



HRS Innovation Hub

**BUILDING THE DIGITAL ACCOMMODATION &
HOSPITALITY ECOSYSTEM OF THE FUTURE**

Re:publica Berlin 2016



Darryl Feldman
Director Product Management
HRS Innovation Hub



We've all experienced travel nightmares...



So how do we create a better travel experience for both consumers – and the companies running travel services?



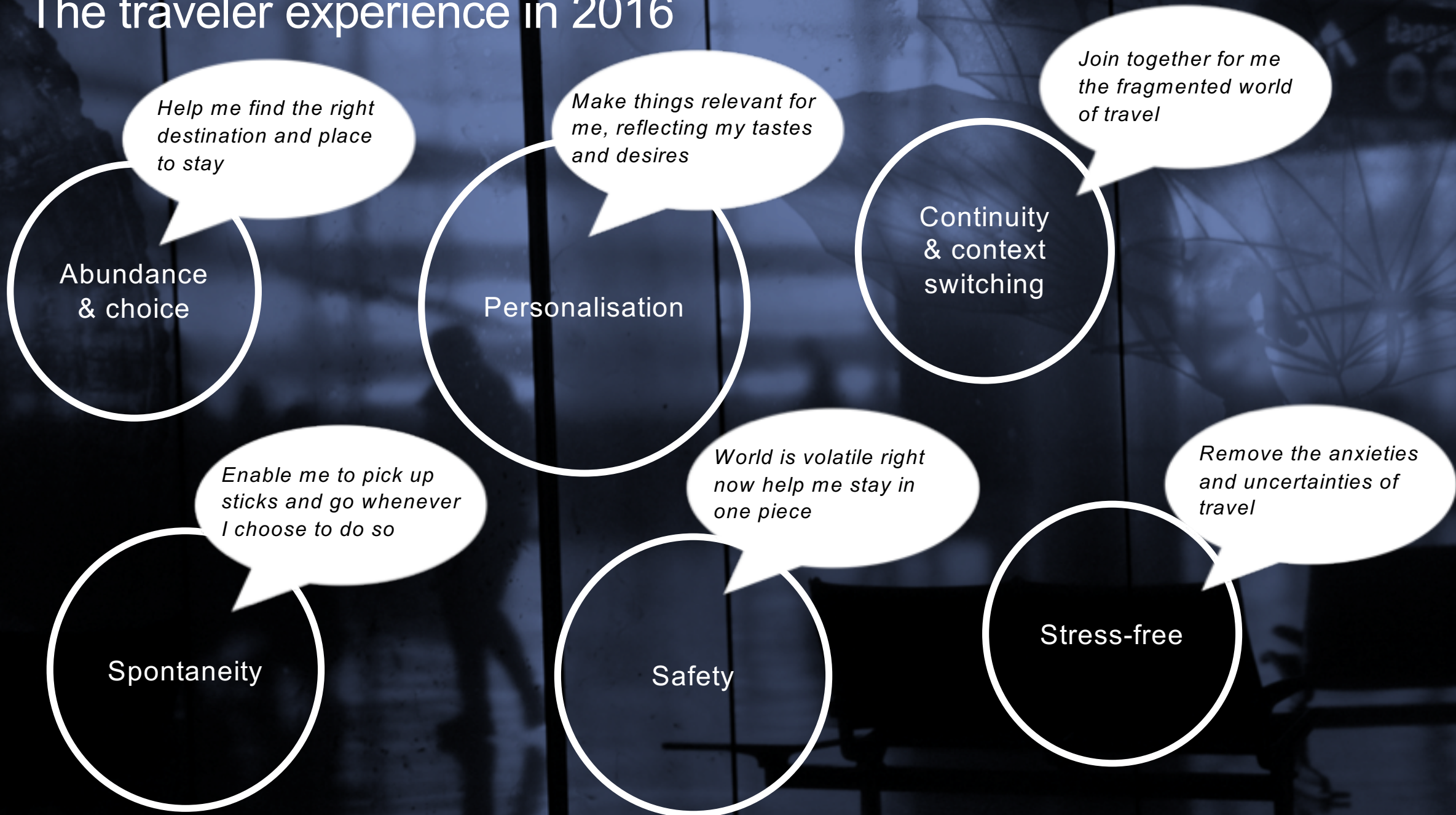
The accommodation & hospitality ecosystem of the future

Needs to be data-driven,
interconnected & orientated to
individual user needs.





The traveler experience in 2016





But also especially for leisure travelers...

Empower me to have ownership & control of my data and preferences

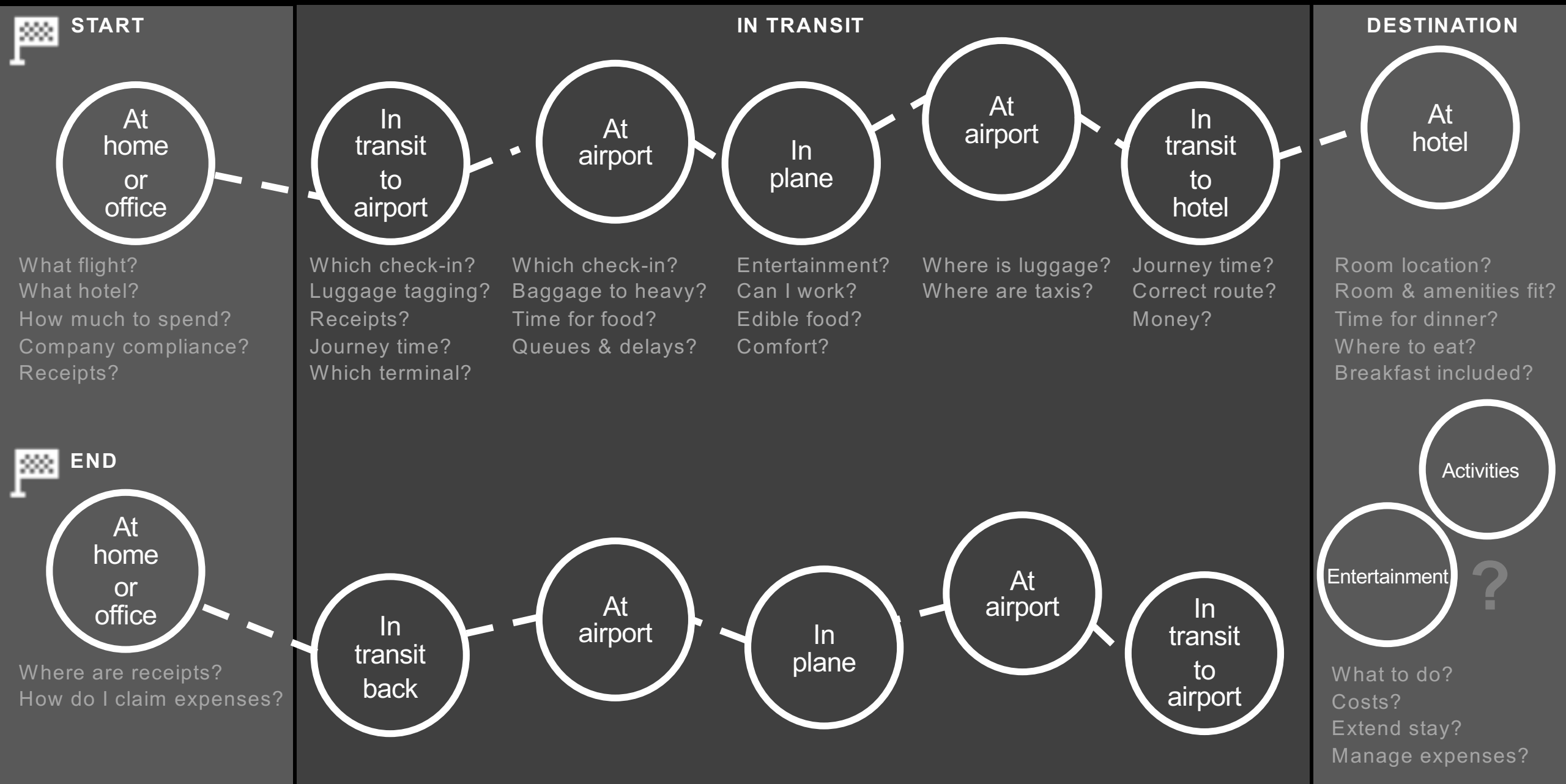
Enable me to discover things in my own way & time, supporting adventure & serendipity

Where's the



Button?

Current travel & stay experience is exhausting.



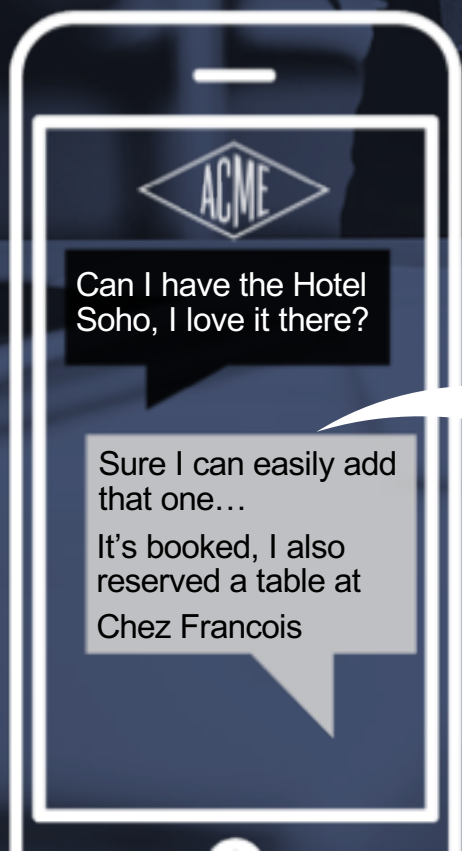


Let's look at the business traveler within a corporate setting...





Johann works in sales and needs to be at an urgent meeting tomorrow in NYC, he leaves immediately. He books his hotel using the corporate travel app.

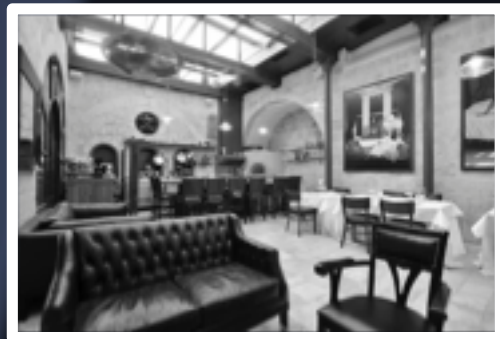


Johann has a real-time conversation with his travel assistant a bot

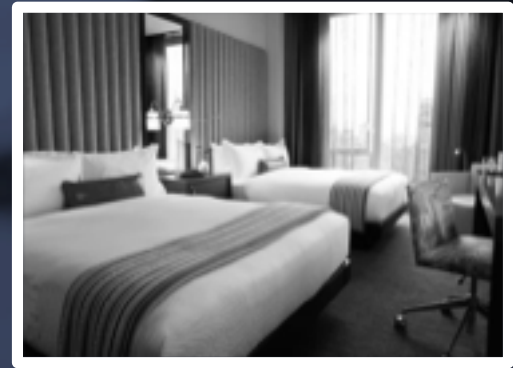
The corporate travel assistant can access his unique travel profile (TravelGraph) and book & arrange things based on his taste



OpenTable®



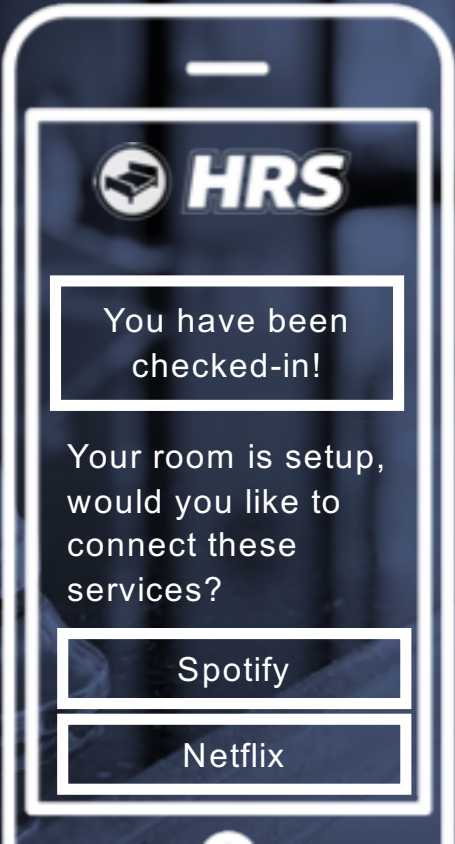
Johann's favourite hotel added to corporate inventory





Johann made it to JFK in one piece and then on to his favourite hotel downtown. He has had a good journey but needs his bed and wants to get in his room asap.

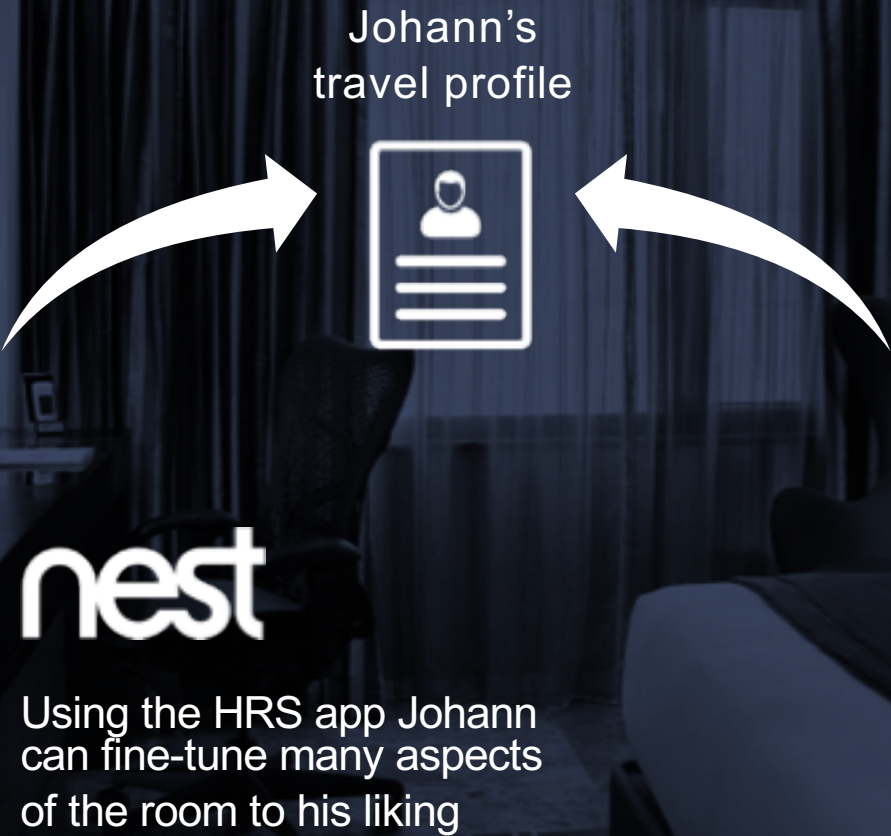
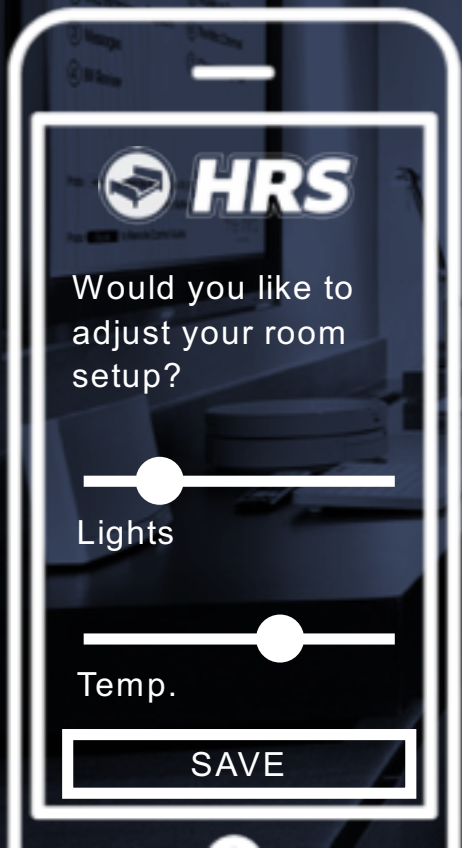
Using beacon technology Johann has a fast-track check-in experience as he enters the hotel lobby. He is in bed in no time.




Johann brings his personal taste in music and movies to NYC with him. His favourite content is already waiting for him to play in his room.



As Johann enters his room he hears his favourite travel playlist playing, and is offered to continue watching a movie he started earlier. He is surprised he can customise his stay even further...



The room learns his preferences over time, continually improving and fine-tuning his stay experience.

 The next day Johann discovers he has some time to kill as a meeting has been cancelled.



The app can access Johann's schedule and proactively suggest things to do that he will like and that are currently available in the hotel.




Your calendar seems free for the next 2 hours, would you like to enjoy a session in the hotel sauna – 50% off if you book now

BOOK

The hotel management system spots there are unused slots in the sauna coming up

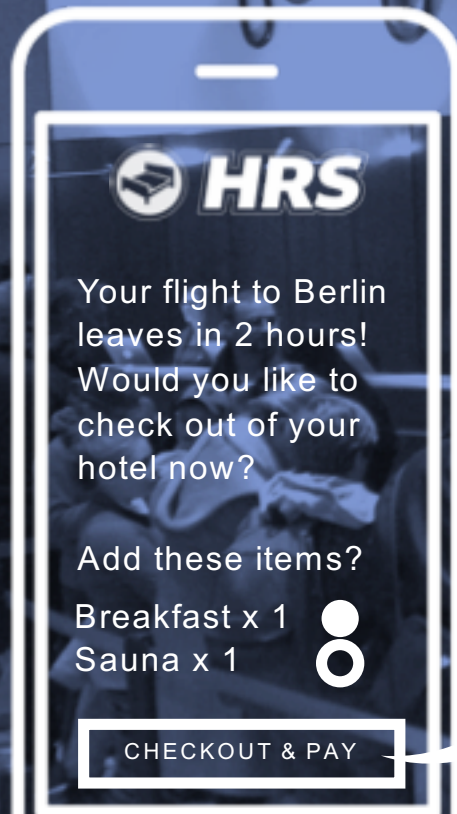
Sauna

10-11	booked
11-12	booked
12-13	booked
13-14	free
14-15	free

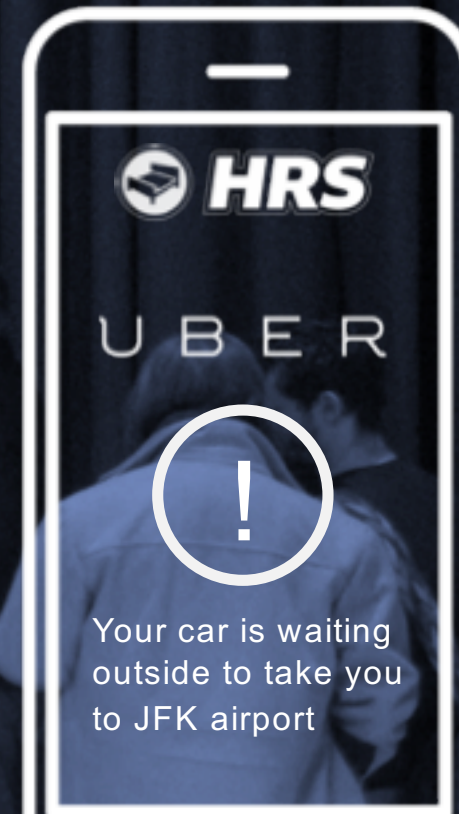
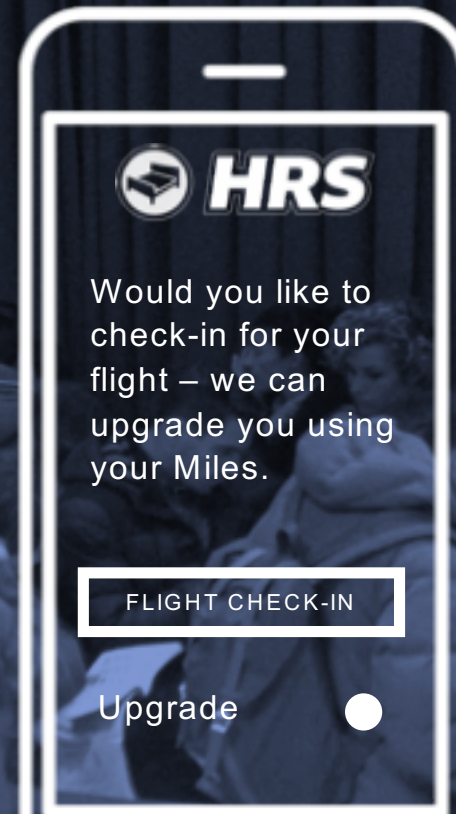
 It's time to check out, Johann is running late and a queue is forming in the hotel lobby...




The app can
access flight
bookings and
timetables




Payment is made
directly from his
company digital
wallet



 Johann has returned home, he can relax now as his travel costs have already been processed...



Purchases made on trip using company digital wallet


Refunded cash under budget

Corporate travel manager receives spending notifications and can easily keep track of employee spending

Personal expenses kept separate



12/07/16 – 14/07/16

Room 2 nights
Breakfast
Sauna
Dinner
Uber



Johann Schneider

Total travel costs for July: €3.000
Under budget ✓

Payment system is integrated into company accounting systems

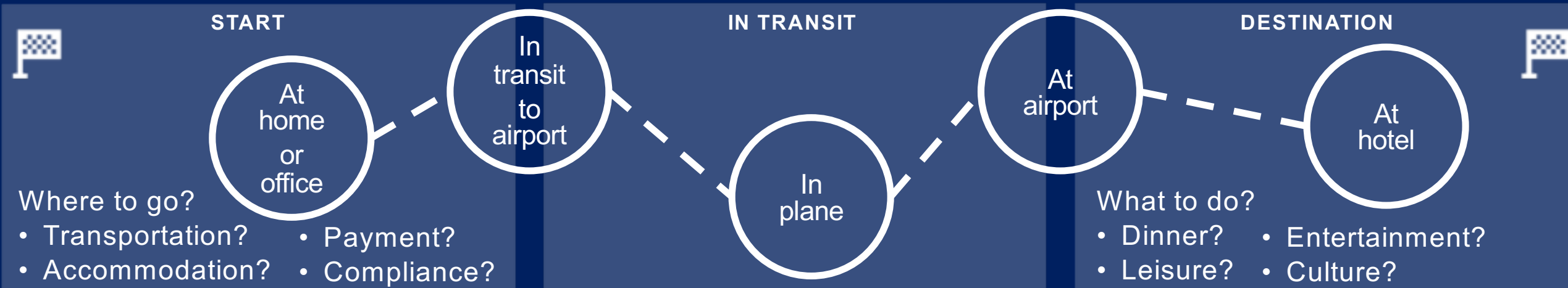
The background is a complex, abstract pattern of thin, light blue lines and semi-transparent blue circles of various sizes, scattered across a solid black field. The lines and circles create a sense of depth and movement, resembling a network or a cosmic map.

So how will big data help us achieve this?



Dr. Tilman Lesch
Data Scientist
HRS Innovation Hub

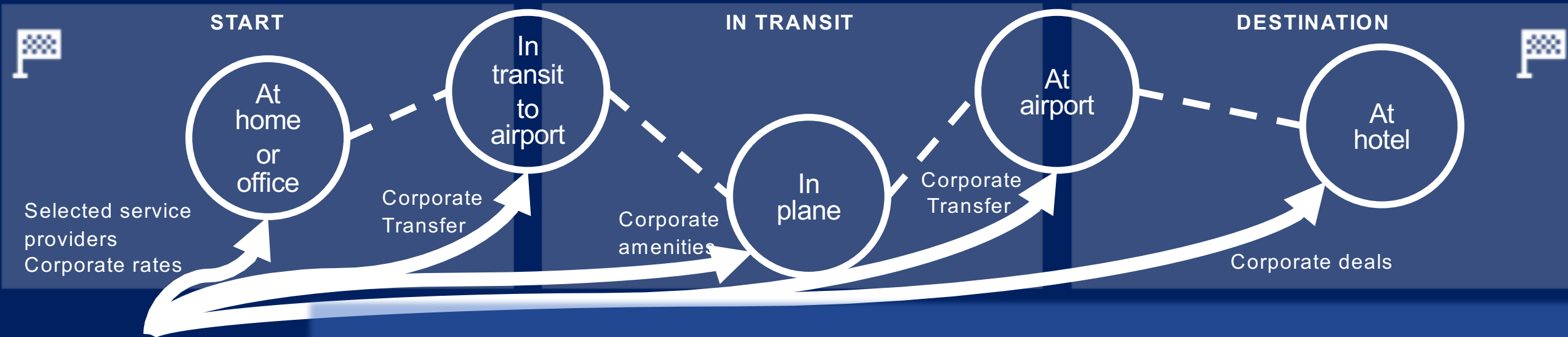
Current travel & stay experience is broken.



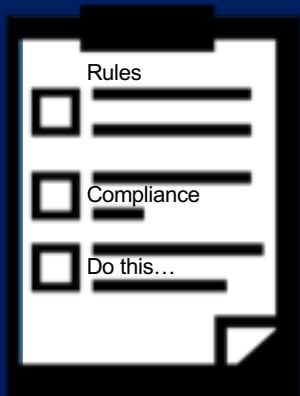
My company Travel services Context Payment Media & content



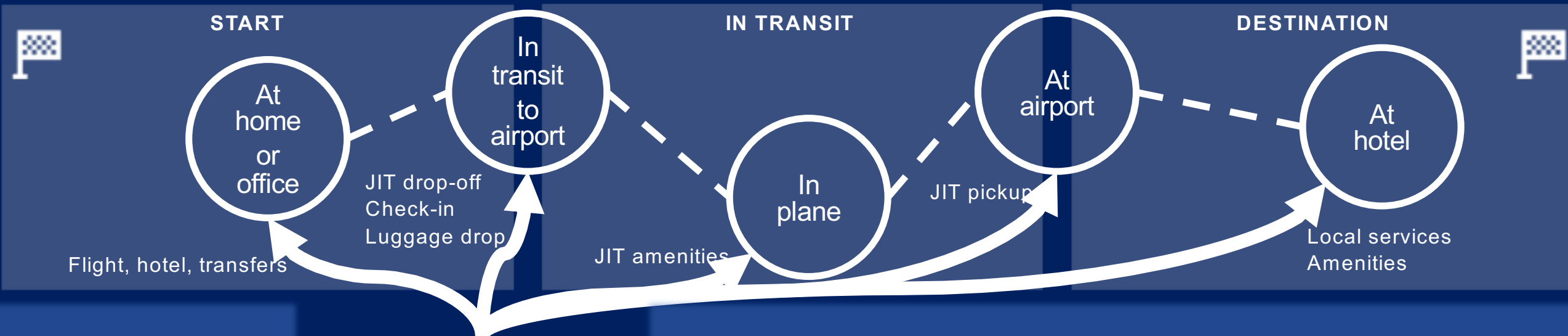
Compliance is built into the process.



My company **Travel services** **Context** **Payment** **Media & content**



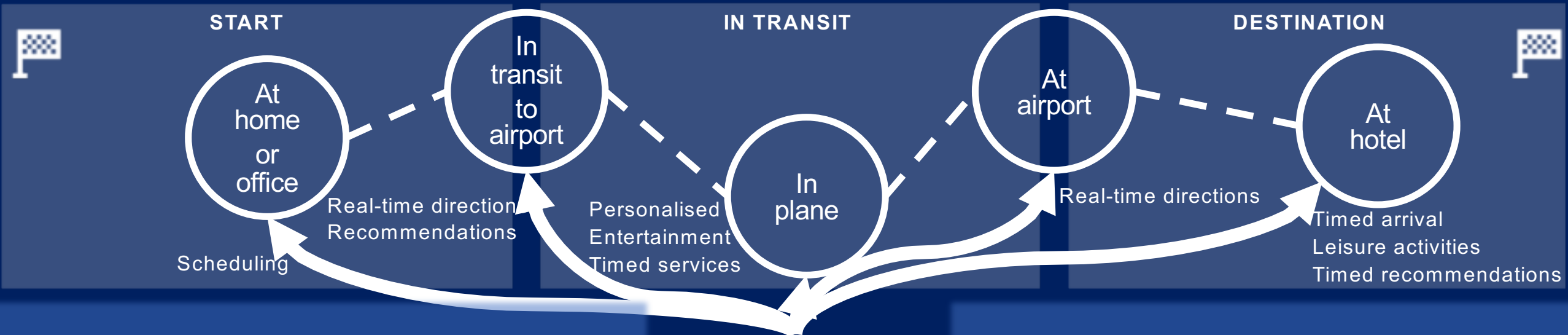
Services are integrated to allow smooth handoffs.



My company **Travel services** **Context** **Payment** **Media & content**



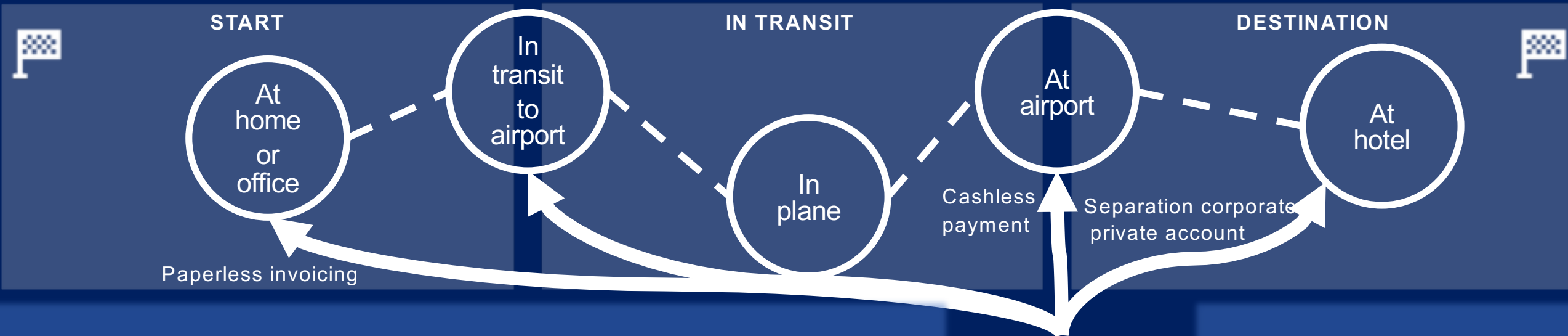
Context details allow JIT planning and updating.



My company **Travel services** **Context** **Payment** **Media & content**



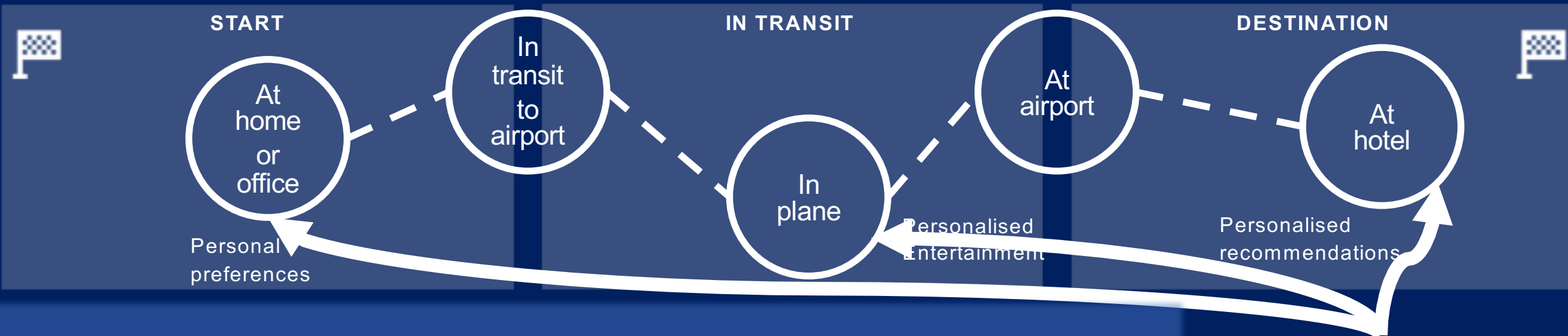
Paperless transactions for more transparency.



My company **Travel services** **Context** **Payment** **Media & content**



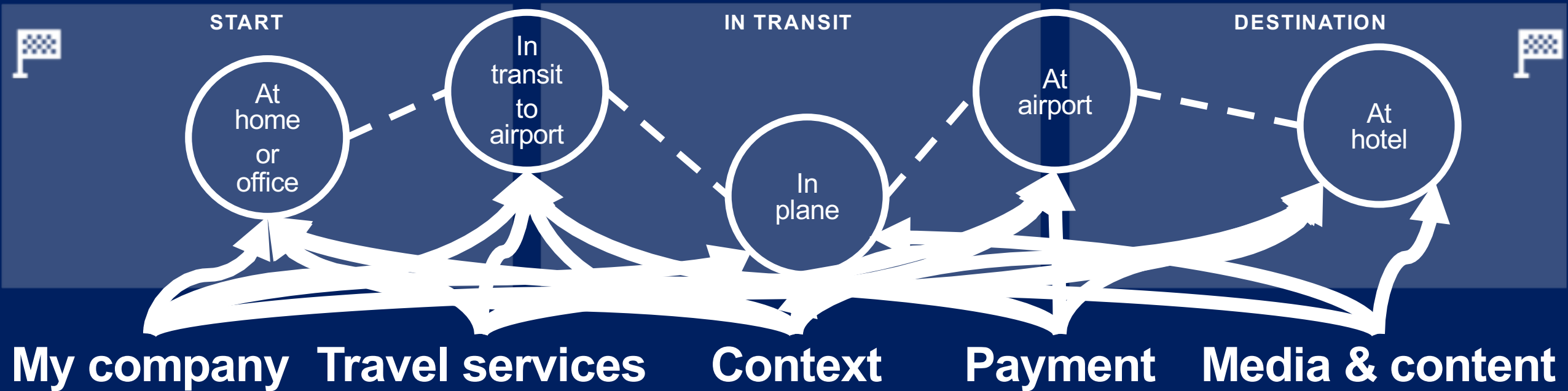
Media and content sources allow personalization.



My company **Travel services** **Context** **Payment** **Media & content**



Data enriches the Travel Graph.



- 42yrs in accommodation booking business
- Three pillars: Consumer, Business, Hotel
- New challenges:
 - Be where the user is: Social Networks, Messengers, Content
 - Travelers book short to travel
 - Hotels enter digital grounds and discover new needs
 - Corporates need to become smarter in sourcing and simpler in travel operations
- HRS Innovation Hub addresses with new experts organization model embedded with corporate assets

 Thank you!



HRS GROUP

We're hiring!

Software Engineers • Cloud Engineers •
Test Engineers • Product Owners •
Visual Designers

Check openings now on
innovation.hrs.com



THE LEADING GLOBAL HOTEL SOLUTIONS PROVIDER.