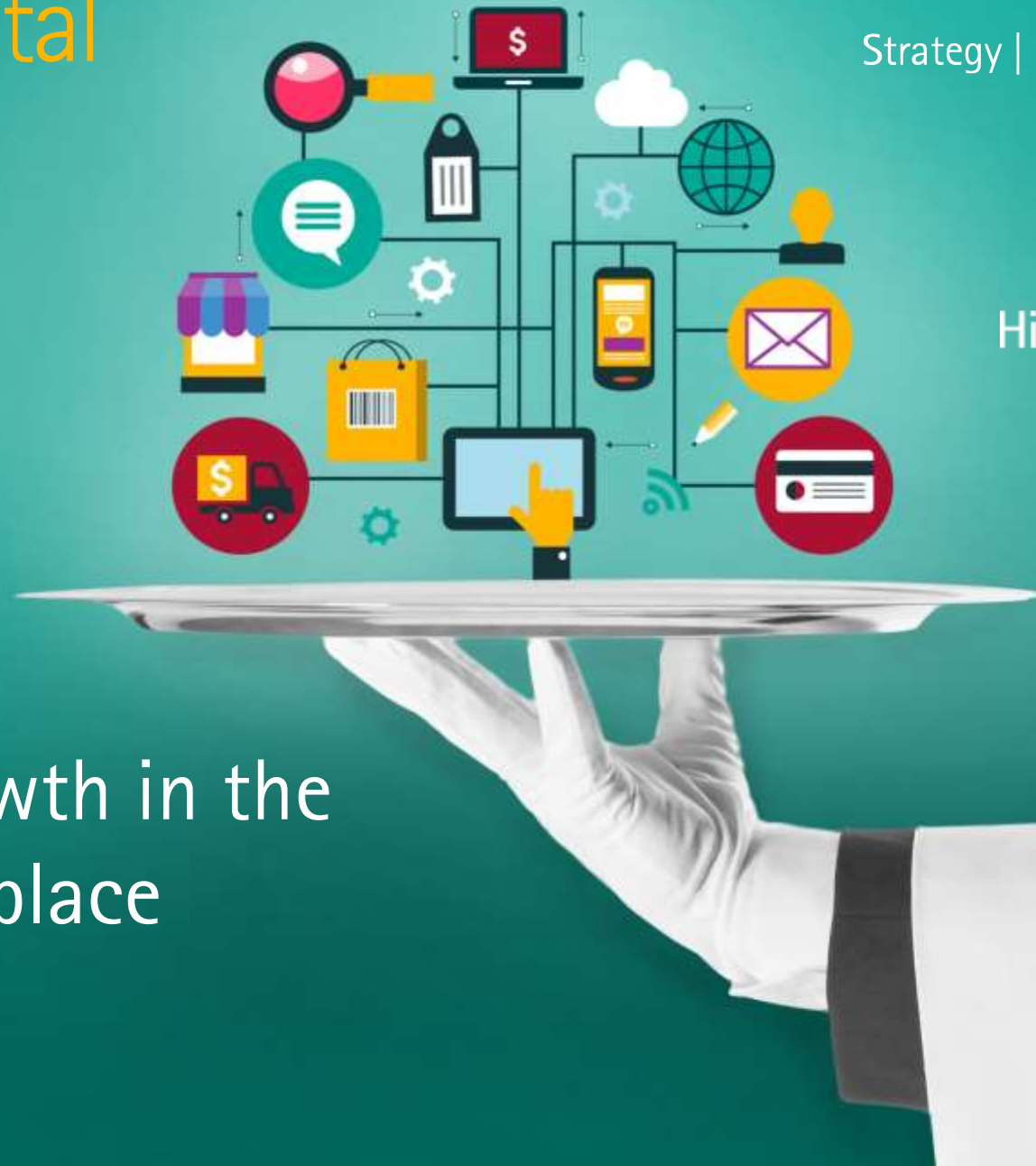




Strategy | Digital | Technology | Operations



High performance. Delivered.

# Tapping the Growth in the Mobility Marketplace

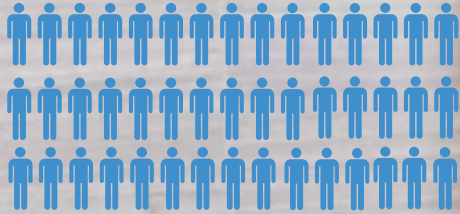
Ani Bhalekar

# HYATT

★ Founded 1957

45k

Employees



45

Countries

100k  
Rooms



\$8B

# airbnb

★ Founded 2008

2k

Employees



193

Countries

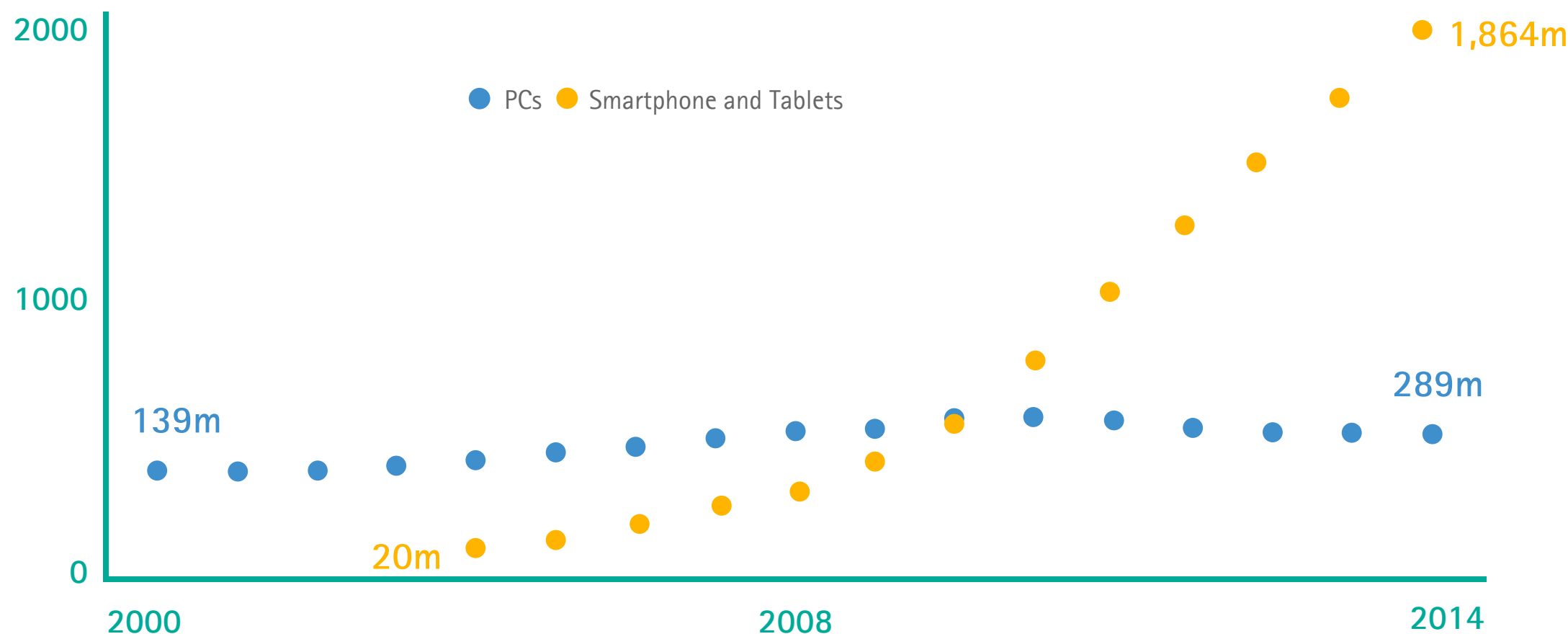
550k  
Listings



\$10B

# Mobility is not the future – its NOW!

Worldwide annual unit shipments (m)



Source: IDC, Q2 2014 trackers for PCs, smartphones and tablets  
Copyright © 2014 Accenture All rights reserved.

# Mobility & me

15 years

5 countries

3 continents



# The scale of mobile devices in APAC

Mobile-first may be the right strategy for the region

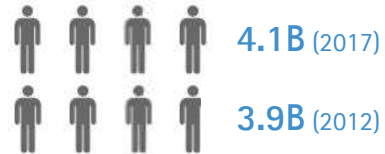
## Connected Devices



## Mobile Phones



## Population



## Internet Users



## Internet Traffic



Sources: Accenture 2013

- 1) <http://www.digitalbuzzblog.com/2011-mobile-statistics-stats-facts-marketing-infographic/>
- 2) *ibid.*
- 3) *ibid.*
- 4) "Lodging Technology Study: Hotel Technology in 2012," Supplement to Hospitality Technology magazine, [www.HTMAGAZINE.com](http://www.HTMAGAZINE.com)





## Hoteliers can easily engage and convert this “digital consumer” – a highly mobile, always connected, individualist

Currently, end users are leading the technology change faster than hoteliers.

These customers expect to use mobile devices to interact with products or services in new ways.



# Where in hospitality can mobility play?

Throughout the guest stay lifecycle!

## Post feedback

According to transactional data from Travelocity for hotels that increase review scores by 1 point can increase price by 11.2% & maintain same occupancy rate and market share

## Check out

Folio distribution, Appreciation follow-up, Loyalty enrollment & update

## On Premise

Incentivize to consume through location based offers (e.g. Spa service at the gym or offer for drinks by the pool)

Make digital payments, use digital coupons or loyalty points as currency

Order food & beverage, wake-up calls

## Off Premise

Augmented reality

Constant connectivity



## 40M Users

Mobile browsing of travel websites is over 27% of all website traffic & amounts to 40M+ customers in the US.

## \$25B

US Mobile Travel Bookings to top \$25B in 2014

## Experience VR

Through mobile, see reviews from people you know, make reservations easily

## Check-in 2 hours before arrival

Pre-Order services, drive personalization & preferences

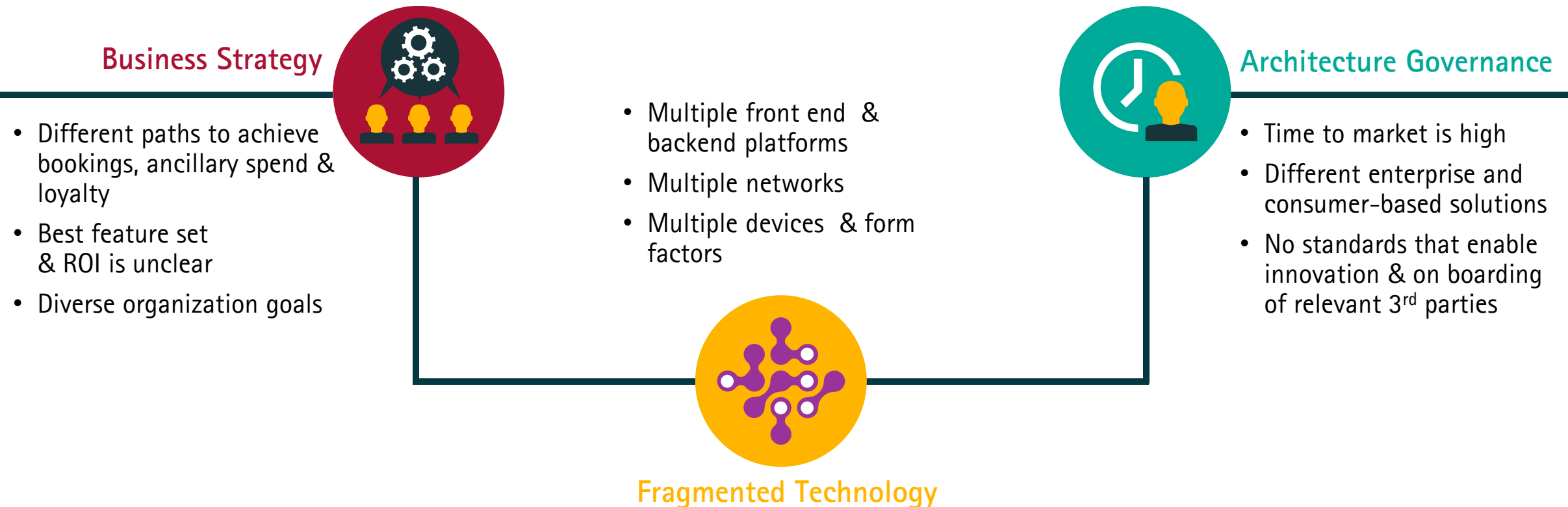
## Recognize Guests

Bypass the front desk and use phone as key

Discover property ancillary services such as room service, location attractions

# The mobility domain changes and evolves rapidly

Unfortunately, most hoteliers' solutions are disjointed & need to address three sets of key challenges







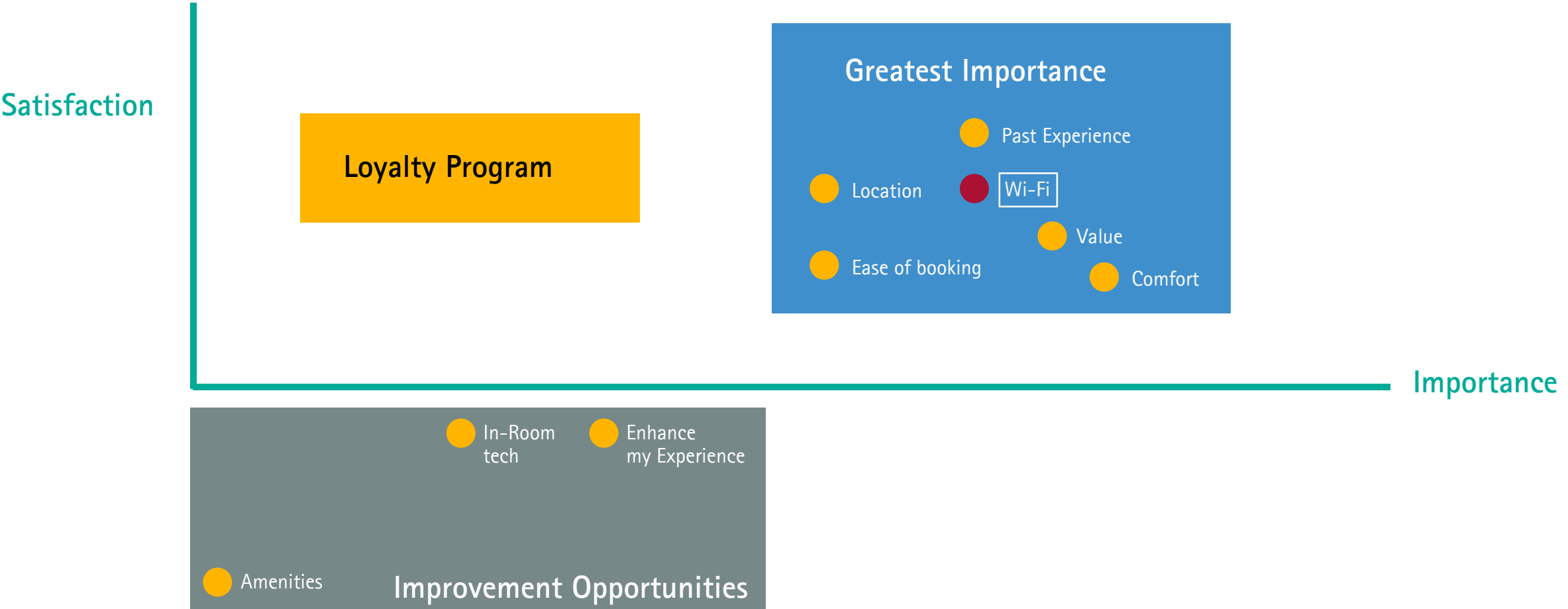
## Three steps to overcome these challenges:

1. Focus on the customer unmet need
2. Align solution with business goals
3. Stay technology-agnostic

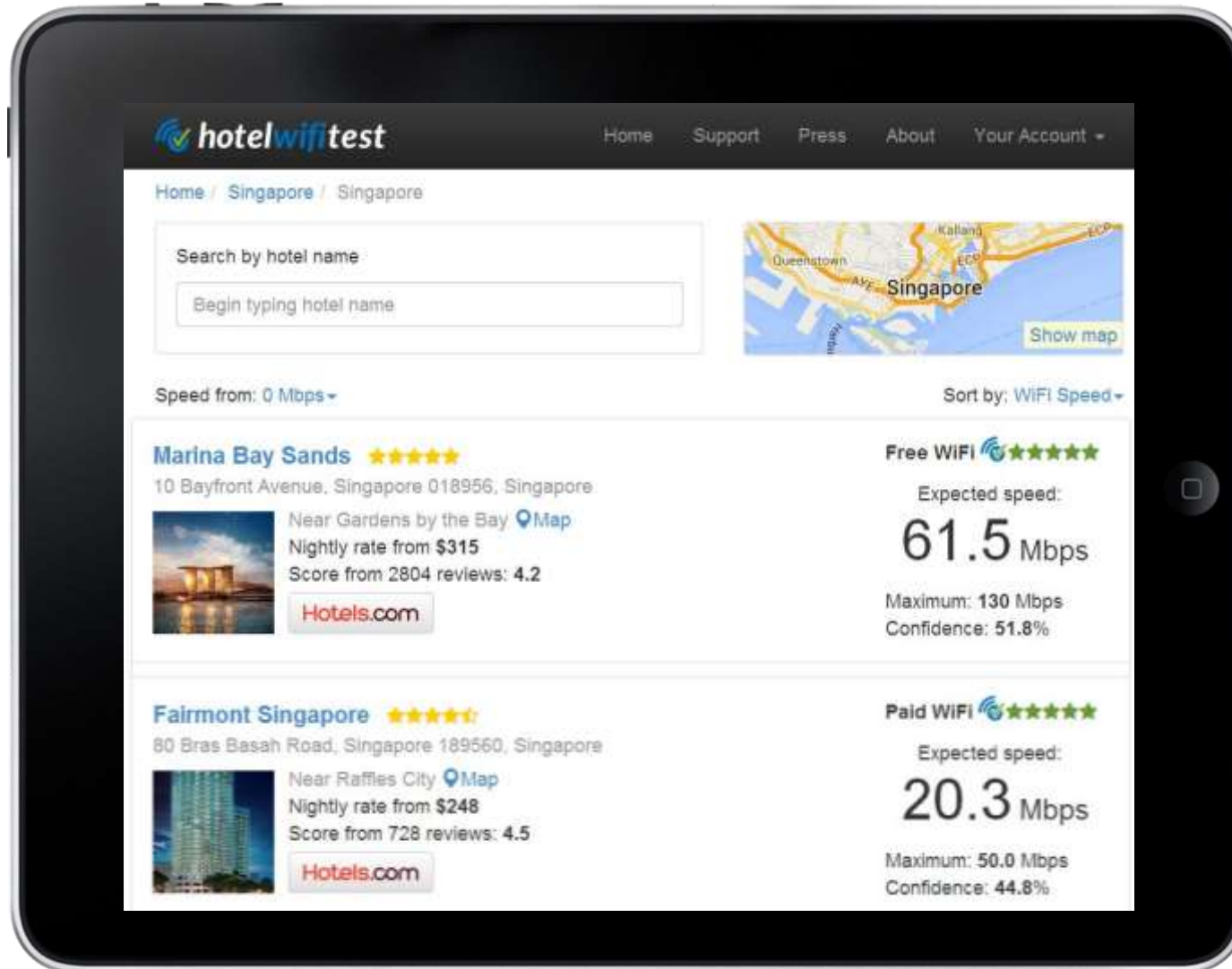
The breadth of what is possible with mobile is immense and thus a company's mobility scope needs to be carefully planned for successful RoI

# Example: Wi-Fi is very important to hotel guests

In a 2013 study on hotel loyalty, Wi-Fi was ranked more important than location & more satisfying than comfort



# Wi-Fi Market Situation



much so that a  
stop now lets you pick  
hotel based on Wi-Fi  
quantity & price

# The underlying need is connectivity – for leisure or productivity



Hotels meet this need, **partially**, by providing in-house Wi-Fi

As soon as guests step out of the hotel property they either lose connectivity or need to purchase expensive data plans



# A connectivity solution that adds real value to a end user's stay

Hotels can now provide affordable, good quality, Wi-Fi coverage at tens of thousands of locations in the visited metro location



Higher customer satisfaction

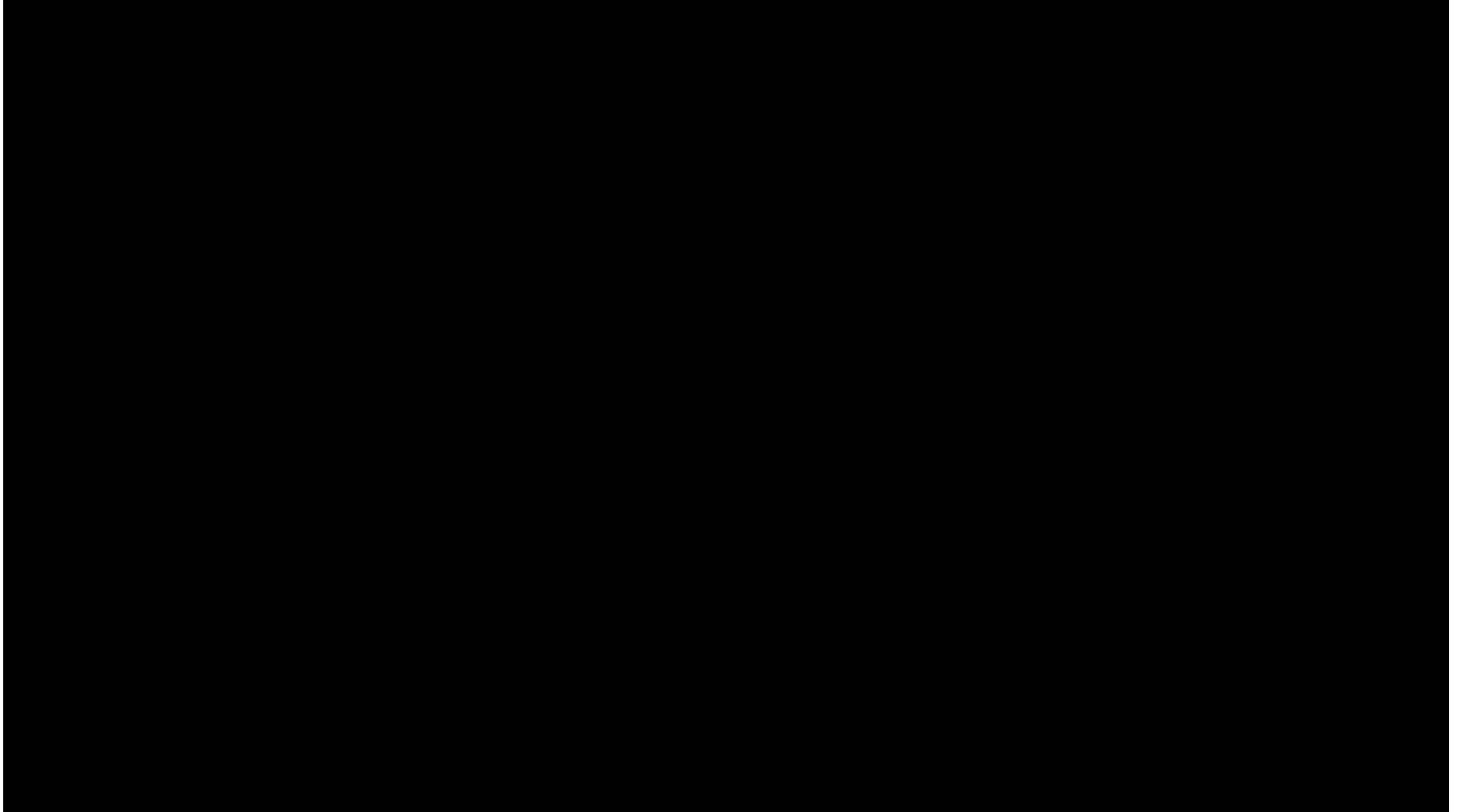
Better brand positioning

Lower cost

Worldwide coverage & consistency of message



# Accenture's platform for hospitality innovations with Avanade

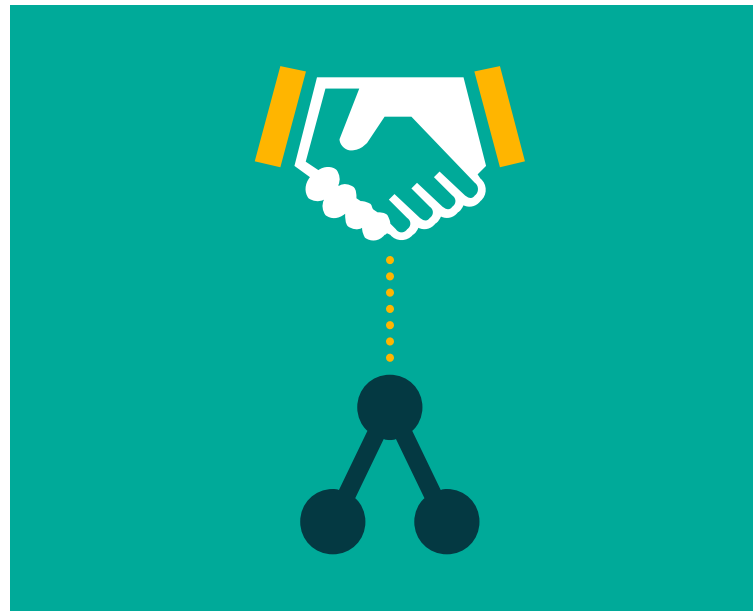


# The next steps

Ideally, mobility is one of 3 elements of an overall digital strategy together with analytics & interactive media



The hospitality industry is in a position to take advantage of third-party ideas, build platforms that enable vs. inhibit



Hoteliers who are innovative & able to deliver differentiated experiences will build loyalty & surpass competitors



# Thank you!



> accenturedigital

Questions?

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