



Guest Expectations & Preferences in Web 3.0

Presented by
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VP Partnerships

More Reservations. Happier Guests.



Join me on a Journey

- Travel Expectations Today
- Preferences vs Expectations
- The Future Travel Experience

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17:19 13%

AA covid-19

REVIEW SYMPTOMS PREVENTION TREATMENTS NEWS

federal public service HEALTH, FOOD CHAIN SAFETY AND ENVIRONMENT Public Service Announcement Google



#STAYHOME

Help stop coronavirus

- 1 **WASH** your hands often
- 2 **COUGH** and **SNEEZE** in your elbow
- 3 **DON'T TOUCH** your face
- 4 **KEEP** 1.5 m distance
- 5 **STAY** as much as possible at home

[More info](#)

General public health

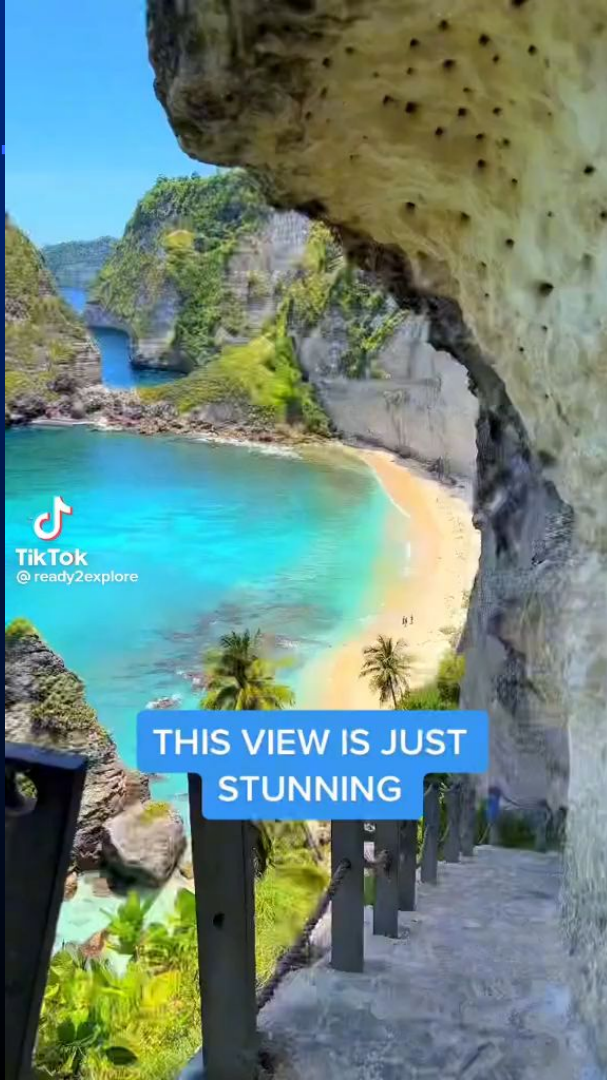
There's currently no vaccine for coronavirus disease (COVID-19)

📍 Switzerland



TikTok
@keni_lin

daytime vs



TikTok
@ready2explore

THIS VIEW IS JUST STUNNING



TikTok
@ready2explore

#Reality vs Instagram

Instagram VS reality 🍷



Remember, behind every
Instagram photo. Is:

#Reality vs Instagram

 **Brooklyn**
Lol I was once a housekeeper there, please tell me you moved it back 😂

6-5 Reply  3

 **Aman & Shai · Creator**
Moved it back 20 min later!

6-5 Reply  0

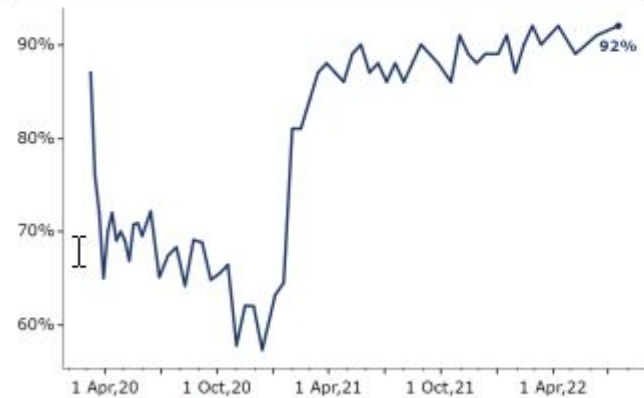


The summer was crazy

Intentions to travel remain elevated

Consumer Travel Sentiment

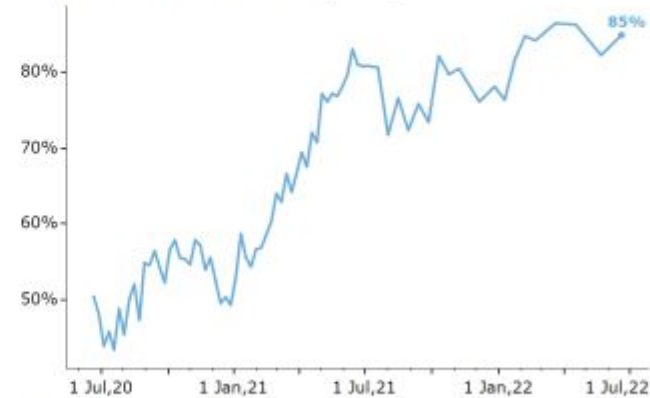
Travelers with Travel Plans in the Next Six Months



Source: Longwoods International

Consumer Travel Sentiment

% of U.S. travelers that are currently ready to travel



Source: Destination Analysts

Source: Longwoods International

Source: Destination Analysts



Patience became a virtue...

June 2022





The results are in...

the crisis is behind us!

Lufthansa Group leaves crisis behind with a strong summer

Adjusted EBIT
EUR 1.1bn

Q3 2022

Passengers

33m

Q3 2022



Cargo Another record result

EUR 1.3bn

Adjusted EBIT 9M 2022



Yield Q3 2022

+23%

vs. 2019

MRO

Business volume back to
90% of pre crisis level



Q4 Bookings

Booked load factors ahead
of 2019 at significantly
higher yields



LUFTHANSA GROUP

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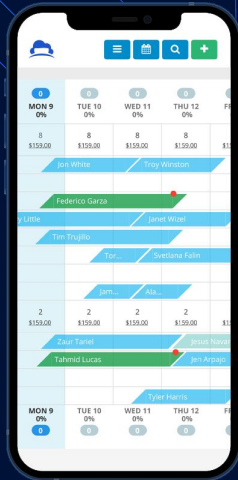


... and the outlook promising

Takeaways

- 1 | RevPAR activity above 2019 and that bodes well for Q1 23**
 - Corporate events
 - Asia upside potential
 - Pricing power
- 2 | Net unit growth acceleration to reach c.+3.5% by year-end**
- 3 | EBITDA expected at the High-End of the guidance for FY22**
- 4 | The business profile is more resilient than ever:**
 - Asset-light business model
 - Increased variability of a streamlined cost base
 - Capability to mitigate inflation





Expectations vs. Reality...



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What's a
preference?

What's an
expectation?




Preference
or
Expectation

Travel Search

Customer and Retail oriented

Booking.com

Landmarks		
<input type="checkbox"/>	Plaza de los Naranjos	64
<input type="checkbox"/>	Marbella Bus Station	10
Bed preference		
<input type="checkbox"/>	Twin beds	91
<input type="checkbox"/>	Double bed	160
Review score		
<input type="checkbox"/>	Superb: 9+ <small>Based on guest reviews</small>	87
<input type="checkbox"/>	Very good: 8+	173
<input type="checkbox"/>	Good: 7+ <small>Based on guest reviews</small>	216
<input type="checkbox"/>	Pleasant: 6+ <small>Based on guest reviews</small>	228
Facilities		
<input type="checkbox"/>	Non-smoking rooms	214
<input type="checkbox"/>	Parking	263
<input type="checkbox"/>	Airport shuttle	124
<input type="checkbox"/>	Free WiFi	307
<input type="checkbox"/>	Swimming pool	247
Show all 14 		
Private bathrooms		



Popular in Marbella	
<input type="checkbox"/> Beachfront	<input type="checkbox"/> Pool
<input type="checkbox"/> Wifi	<input type="checkbox"/> Air conditioning
<input type="checkbox"/> Kitchen	
<input type="checkbox"/> Washer	
Essentials	
<input type="checkbox"/> Dryer	<input type="checkbox"/> Heating
<input type="checkbox"/> Dedicated workspace	<input type="checkbox"/> TV
<input type="checkbox"/> Hair dryer	<input type="checkbox"/> Iron
Features	
<input type="checkbox"/> Hot tub	<input type="checkbox"/> Free parking
<input type="checkbox"/> EV charger	<input type="checkbox"/> Crib
<input type="checkbox"/> Gym	<input type="checkbox"/> BBQ grill
<input type="checkbox"/> Breakfast	<input type="checkbox"/> Indoor fireplace



Do you think these search parameters are shared with hoteliers?

Example Loyalty Program

Capturing the critical stay preferences of today's traveler?



Room Options and Stay Preferences

Please choose your preferred room options and stay preferences. We'll make every effort to honor your requests.

Room Options & Stay Preferences

Accessibility

Mobility Accessible Room, Tub

Bed Type

King Bed

2 Double beds

No preference

Room Type

Non-smoking

Smoking

No preference

What is most important?

Room Type

Bed Type

No preference

SAVE [Cancel](#)

Stay Preferences

Floor Location

High floor

Low floor

Near elevator

No preference

Pillow Type

Foam pillows

Extra foam pillows

Extra feather pillows

No preference

Room Amenities

Feather free Room

Extra Towels

Refrigerator

A new approach: ALL

Share your personal preferences to...

- Room
- Accessibility
- Food and drinks
- Interests**
- Specific requests
- Fairmont Fit Sportswear



Sports & wellness

- Beauty
- Gym
- Spa/Massage
- Yoga/Meditation

+ Add a sport

Arts & culture

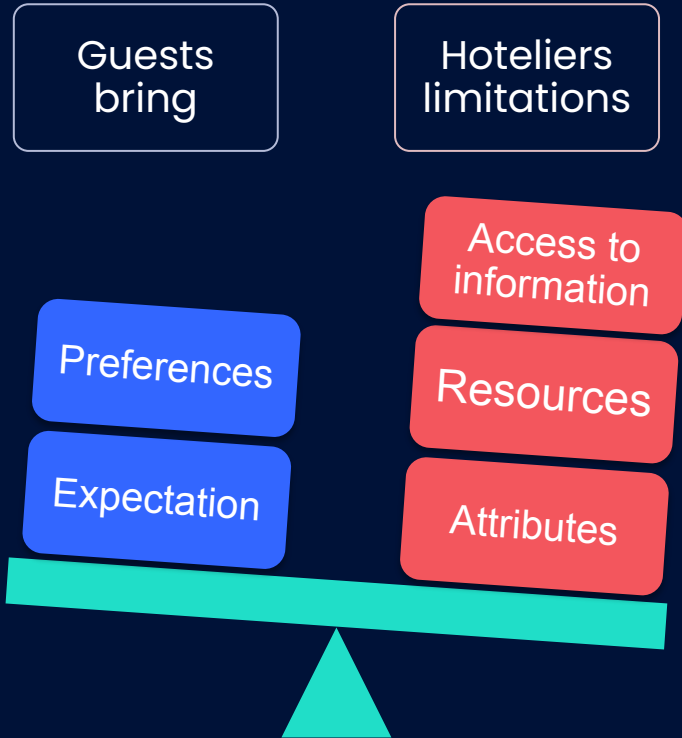
- Architecture
- Cinema
- History
- Music
- Painting
- Photographs
- Theatre

Lifestyle

- Cultural events
- Ecology
- Family activities
- Gastronomy
- Lessons and workshops
- New technologies
- Philanthropy
- Reading
- Shopping
- Sporting events

Our hotels will do their very best to suit your requests.

Travel Retailer promise... Hoteliers deliver?



Increasing labour cost driving the need for efficiency gains

Wage growth by industry

% change relative to May 2019, industries ranked by hourly wages



Source: BLS

A decorative graphic in the top-left corner consisting of several overlapping, light blue, rounded rectangular shapes arranged in a diagonal pattern.

The Digital transformation is here!



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Web 3.0 – The consumer perspective

- Privacy & Data Control
- Shared Financial Benefits
- Enhanced Experiences

A decorative graphic in the top-left corner consisting of several overlapping, light blue, rounded rectangular shapes that resemble a staircase or a series of steps.

Who owns our data today?

Corporations extract most value from customer data





Data control is shifting back to the customer

...and that's a good thing!



Self-Sovereign Identity (SSI)



In 3 years guests will ask hotels to use their digital identity to make reservations, check in, and even open their door.

Supporters believe that flipping the model from centralized to decentralized identity presents a wealth of opportunity for Hospitality & Travel.

On-Demand Profile Element Sharing With Providers and Others

Readup: : <https://identity.foundation/>

An early version?

Allow "Facebook" to track
your activity across other
companies' apps and
websites?

Ask App not to Track

Allow

A digital passport containing your identity and personal preferences.









Cheers to more reservations & happier guests.

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