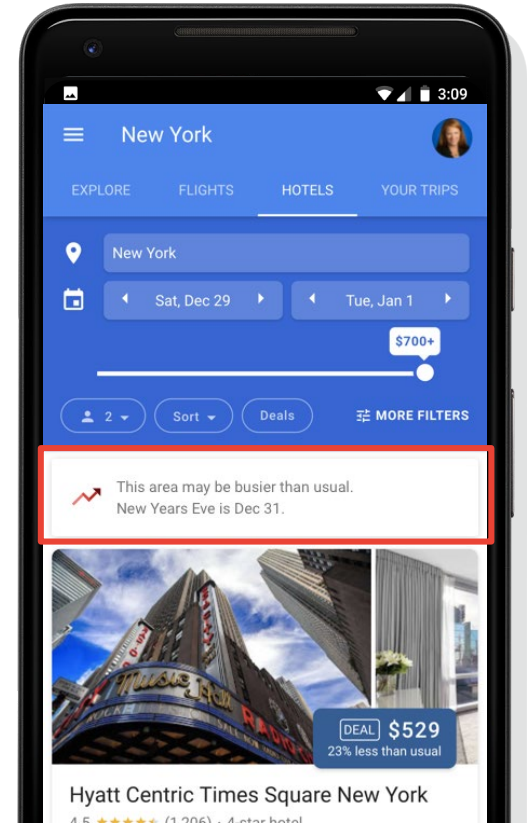
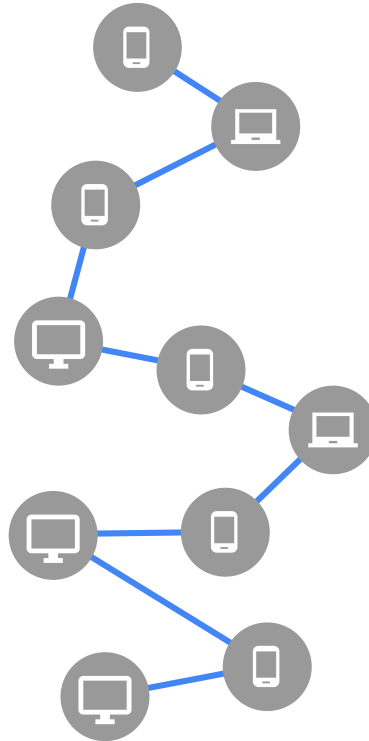
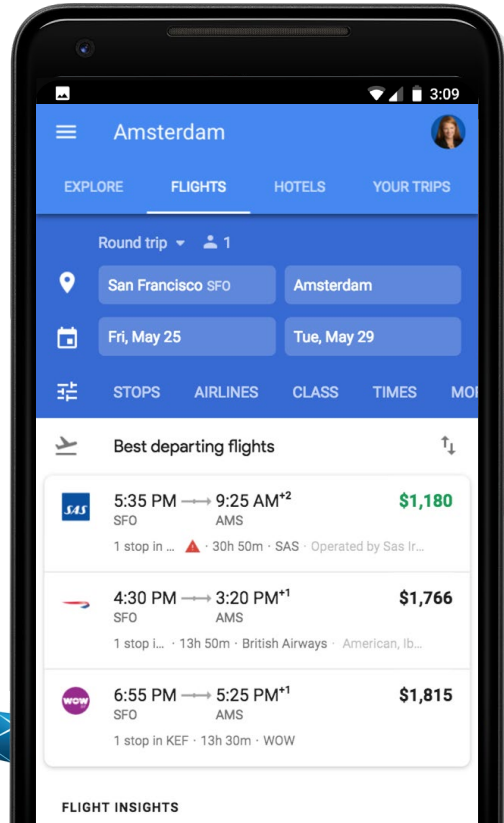
Multi-session journeys

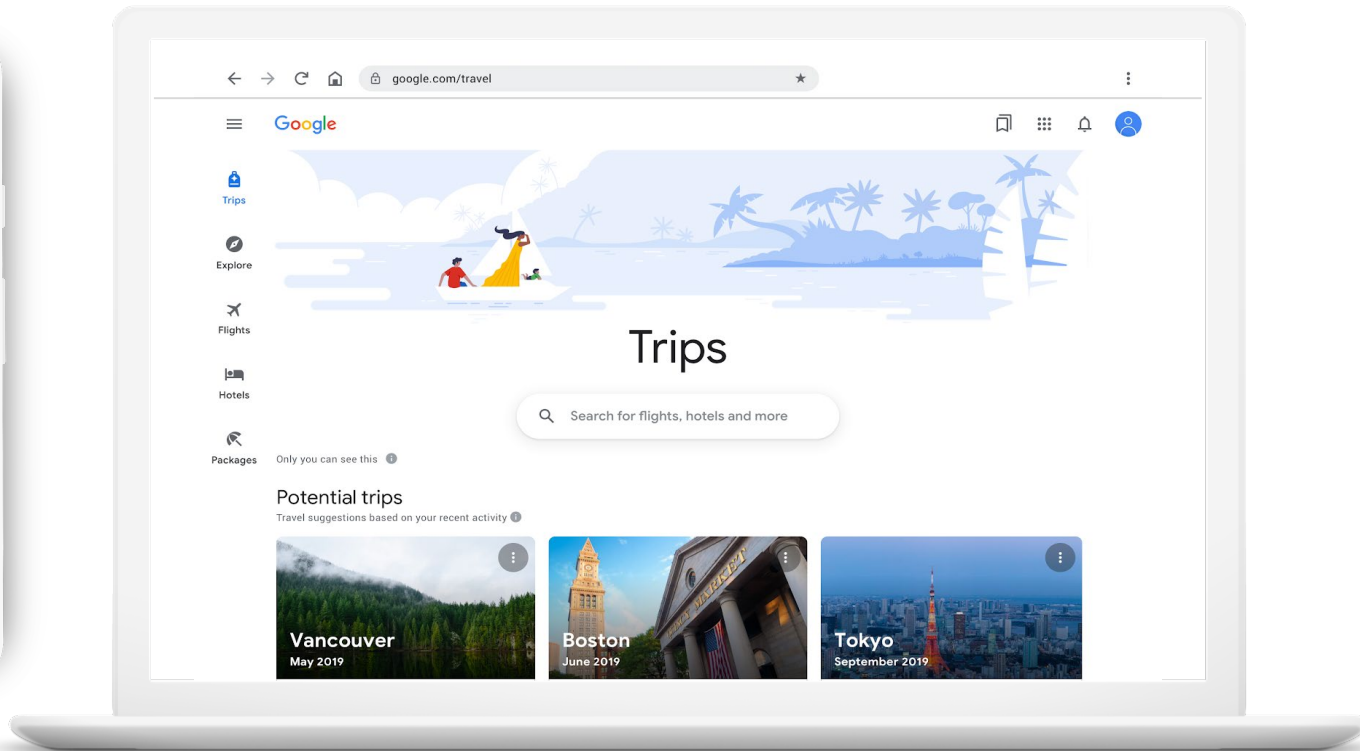
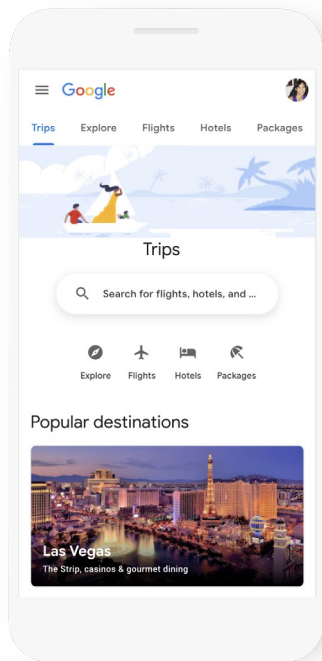


# Mobile

# Multi-session

# But why?





# Simplify trip planning for users

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Drive growth and profitability  
for partners

