



# DIGITAL MARKETING CONFERENCE

*A Commercial Strategy Event*



PHUKET  
HOTELS  
ASSOCIATION

23rd August 2023 | PHUKET THAILAND



# Building the Future – How Tech Enables our Dreams **AT**



## DIGITAL MARKETING CONFERENCE

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CEO  
The Hotels Network

23<sup>rd</sup> August 2023  
**PHUKET THAILAND**



**The best way to predict the future  
is to create it**



# This is THN: Growth for your direct channel



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

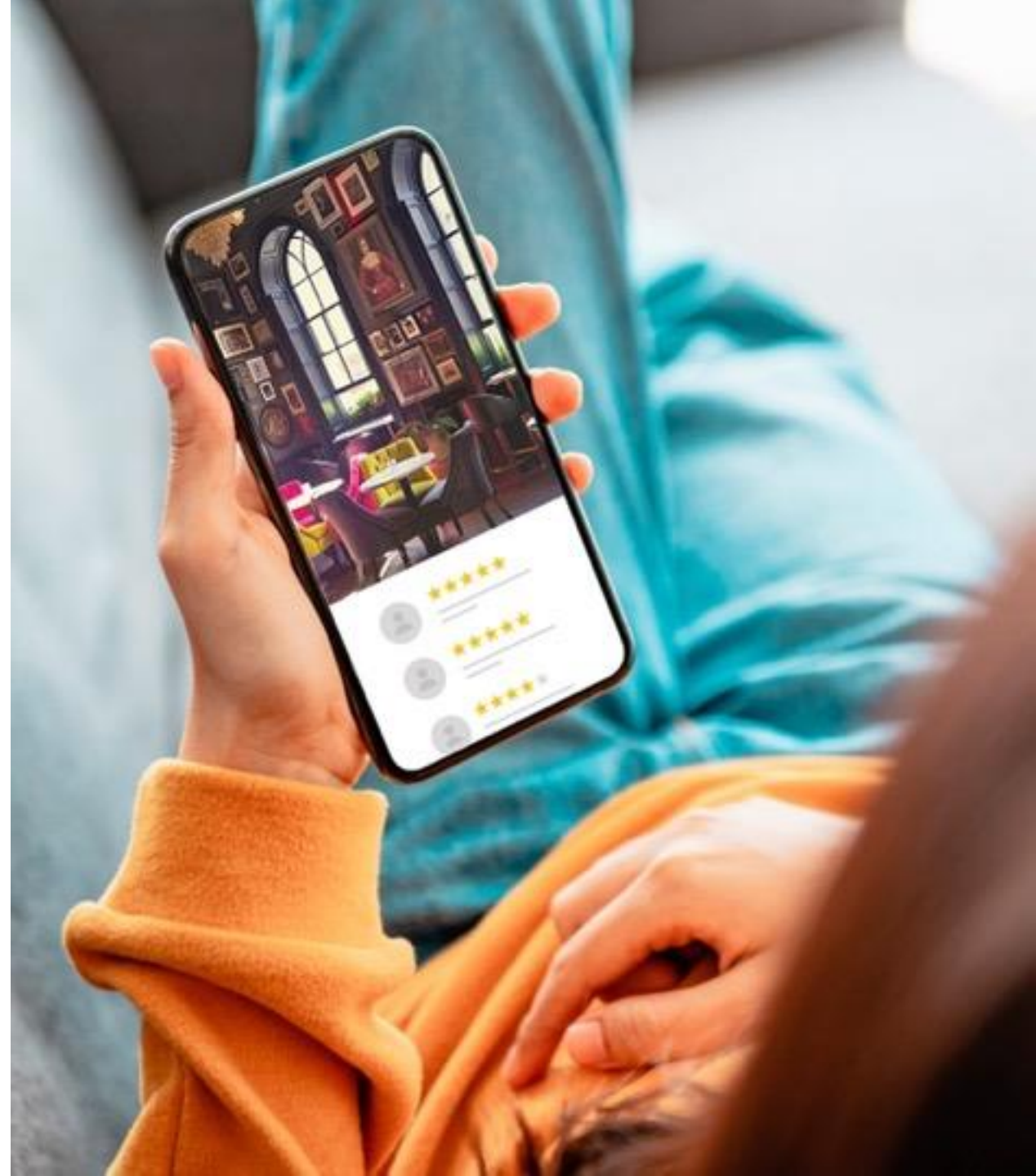


## What do we do?

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.**

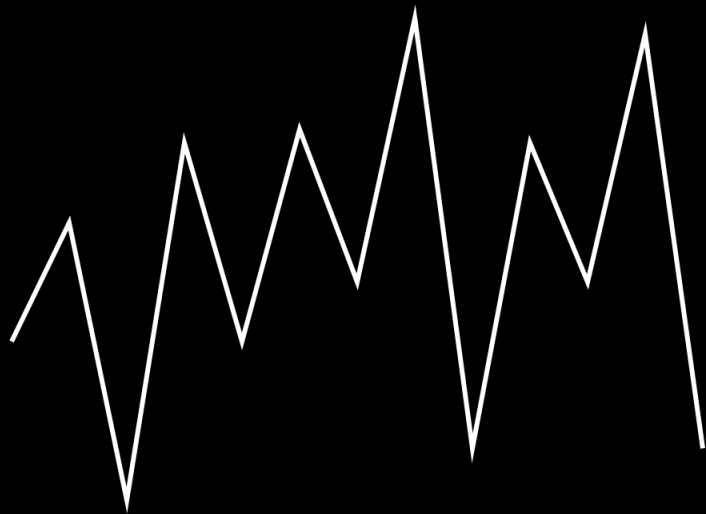
**Perspective is everything.**



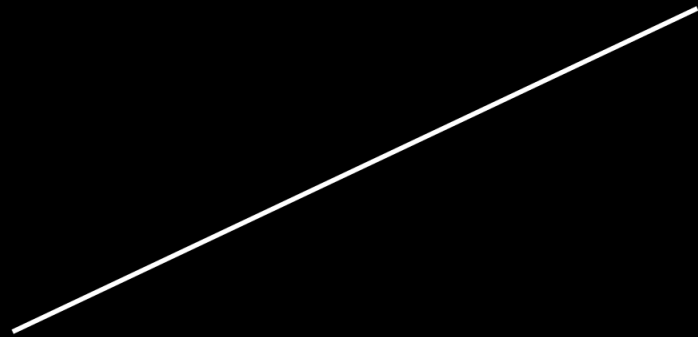


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DAYS



DECADES



**Power**

+

**Simplicity**





Maximizer

Optimizer

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





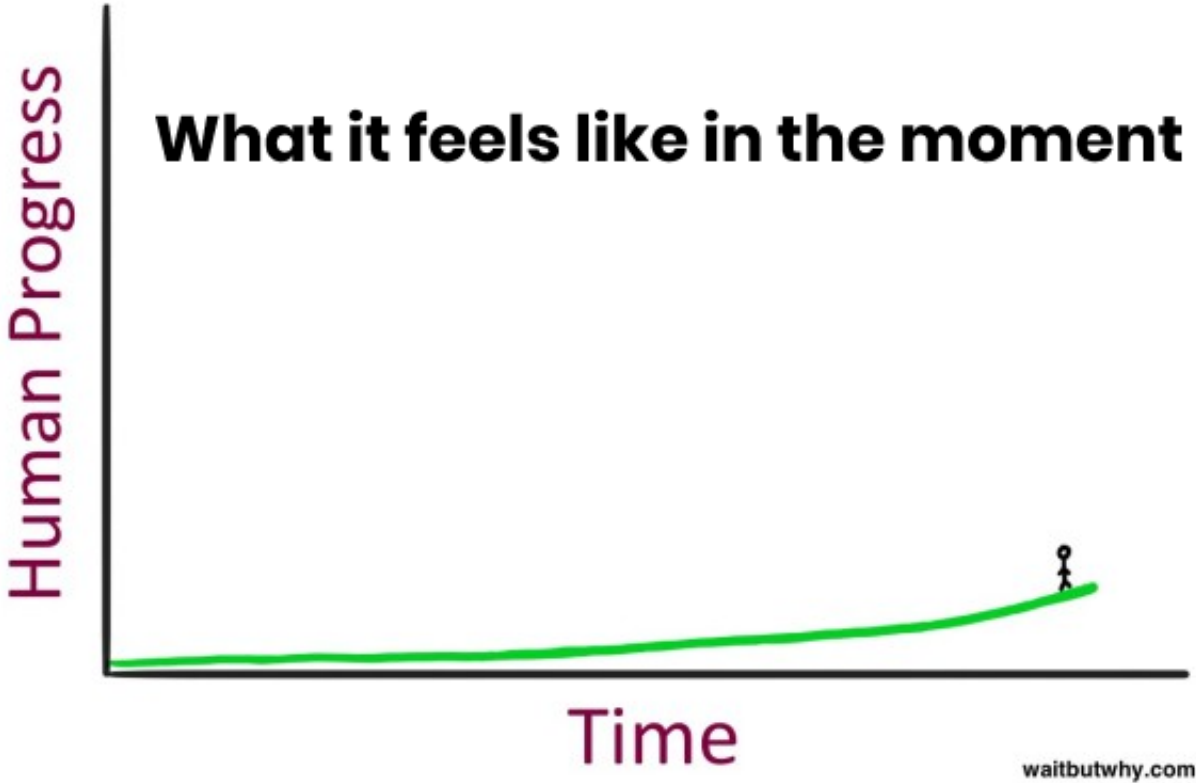
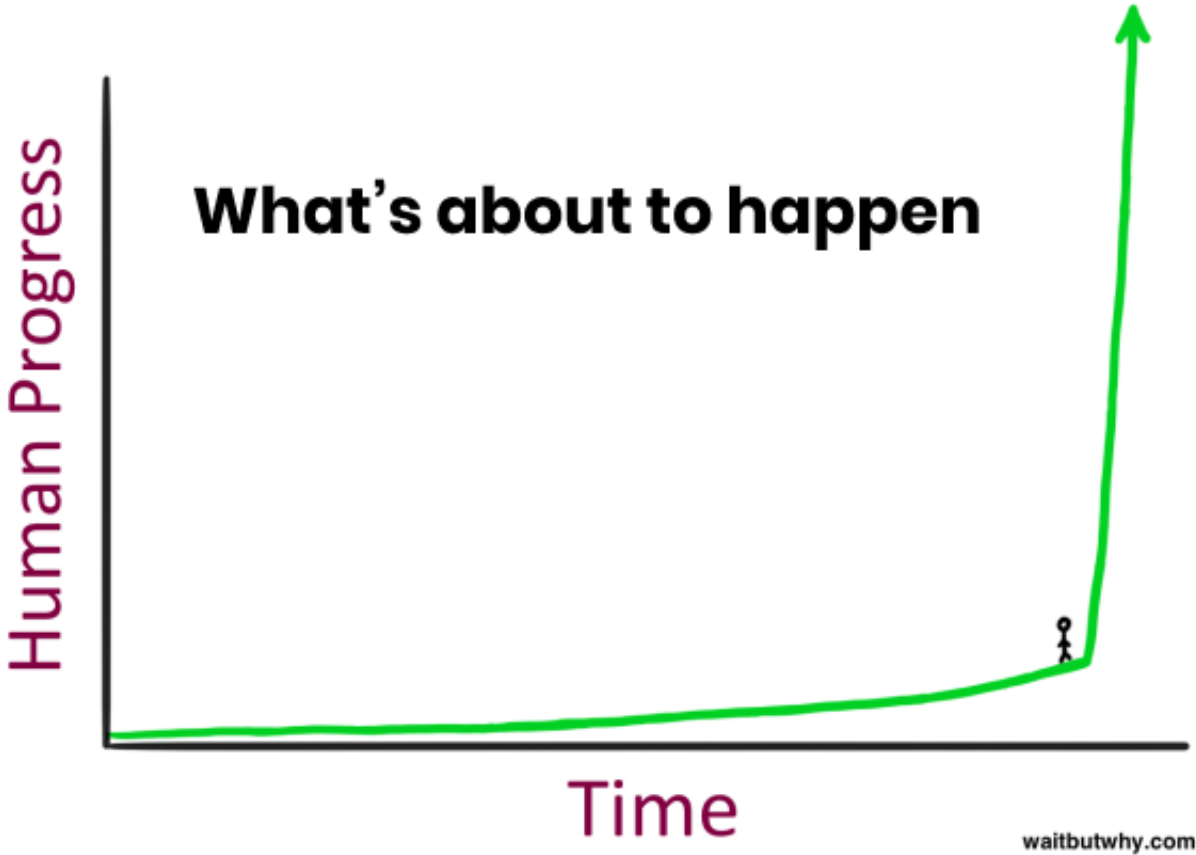
**We have to live  
in the future**

# 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

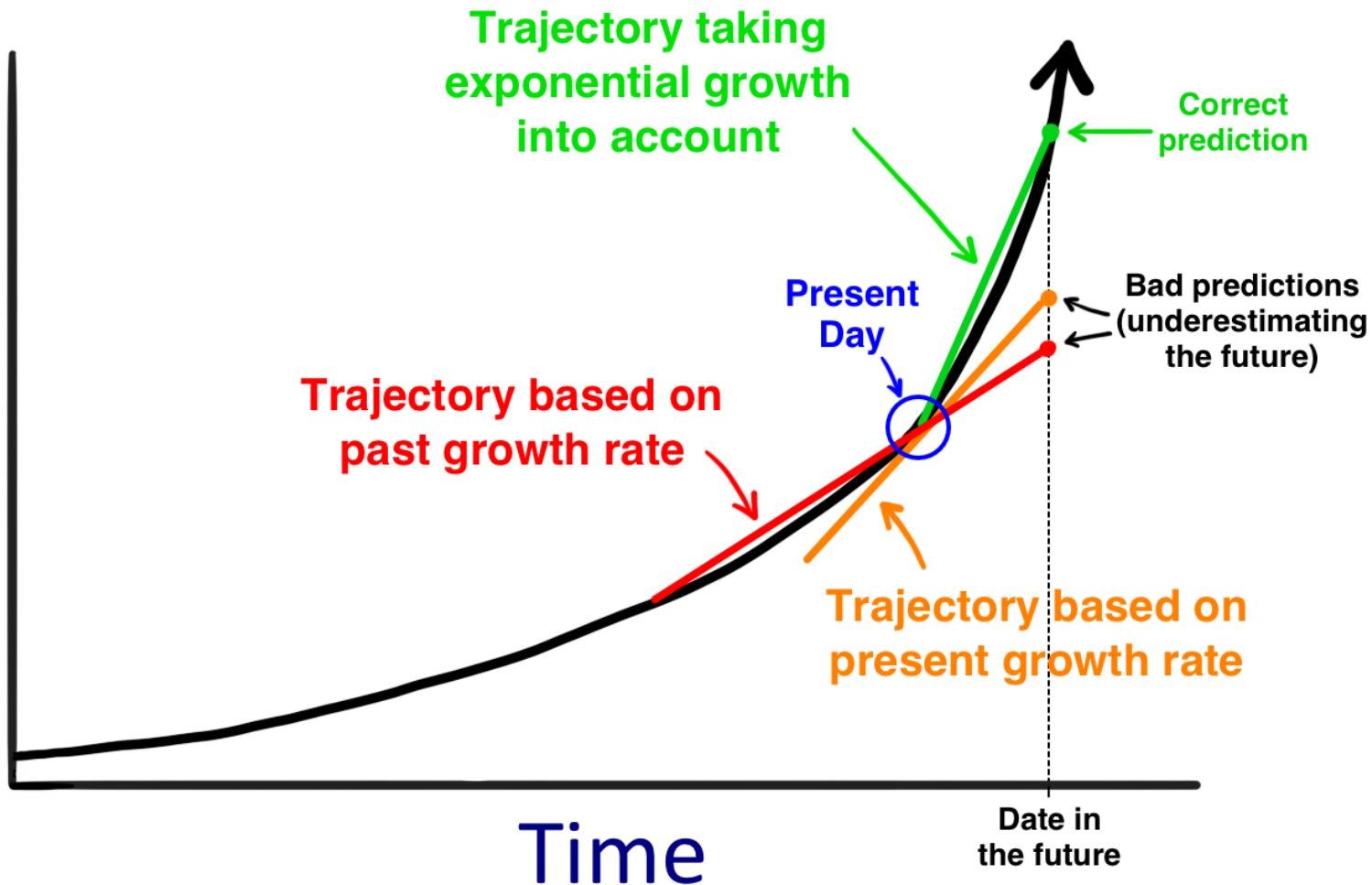


# Growth is exponential; and we don't get "exponential"






# 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

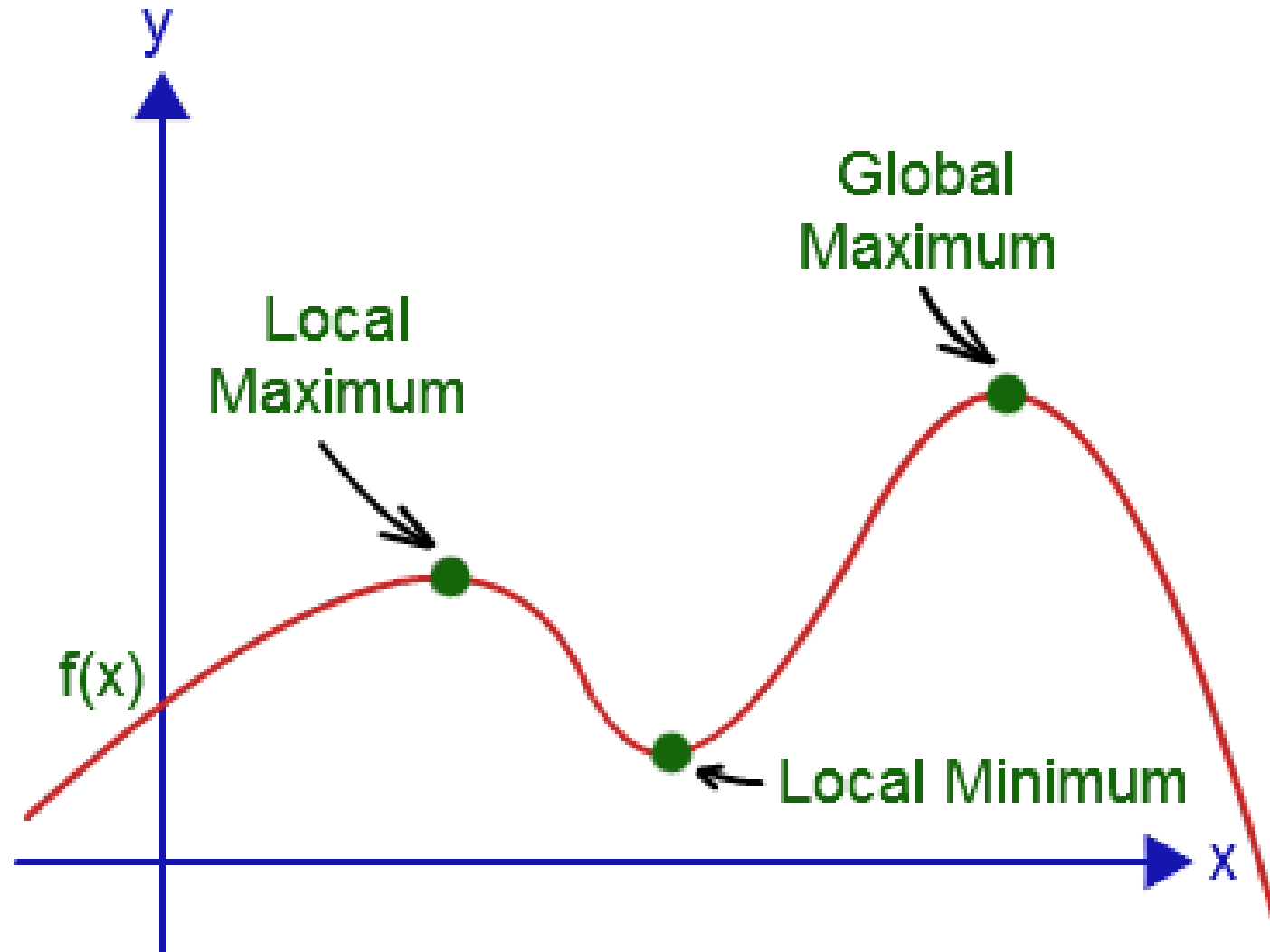




**We have to live in the future,  
because it will be different than the  
past**



# We are searching for the Global Maximum





# From Impossible to Inevitable





A modern dining room with large windows, round tables, and pendant lights. The room is brightly lit, and the tables are set with plates and bottles. The overall atmosphere is clean and contemporary.

# Building products and experiences

**There are two opposing forces that  
shape what humans like:**

**Novelty**

---

**Fear**

**Familiarity**

---

**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

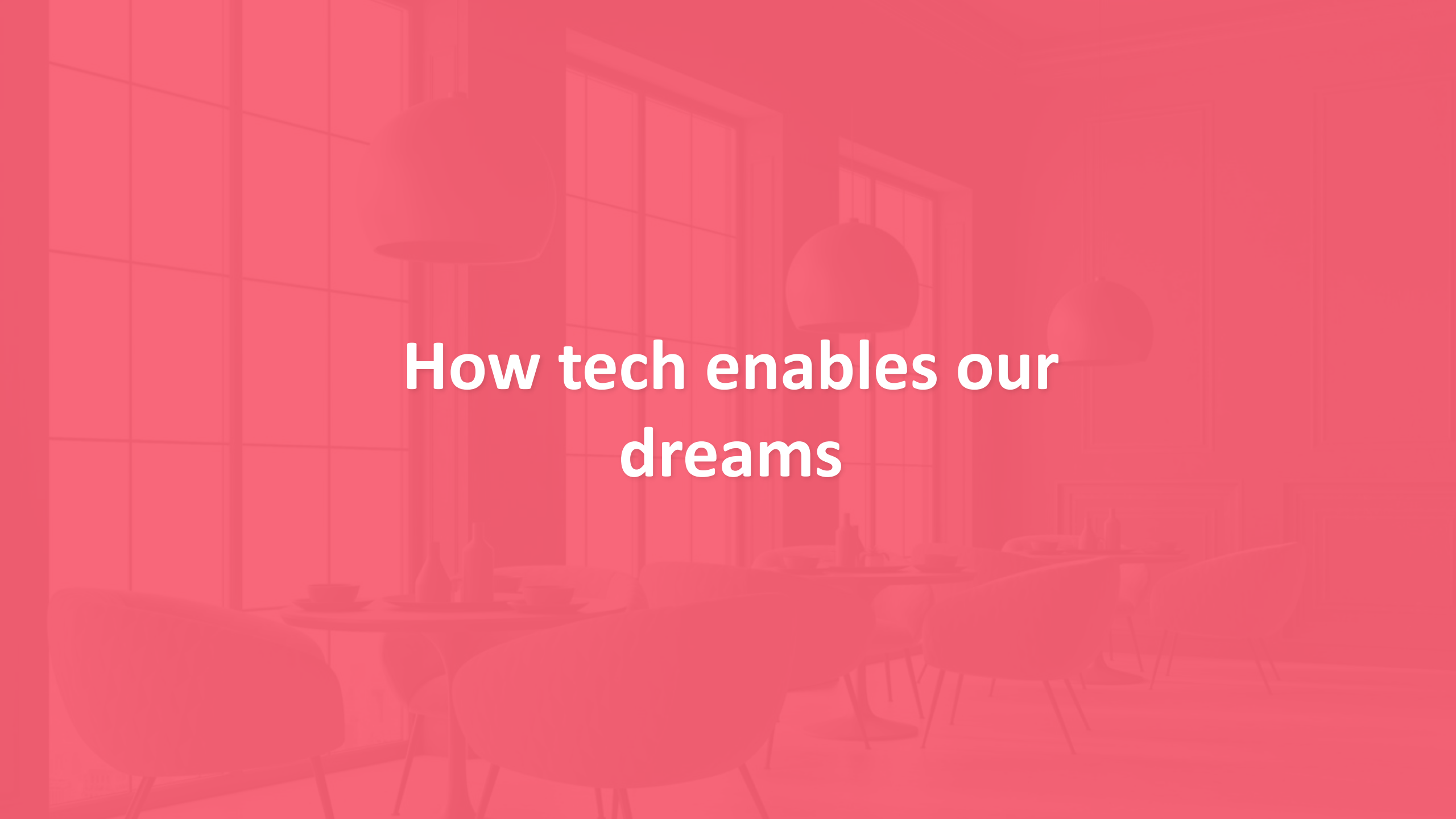
- Airbnb was once called “eBay for homes”
- When Uber took off, new start-ups began branding themselves “Uber for X”
  - Uber for Housecleaning / Cooking / Babysitting
  - Uber for Fashion / Cosmetics / Food Delivery



# Example: in Music

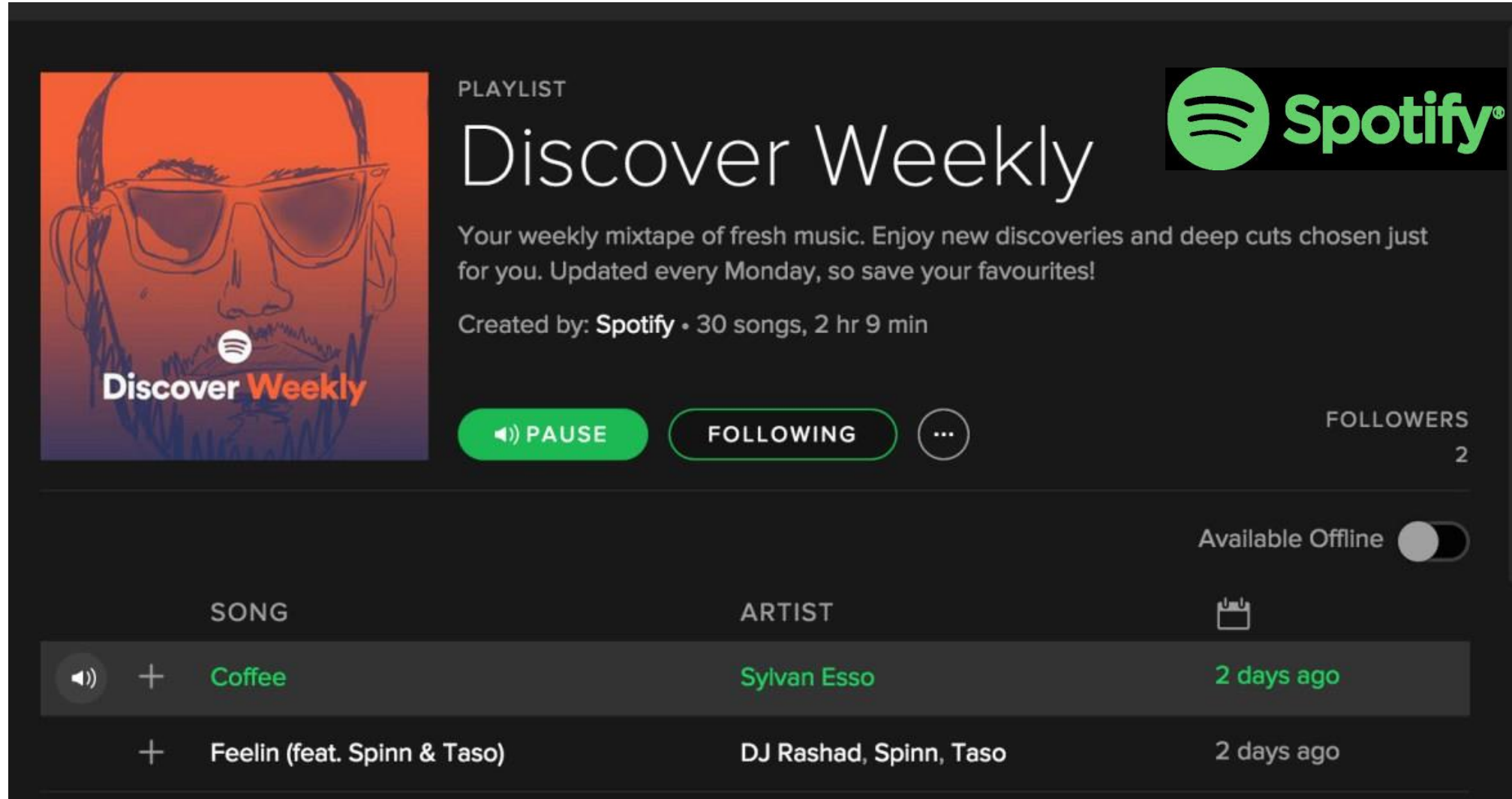
- These four chords are at the heart of every pop song: I V vi IV





# How tech enables our dreams

# Artificial Intelligence to personalize playlists



The image shows a screenshot of the Spotify Discover Weekly playlist page. The interface is dark-themed. At the top left is the playlist cover art, which features a stylized illustration of a man with a beard and sunglasses. The Spotify logo is visible in the top right corner. The main title 'Discover Weekly' is prominently displayed in white. Below the title, there is a description: 'Your weekly mixtape of fresh music. Enjoy new discoveries and deep cuts chosen just for you. Updated every Monday, so save your favourites!'. It also states 'Created by: Spotify • 30 songs, 2 hr 9 min'. There are three main buttons: a green 'PAUSE' button, a 'FOLLOWING' button, and a three-dot menu icon. To the right, it says 'FOLLOWERS 2'. At the bottom right, there is a toggle switch for 'Available Offline'. Below these elements is a list of songs with columns for 'SONG', 'ARTIST', and a date. The first song is 'Coffee' by Sylvan Esso, added '2 days ago'. The second song is 'Feelin (feat. Spinn & Taso)' by DJ Rashad, Spinn, and Taso, also added '2 days ago'.

PLAYLIST

## Discover Weekly

Your weekly mixtape of fresh music. Enjoy new discoveries and deep cuts chosen just for you. Updated every Monday, so save your favourites!

Created by: Spotify • 30 songs, 2 hr 9 min

PAUSE FOLLOWING ...

FOLLOWERS 2

Available Offline

SONG	ARTIST	
+ Coffee	Sylvan Esso	2 days ago
+ Feelin (feat. Spinn & Taso)	DJ Rashad, Spinn, Taso	2 days ago





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

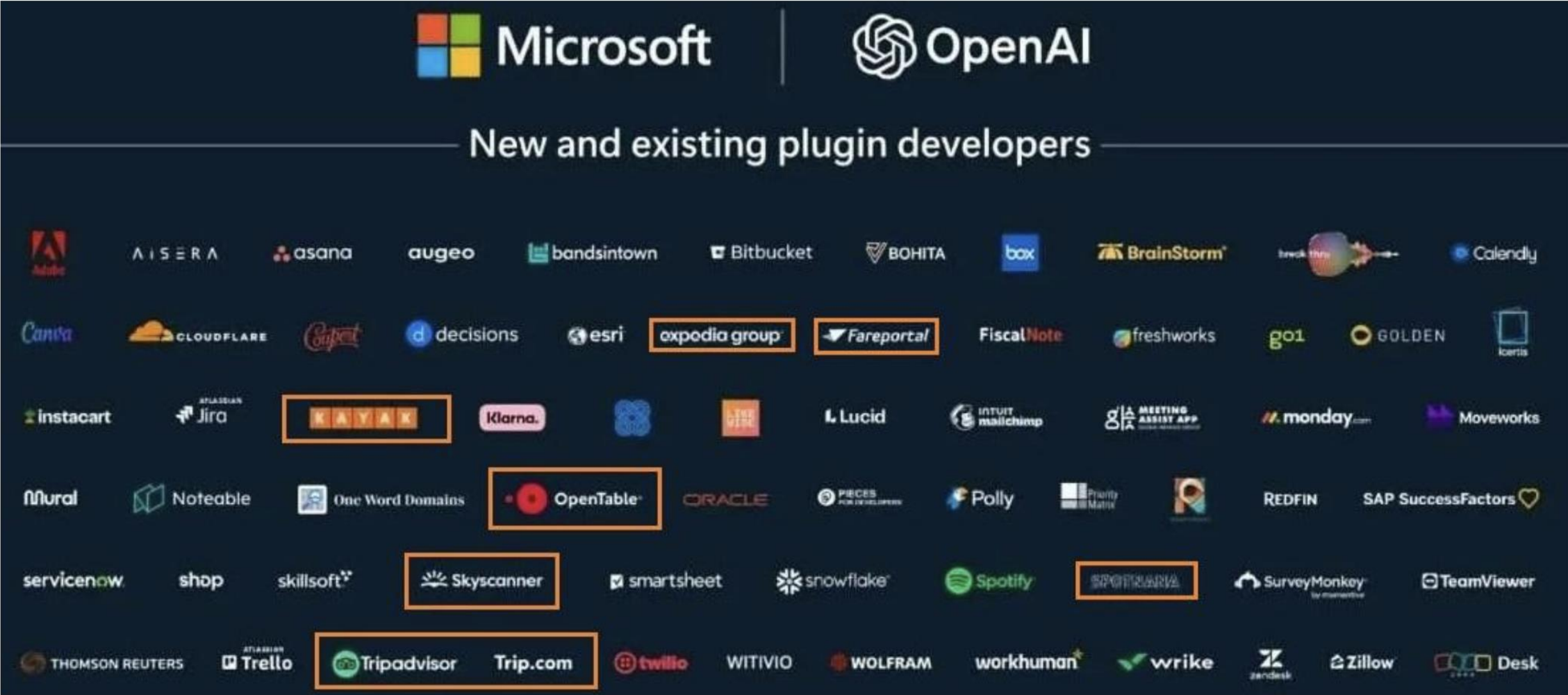


Dynamic Compsets

# Travel companies & ChatGPT



## New and existing plugin developers





**What would you do if AI is free?**

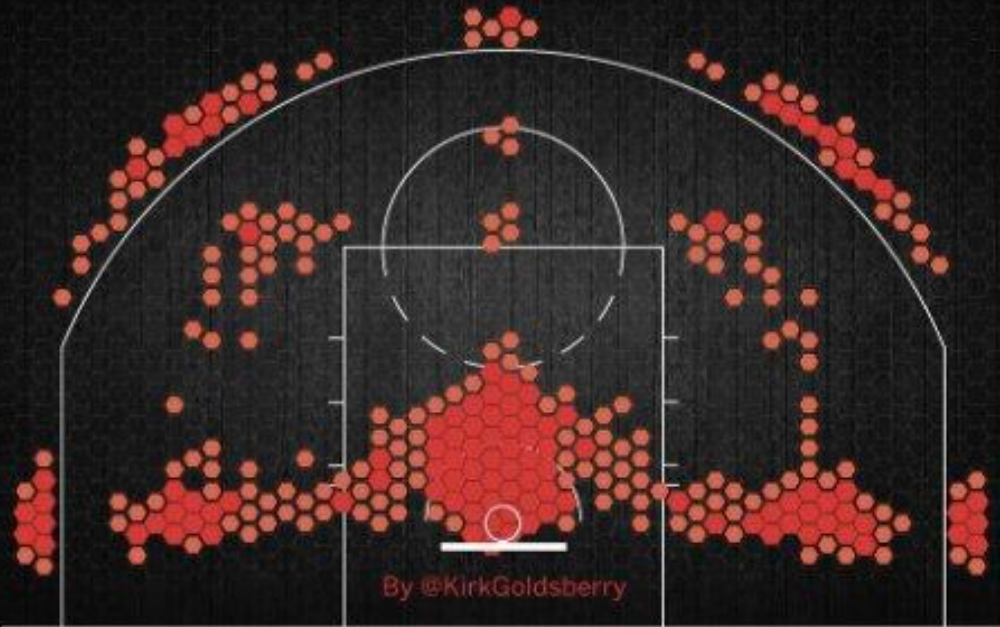




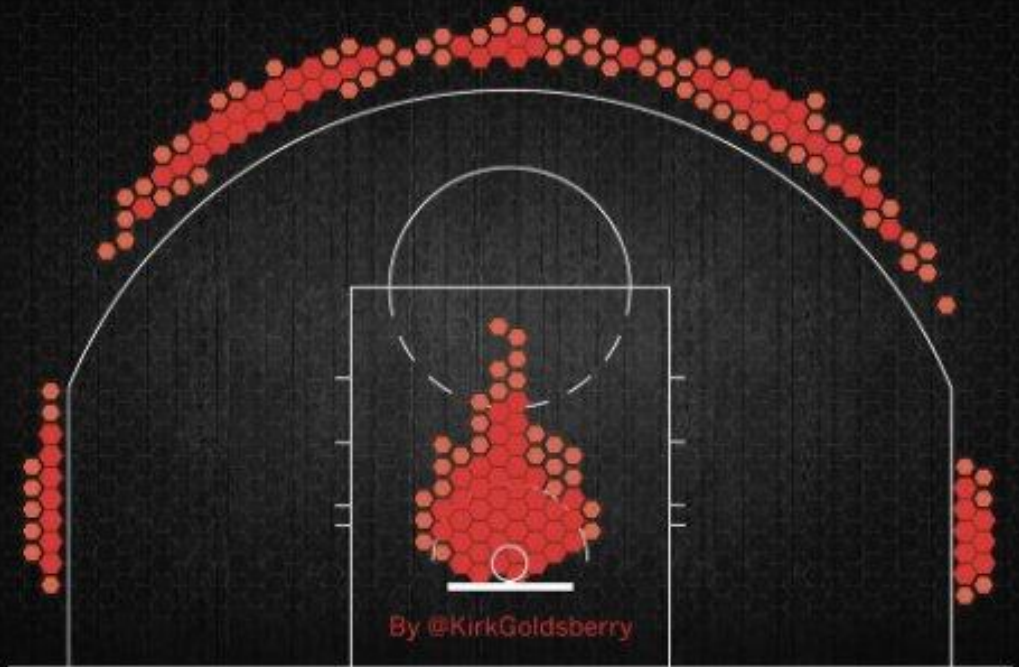
# THE GAME HAS CHANGED

Top 200 shot locations in the NBA, 2001-02 versus 2019-20

2001-02



2019-20



# Building the future

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HSMAI Phuket, August 22, 2023





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