CENDYN SOJERN d-edge HOSPITALITY SOLUTIONS REVINATE THE PAVILIONS Phuket

hsmai PHUKET HOTELS ASSOCIATION

23rd August 2023 | PHUKET **THAILAND**

Building the Future – How Tech Enables our Dreams AT

DIGITAL MARKETING CONFERENCE

Juanjo Rodriguez
CEO
The Hotels Network

23rd August 2023
PHUKET **THAILAND**

The best way to predict the future is to create it

This is THN: Growth for your direct channel

THE HOTELS NETWORK

19,000+ Hotels

100+ Countries

140+ Employees

+32% Conversion

Barceló HOTEL GROUP · MINOR HOTELS · One&Only · amr COLLECTION · POSADAS · OUTRIGGER HOTELS AND RESORTS

Pacifica HOTELS · Caminoreal HOTELS · 25hours hotels · BW Best Western Hotels & Resorts · Preferred HOTELS & RESORTS

We've been named the #1 Direct Booking platform of 2023 by Hotel Tech Report

What do we do?

We use data and apply personalization to grow the direct channel

How is this different?

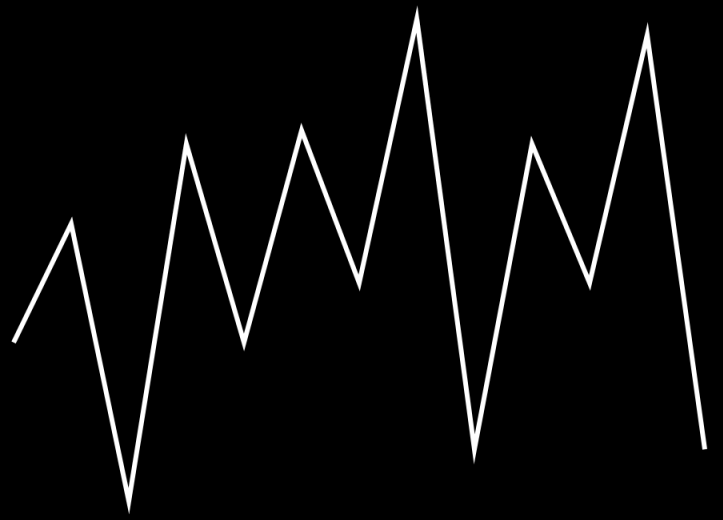
We focus on people, not rooms; we learn what travelers want and show it to them

Thinking the right way

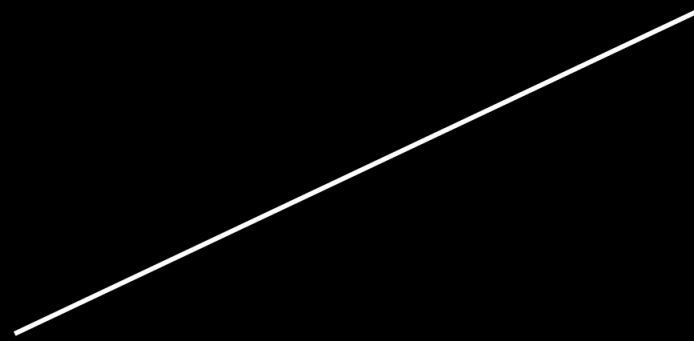
Look at the world with fresh eyes, like an artist

We need to get better at thinking.

Perspective is everything.



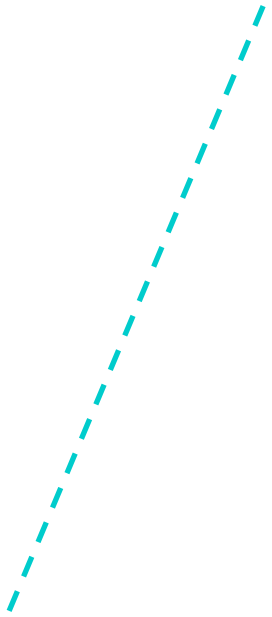
DAYS



DECADES

Power + **Simplicity**

Maximizer



Optimizer

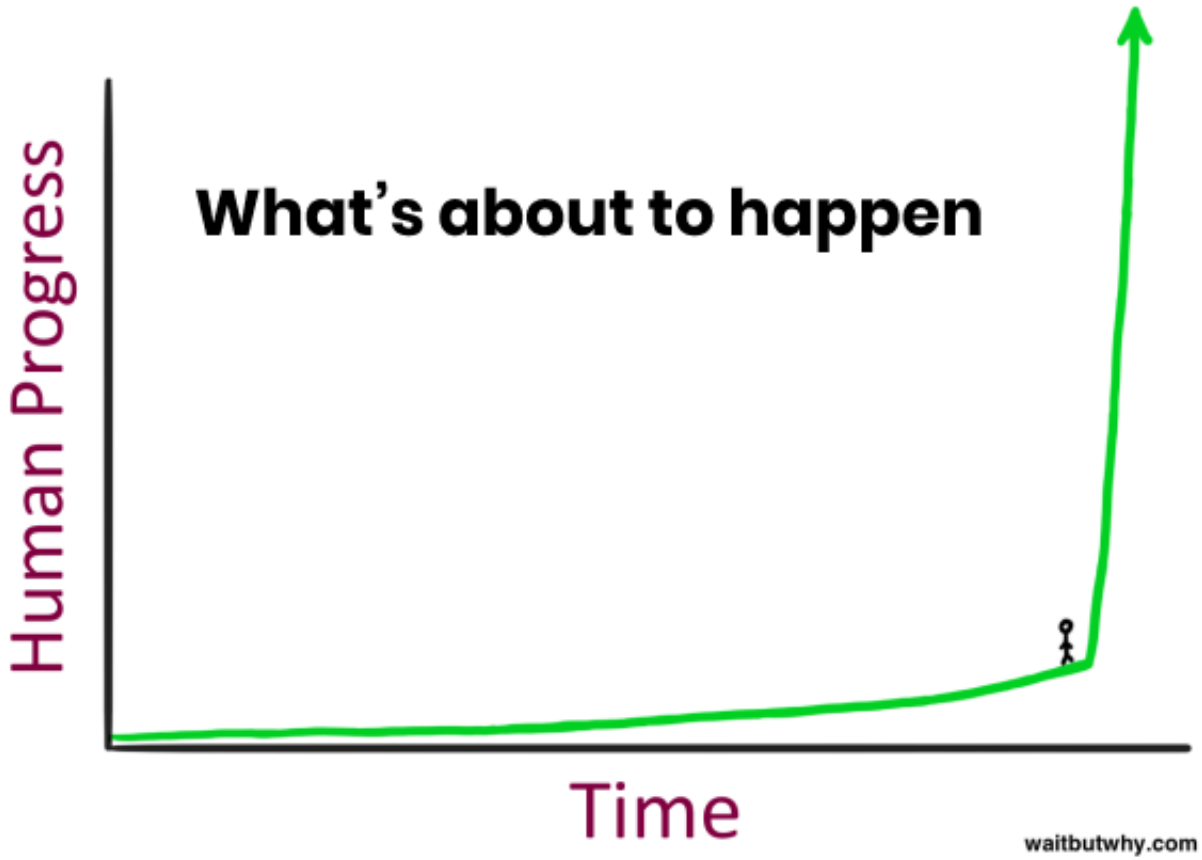
You don’t need to wait for the perfect technology, just for the good enough one

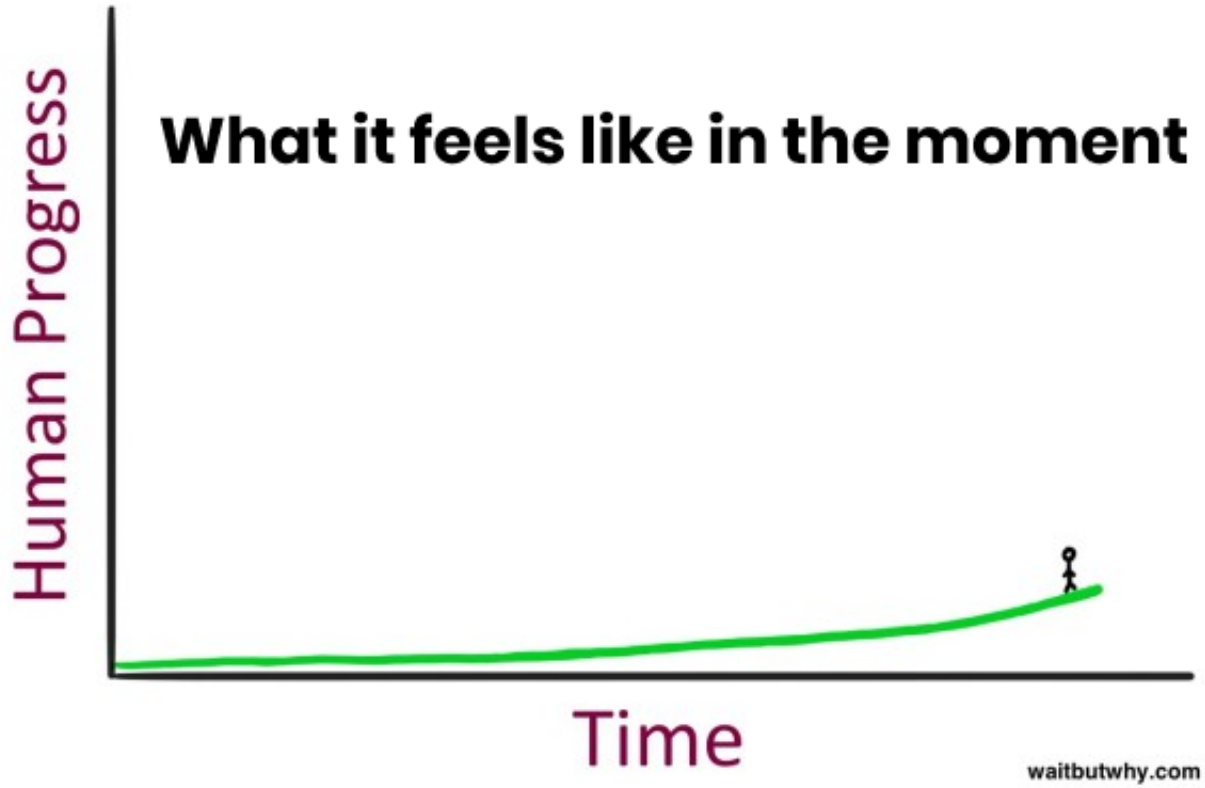
We have to live
in the future

We have to live in the future

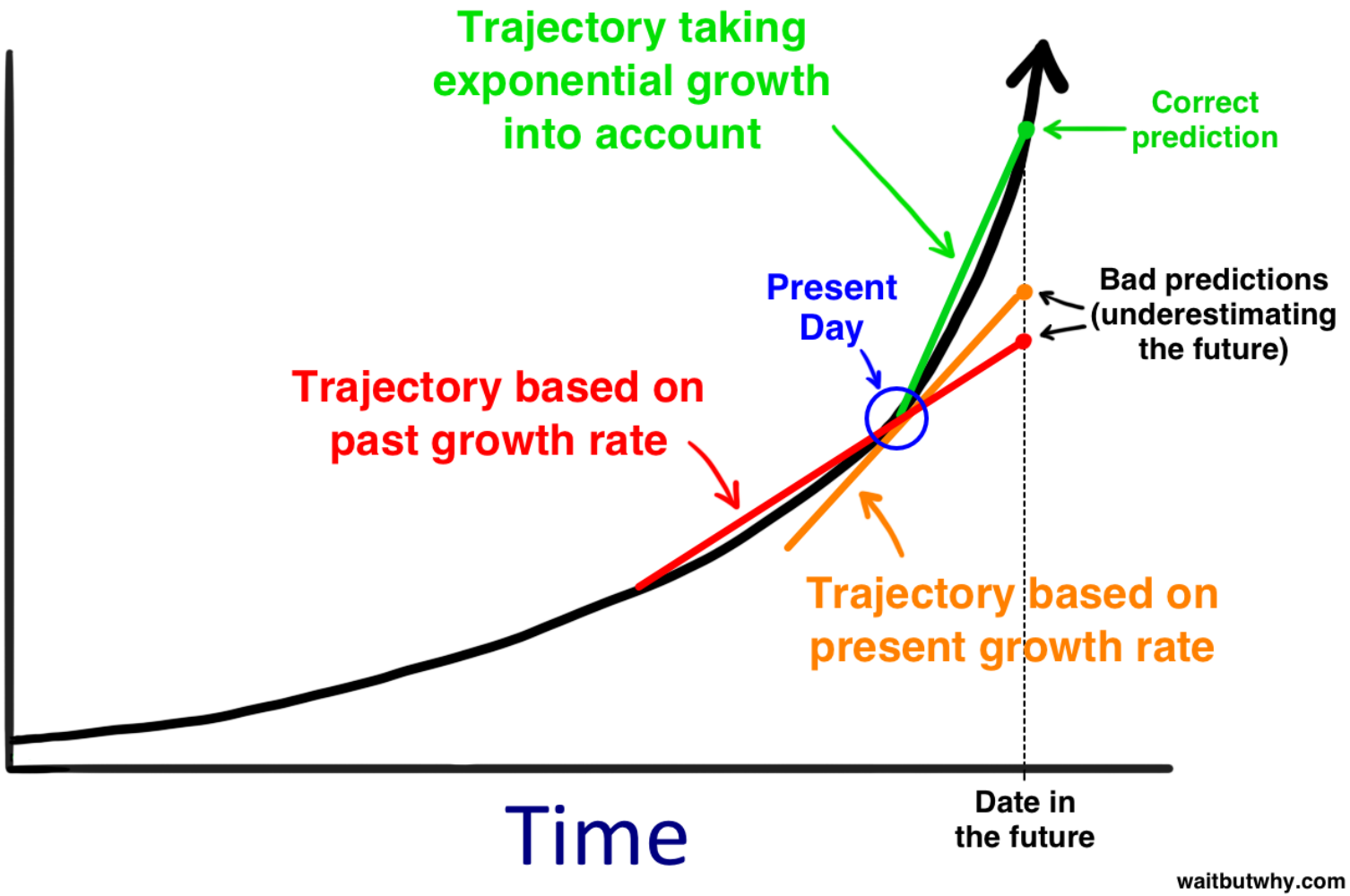
- Current problems can’t define future solutions
- We need to work for the company we will be
  - Avoiding short term distractions
  - Working for the best-case scenario
  - Ignoring the risk of the worst-case scenario

Growth is exponential; and we don't get "exponential"





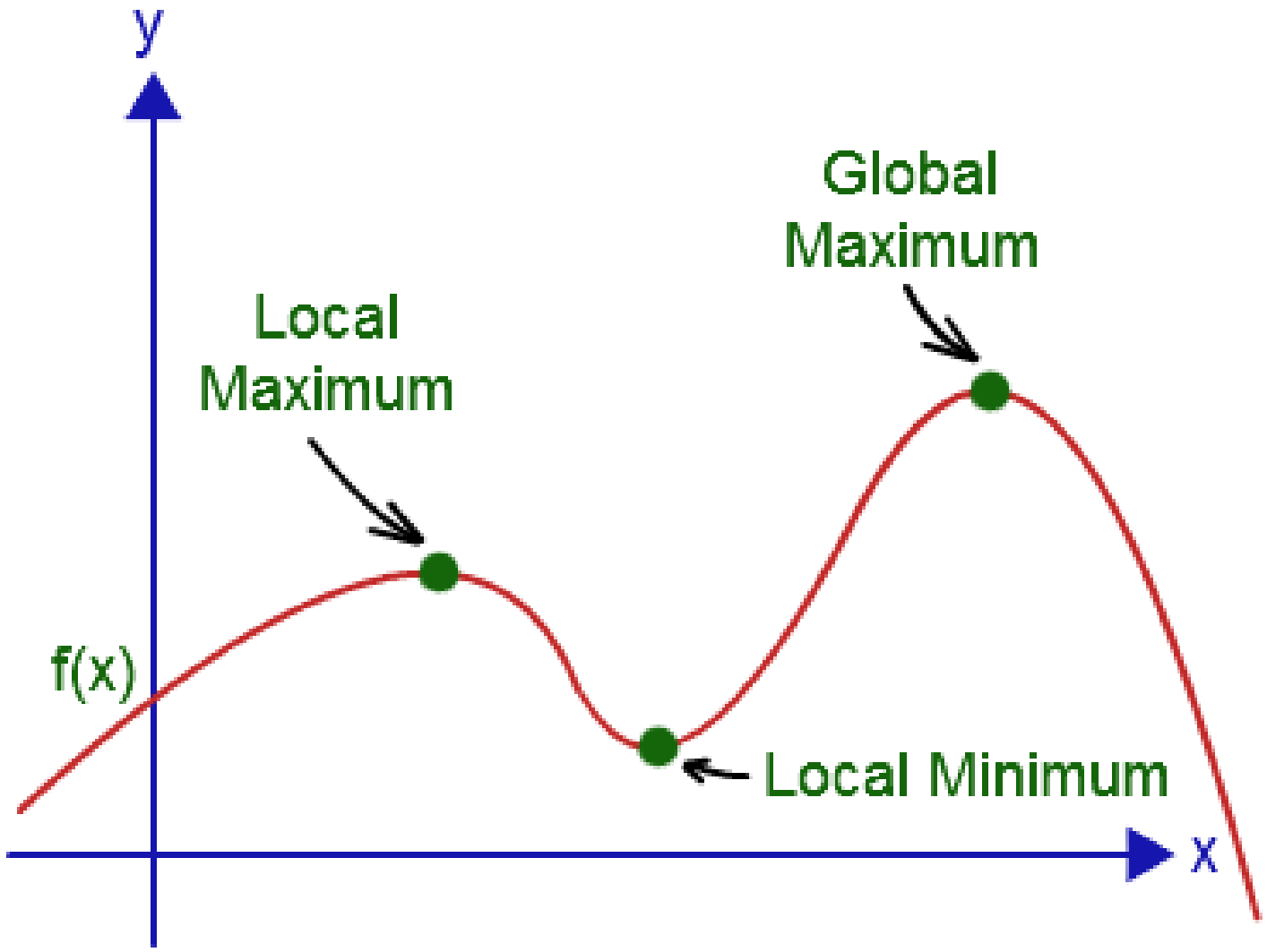
Our past experience hinders our ability to see the future



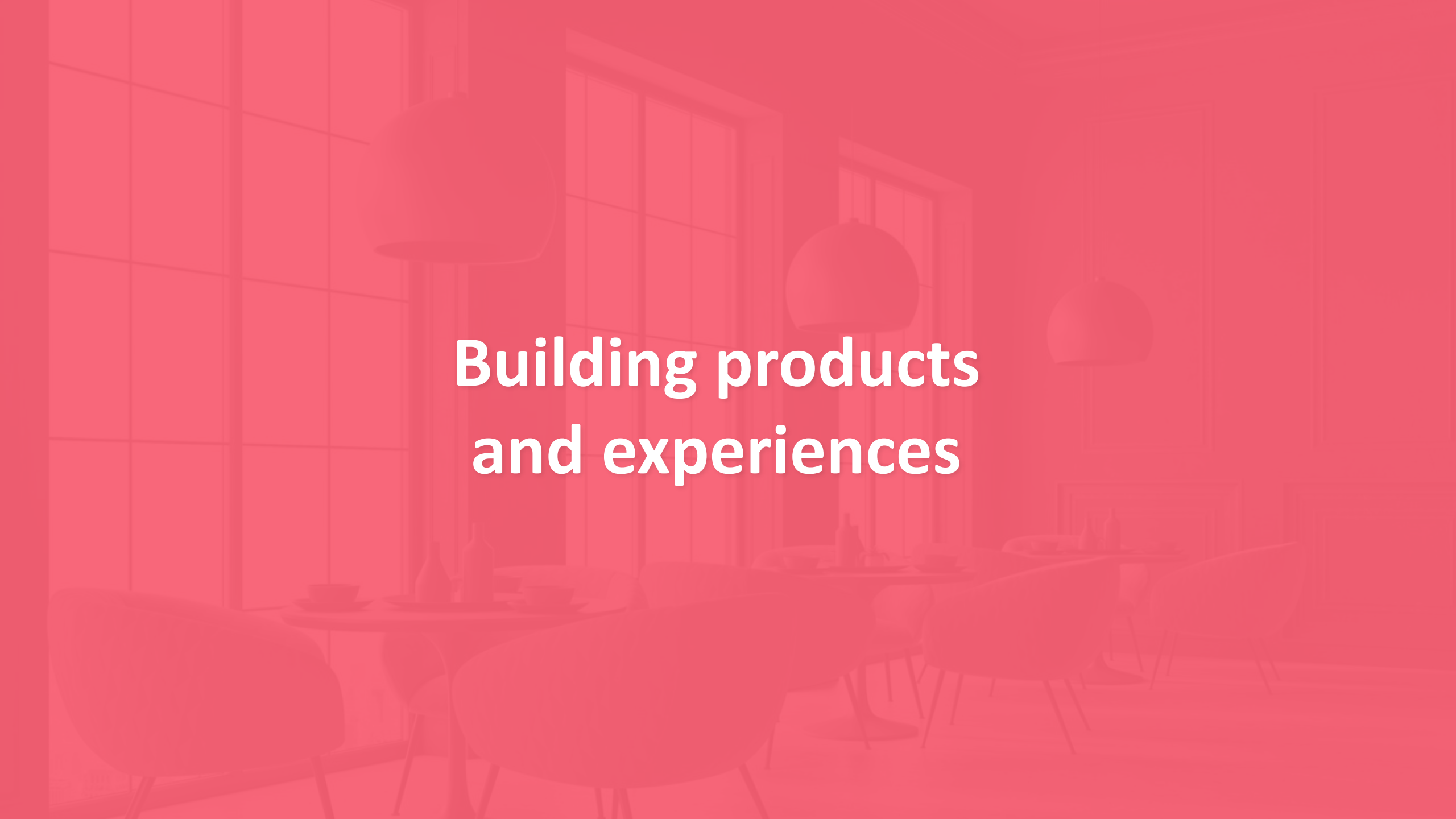
- We think in straight lines
- The trajectory of very recent history often tells a distorted story
- Our own experience makes us *stubborn old men* about the future

We have to live in the future, because it will be different than the past

We are searching for the Global Maximum



From Impossible to Inevitable



Building products and experiences

There are two apposing forces that shape what humans like:

Novelty	Familiarity
Fear	Boredom

Raymond Loewy

Products that are bold, but instantly comprehensible

There is an “optimal newness” for ideas: advanced yet acceptable.

MAYA: Most Advanced Yet Acceptable

To sell something surprising, make it familiar

To sell something familiar, make it surprising.

- A great designer needs to be an anthropologist first and an artist second
- Study how people live and how machines work, and then offer new, beautiful designs that piggyback on engineers' tastes and consumers' habits.

Example: in the Movies

- In 15 of the past 16 years, the highest-grossing movie in America has been:
  - a sequel of a previously successful movie (Star Wars: The Force Awakens)
  - an adaptation of a previously successful book (The Grinch)
- The hit-making formula in Hollywood: infinitely recurring, self-sustaining loops of familiarity, like the Marvel comic universe

Example: in Tech

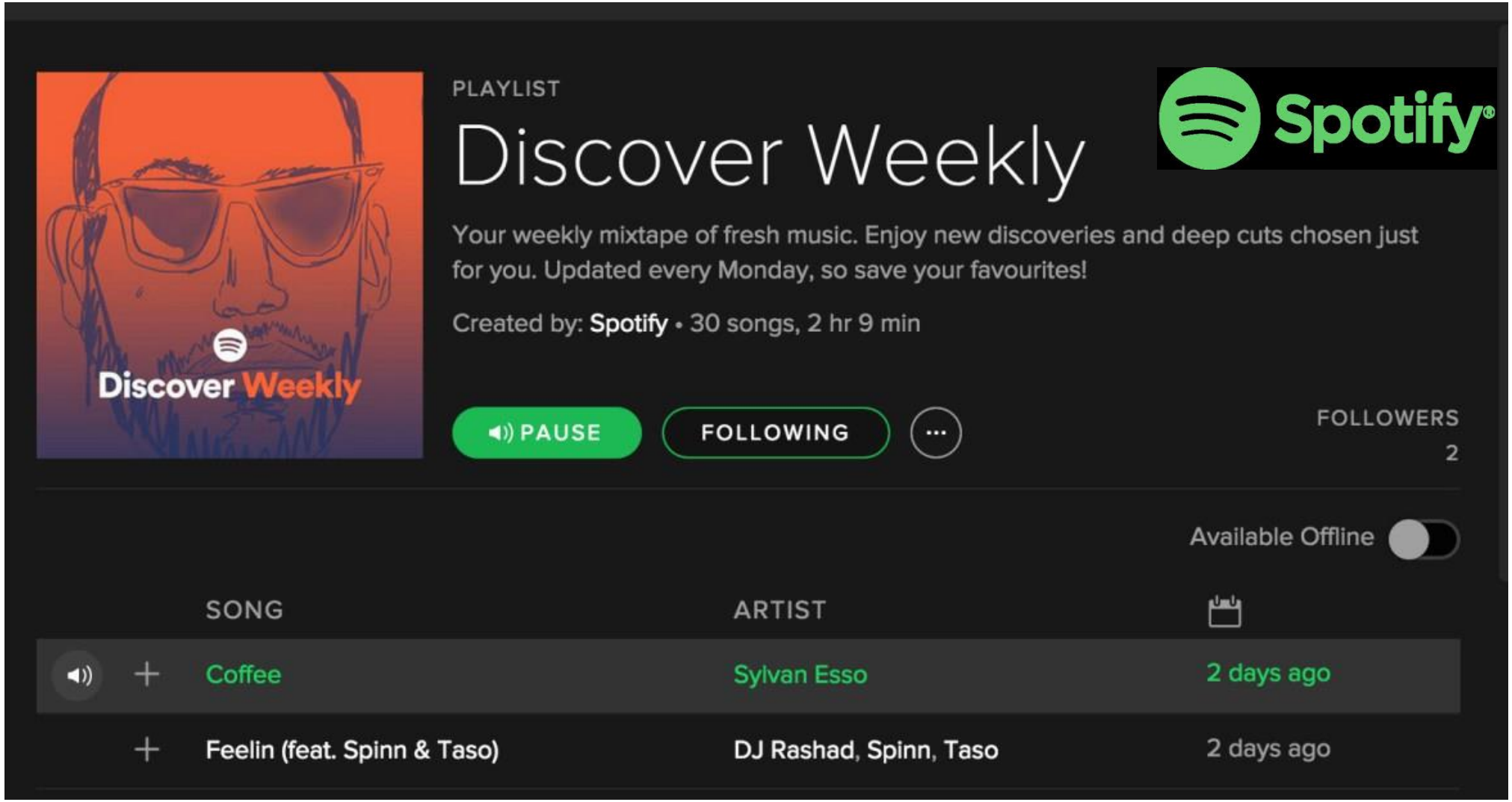
- Airbnb was once called “eBay for homes”
- When Uber took off, new start-ups began branding themselves “Uber for X”
  - Uber for Housecleaning / Cooking / Babysitting
  - Uber for Fashion / Cosmetics / Food Delivery

Example: in Music

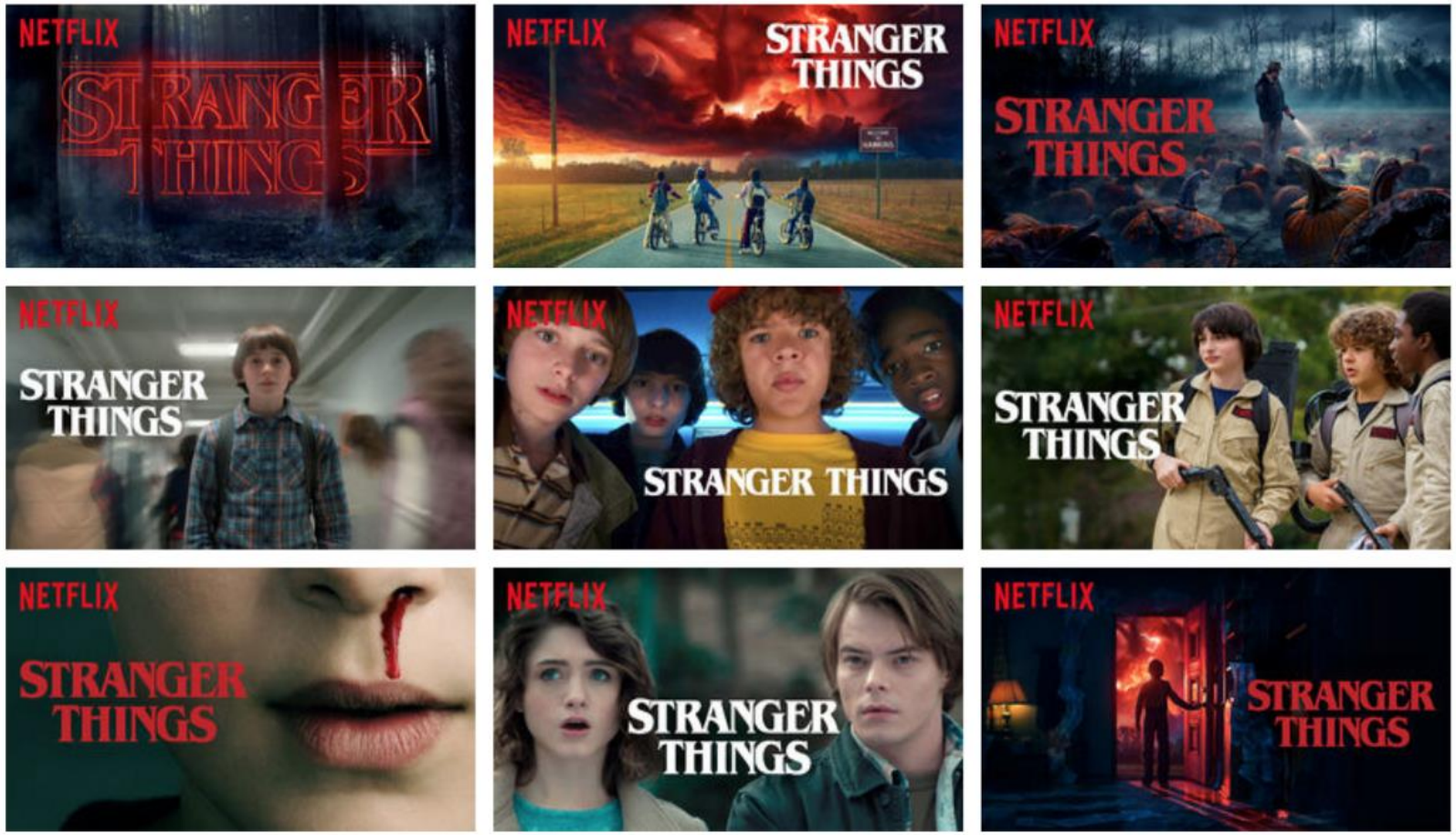
- These four chords are at the heart of every pop song: I V vi IV

How tech enables our dreams

Artificial Intelligence to personalize playlists



Knows what people want before they do



NETFLIX

Artificial Intelligence at The Hotels Network

We've been integrating AI into our platform for years, from predictive analytics to generative AI

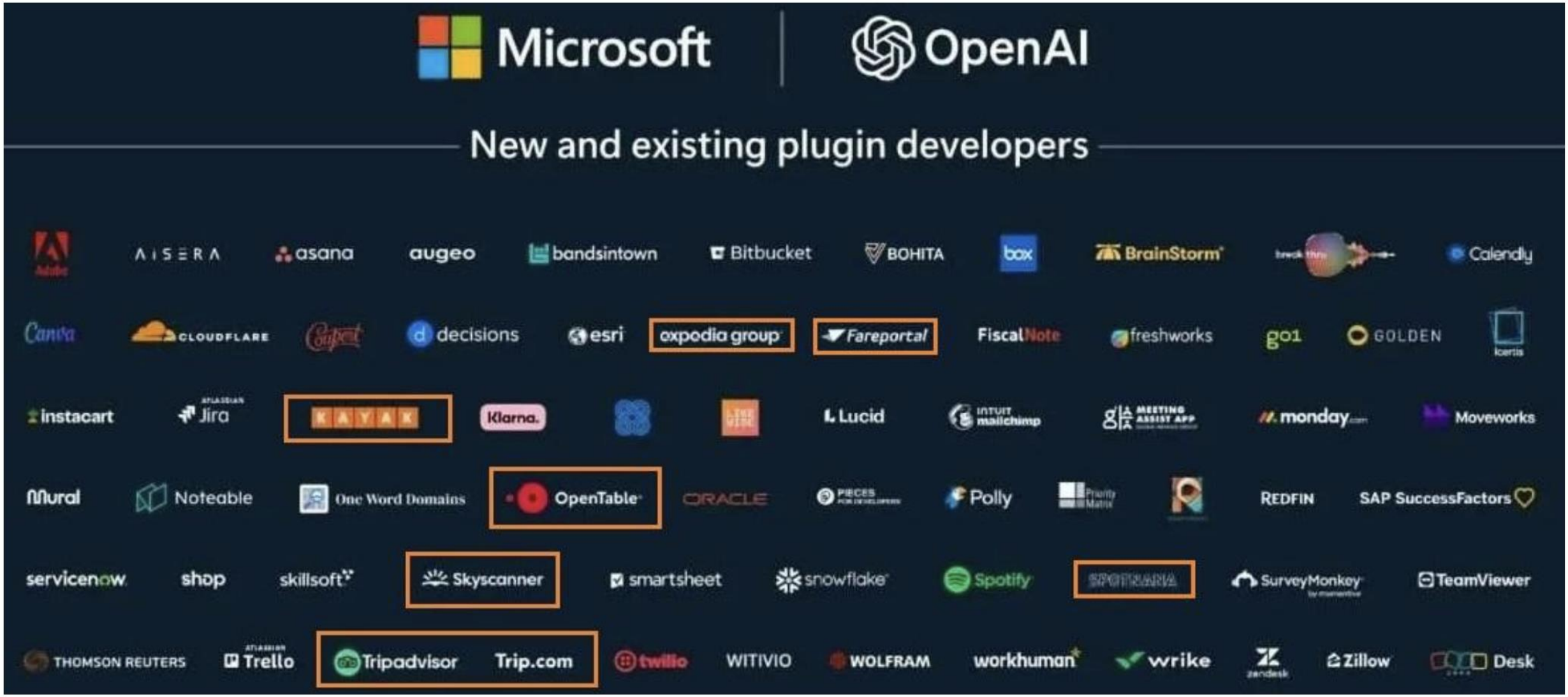
Predictive Personalization

Automated Opportunities

AI Assistant

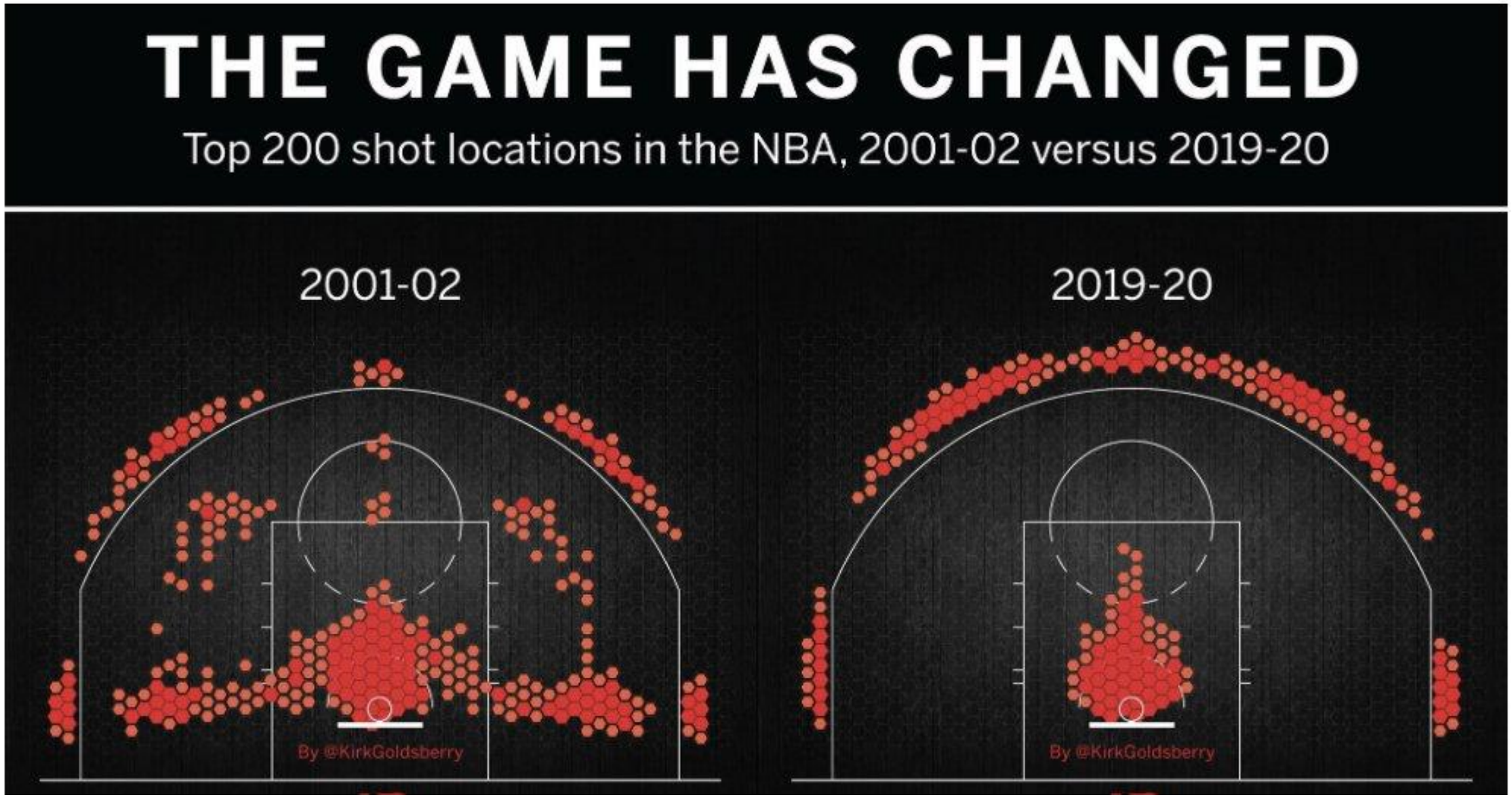
Dynamic Compsets

Travel companies & ChatGPT



What would you do if AI is free?

AI at play


THE GAME HAS CHANGED
Top 200 shot locations in the NBA, 2001-02 versus 2019-20
2001-02
2019-20
By @KirkGoldsberry
By @KirkGoldsberry

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HSMAI Phuket, August 22, 2023

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