

GCH | CONNECTING
PEOPLE

The Connected Traveller
New revenue opportunities
2016

**Customer Journey to
Online Purchase**

Innovations = Loyalty

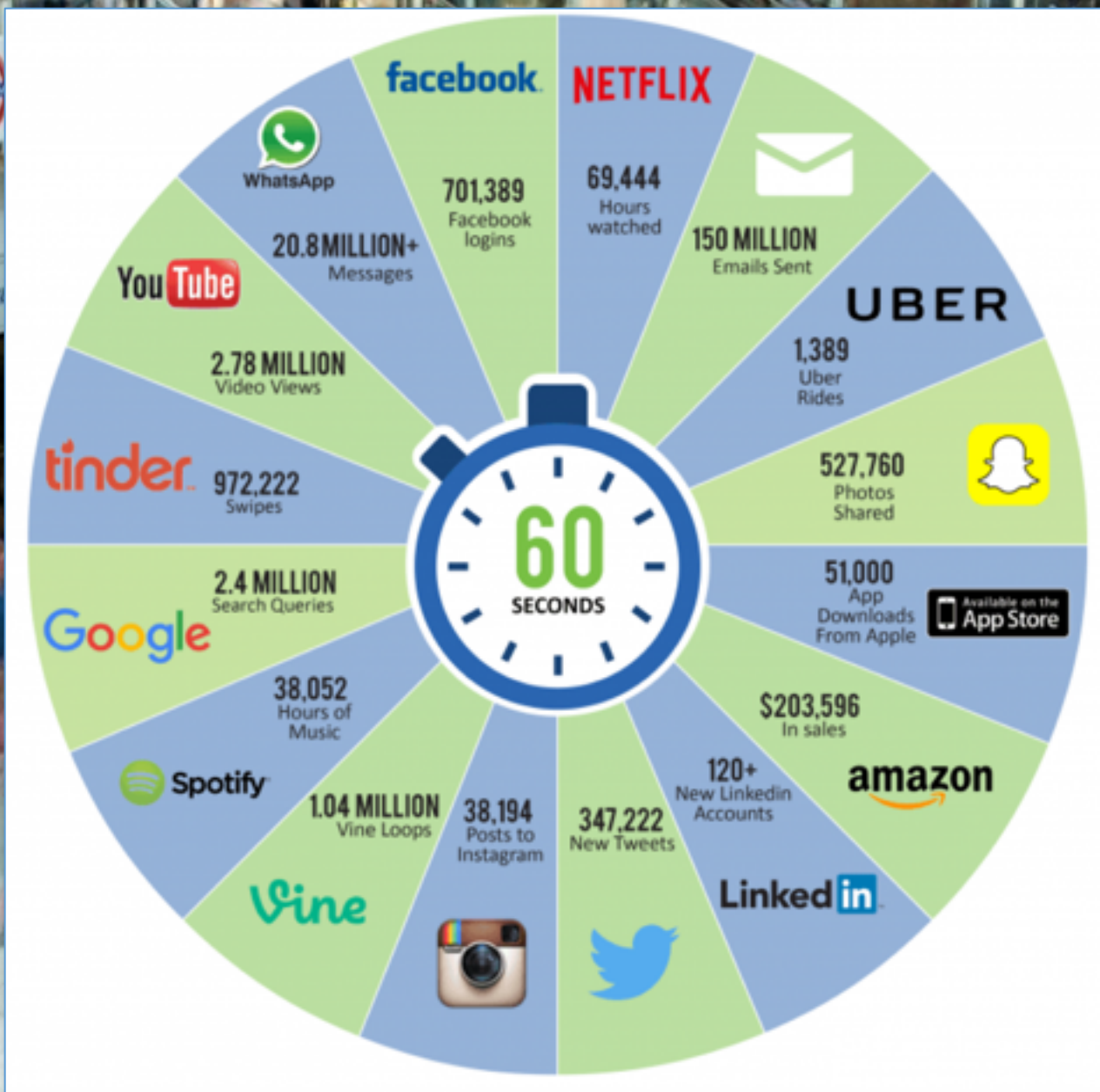
Workshop



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Connected Traveller



Mobile Search Volume Across Categories

	Index Queries [?]	% Change YoY [?]
Hotel	100	+27%
Air	48	+40%
Destination Activities	34	+42%
Vacation Rentals	20	+51%
Vacation Packages	18	+42%
Car Rentals	18	+45%

Source: Google Search Data, July - Sept 2015, United States.

More air queries are coming from mobile, up 43% YoY (as of Sept 2015).

Customer Journey Facts

To research a stay



Percentage of respondents by where travel research begins

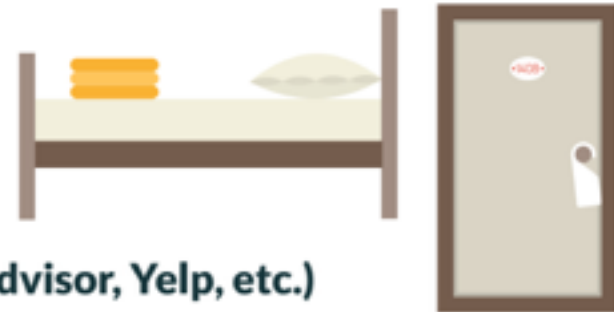
FAST FACTS

Percentage of respondents by most influential source in booking

What factors influence the decision?

We asked participants to rate the importance and influence of different tools while they are choosing their hotel. For the first time ever, reviews on the hotel's own website have leaptfrogged everything else to become the most important factor when making the booking decision. The most important and influential tools are as follows:

1. Reviews on the hotel website
2. Pictures on the hotel website
3. Quality of the hotel website
4. Reviews/Testimonials reviews sites (TripAdvisor, Yelp, etc.)



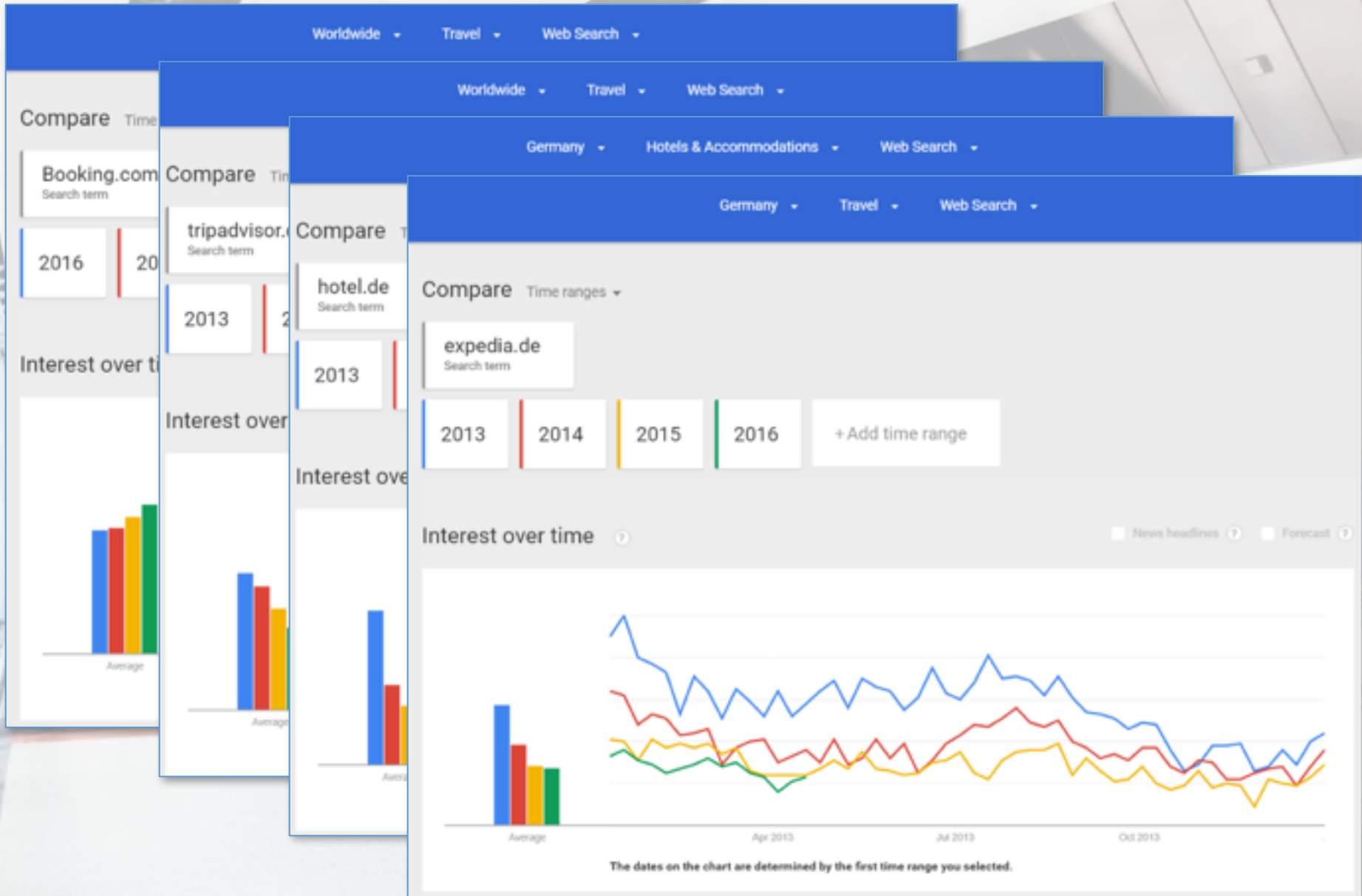
In order to determine the influence of different channels, we asked consumers to rate the sources. It turns out, OTAs like Expedia are no longer the most trusted source anymore. In fact, **distrust in OTAs** has become a major factor in surveyed travel planning behavior.



prior to booking



Customer Journey Facts



Customer Journey Facts

Germany ▾ 2004 - present ▾ Hotels & Accommodations ▾ Web Search ▾

Compare Search terms

Wyndham
Search term

Interest over time



Germany ▾ 2004 - present ▾ Hotels & Accommodations ▾ Web Search ▾

Compare Search terms

Wyndham
Search term

Interest over time



Compare Search terms ▾

Wyndham Excelsior ×
Search term

+ Add term

Interest over time

Compare to category News headlines Forecast



The collage consists of several overlapping screenshots of the Wyndham Berlin Excelsior website:

- Top Layer:** The main navigation bar with the Wyndham logo, a search bar, a menu icon, a language selector (Deutsch), a phone number (0800 10 10 88 0), and a "Jetzt finden" button.
- Second Layer:** A hero image showing the hotel's interior, including a lounge area and a restaurant named "FRANKE". A "Book now" button is visible in the top right.
- Third Layer:** A page titled "Hotel in Berlin Charlottenburg" with a description and a "Book now" button.
- Fourth Layer:** A page with a "Compare" section and a "Web Search" dropdown menu.
- Fifth Layer:** A travel guide page titled "Willkommen im Wyndham Berlin Excelsior Hotel" with a "Finden" button and a "Berlin Hotel in bester City-Lage" section.
- Sixth Layer:** A map showing the hotel's location in Berlin, with a "Lafine Restaurant" marker and a "Show route-description" button.
- Bottom Layer:** A footer with a "Newsletter" sign-up form and social media icons.

New revenue opportunities



<http://goo.gl/forms/zMVBqC4cct>



GCH HOTEL GROUP

About us

HOTEL DETAILS
WYNDHAM BERLIN EXCELSIOR

GCH HOTEL GROUP

BACK

GCH HOTEL GROUP
PRESENTS

EXPLORE

A Virtual Reality exploration over our hotels in Europe

For online booking please press here [Book Now](#)

START

Available on



Google Cardboard



Oculus Rift



Smartphone/Tablet



Computer

<https://explore.gchhotelgroup.com>

Wyndham Garden Dusseldorf
Königsallee



Days Inn Leipzig City Centre



Dam Hotel Tadelnau
Prenzlauer Hof



TSP by Wyndham Lüneburg
Assmannshausen

Wyndham Garden
Gummersbach



Wyndham Mannheim

Workshop

A background image of a space shuttle launch. The shuttle is ascending vertically, leaving a large, billowing plume of white and orange smoke and fire. The launch pad structure is visible at the bottom, and the sky is a pale blue.

FuelTravel Customer Journey 2016 Report: <http://www.fueltravel.com/2016-fuel-travel-study>

Google Trends: <https://www.google.com/trends/explore#cat=0-67-179&geo=DE&cmpt=q&tz=Etc%2FGMT-2>

Google Micro Moments in Travel: <https://www.thinkwithgoogle.com/articles/travel-trends-4-mobile-moments-changing-consumer-journey.html>

GCH Virtual Reality: <https://explore.gchhotelgroup.com/>

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