



mobile apps in hospitality industry

a road of fragmentation
@citizenlennert

who has used one of these?

*PayPal*TM



what do they have in common with:



Booking.com



category killers



are purely digital

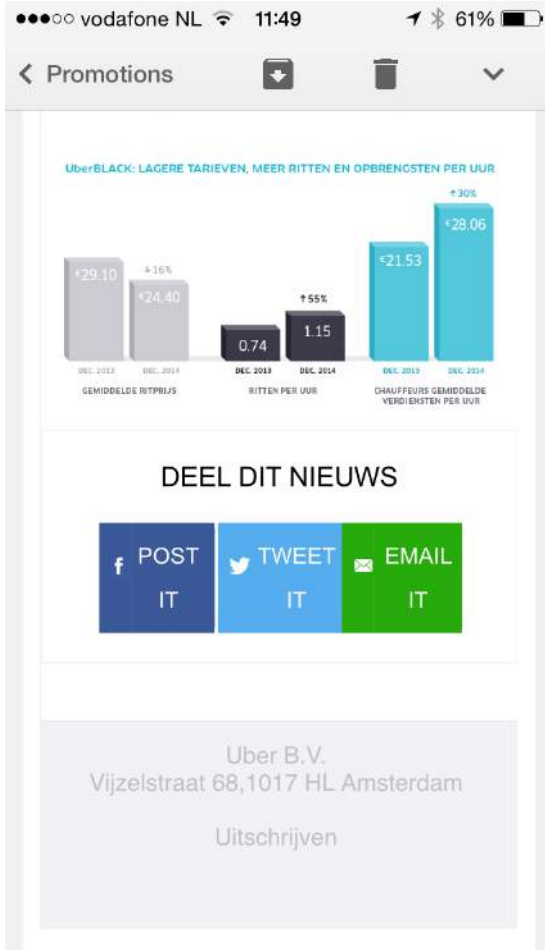


enough scale and target audience



are not in the business

UBER taking over

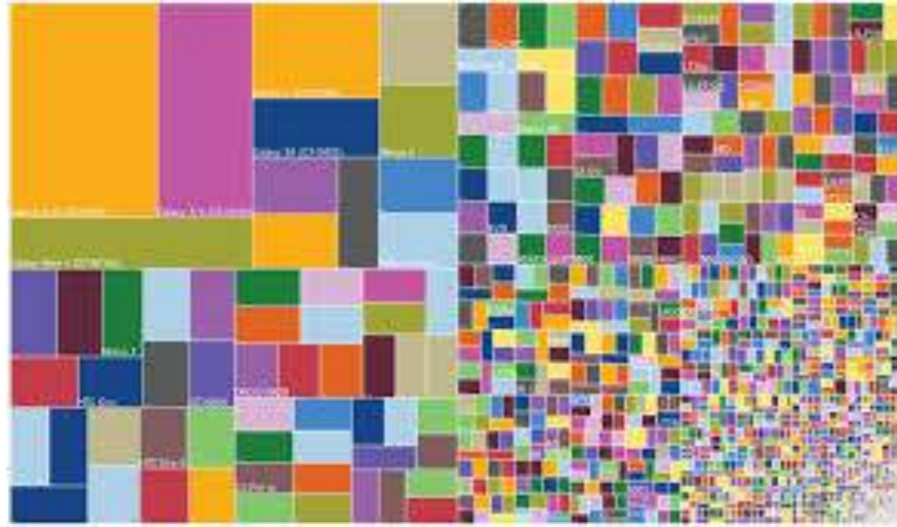


average ride price: down 16%
average rides per hour: up 55%
average earnings per hour: up 30%

**Uber doing revenue
management for taxi's**

**and sharing this with
users!**

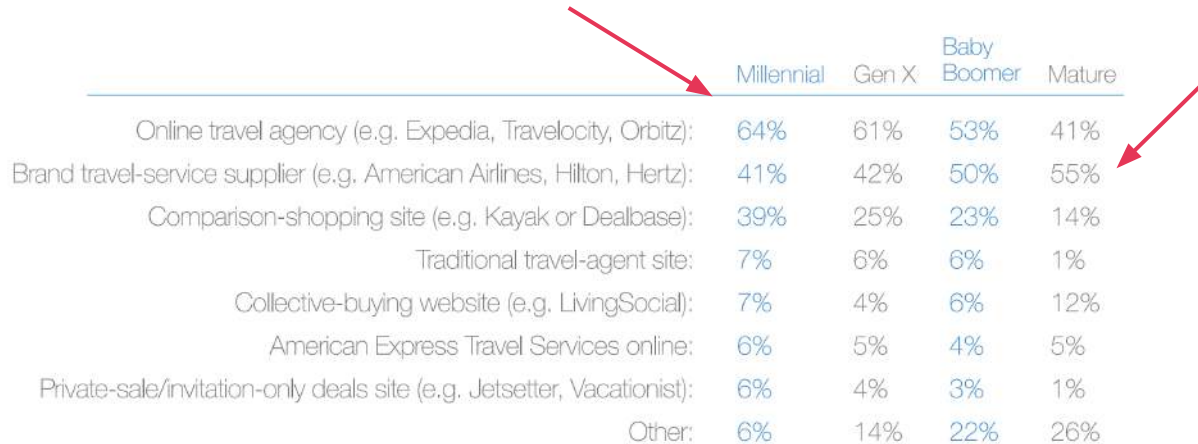
our industry is fragmented (500.000+ properties)



mass consolidation is awaiting

where is the guest going?

Choices of Online Travel Reservations by Age Group



	Millennial	Gen X	Baby Boomer	Mature
Online travel agency (e.g. Expedia, Travelocity, Orbitz):	64%	61%	53%	41%
Brand travel-service supplier (e.g. American Airlines, Hilton, Hertz):	41%	42%	50%	55%
Comparison-shopping site (e.g. Kayak or Dealbase):	39%	25%	23%	14%
Traditional travel-agent site:	7%	6%	6%	1%
Collective-buying website (e.g. LivingSocial):	7%	4%	6%	12%
American Express Travel Services online:	6%	5%	4%	5%
Private-sale/invitation-only deals site (e.g. Jetsetter, Vacationist):	6%	4%	3%	1%
Other:	6%	14%	22%	26%

source: Skift 2014



Hotel Story:
Simulation Game
Games
+ Get
In-App Purchases



Booking.com
Hotel reservatio...
Travel
+ Get



Tap Pet Hotel
Games
+ Get
In-App Purchases



Pet Hotel Story™
Games
+ Get
In-App Purchases



Hotels.com -
Hotel booking...
Travel
Get



VakantieVeilingen
- Dagje uit
Travel
+ Get
Editors' Choice



Groupon - Deals,
Coupons &...
Lifestyle
+ Get



Hotel Dash
Games
+ Get
In-App Purchases



TripAdvisor
Hotels Flights...
Travel
+ Get
Essentials



Hotel Tonight -
Last Minute Dea...
Travel
+ Get



Tap Holiday Hotel
Games
+ Get
In-App Purchases



trivago - Hotel
deal compariso...
Travel
+ Get



Fashion Story™
Games
+ Get



Expedia Hotels &
Flights
Travel



City Story Metro™
Games
+ Get



Pet Shop Story™
Games
+ Get



Hotel Tycoon Lite
Games
Get



iHotel - Hotel
Search
Travel

- Albums
- Songs
- Music Videos
- iPhone Apps**
- iPad Apps
- Apps for Apple Watch
- Films
- Books
- Audiobooks
- Podcasts
- iTunes U

ARTISTS AND MORE

- Hotels.com >
App Developer
- Hotel Tonight Inc >
App Developer
- HRS-Hotel Reservation Service - Robert Ragge GmbH >
App Developer
- Van der Valk Hotels >
App Developer
- Tokio Hotel >
Pop

1. before simple world



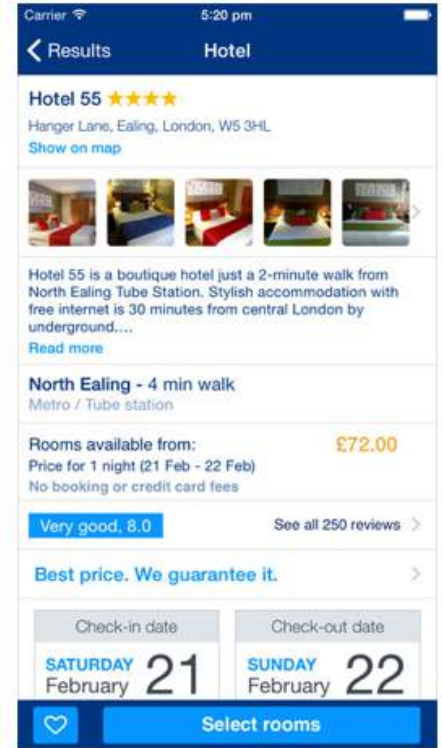
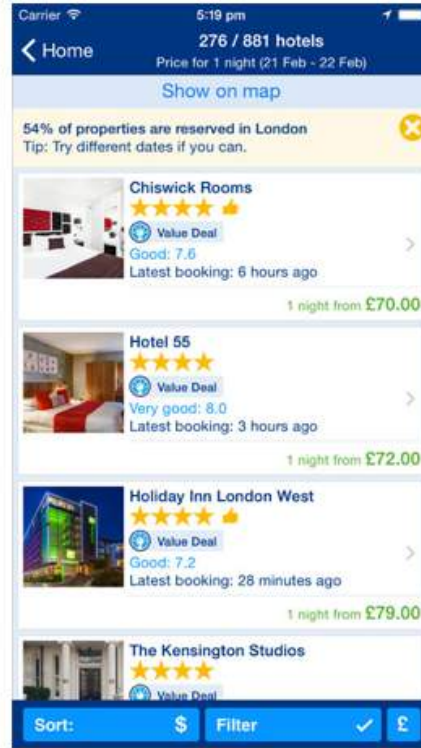
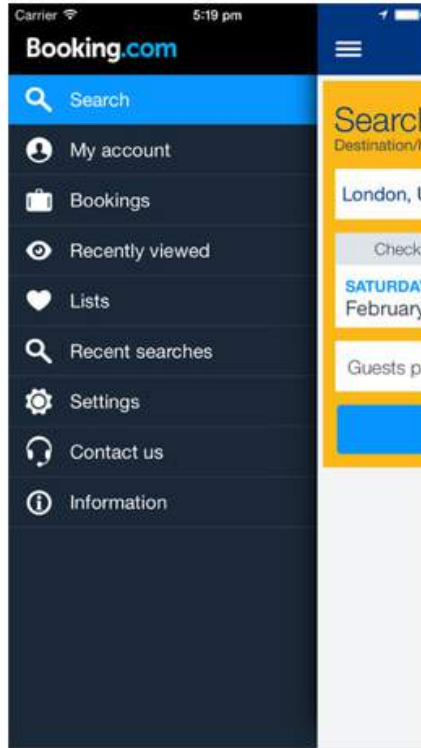
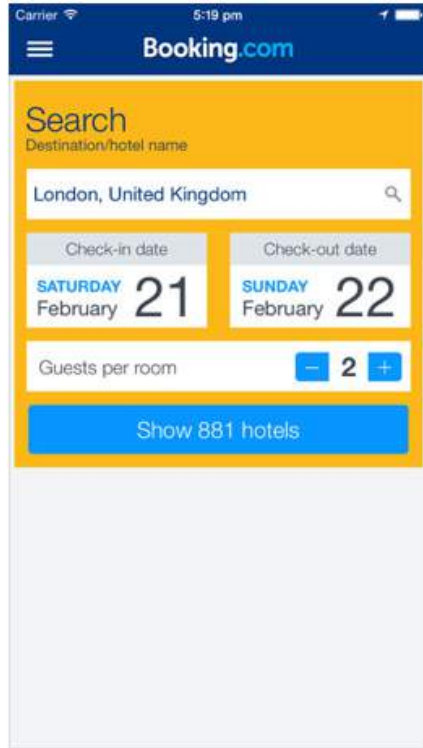
2. then from single branded to multi branded



3. now loyalty to booking brands

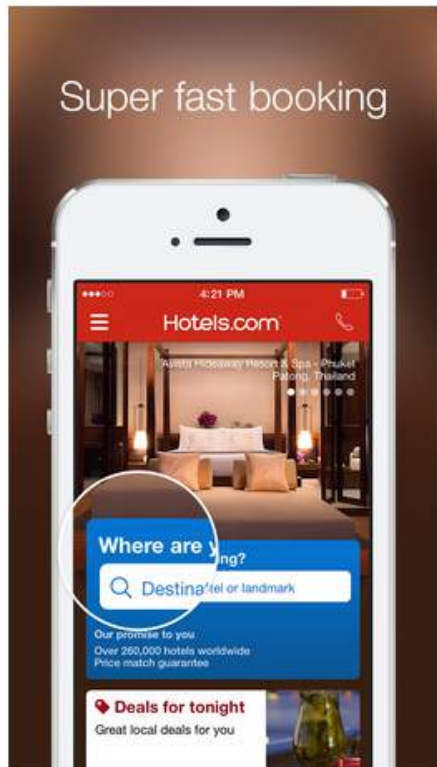


Booking.com - 4.5 out of 5 * - 21.2 M downloads

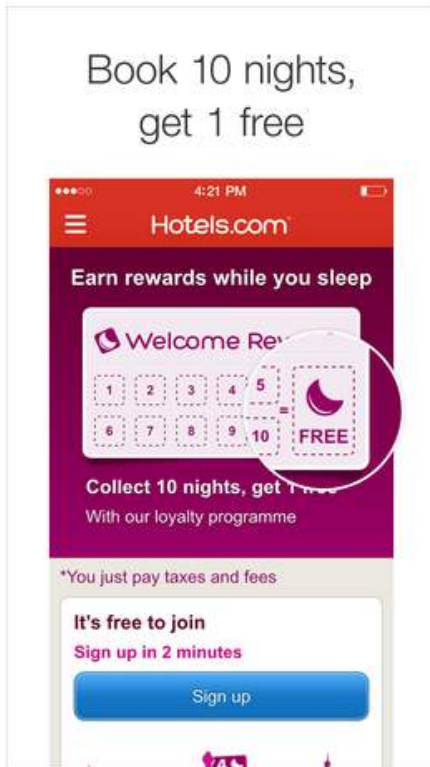


Hotels.com - 3.5 out of 5* - 15.9 M downloads

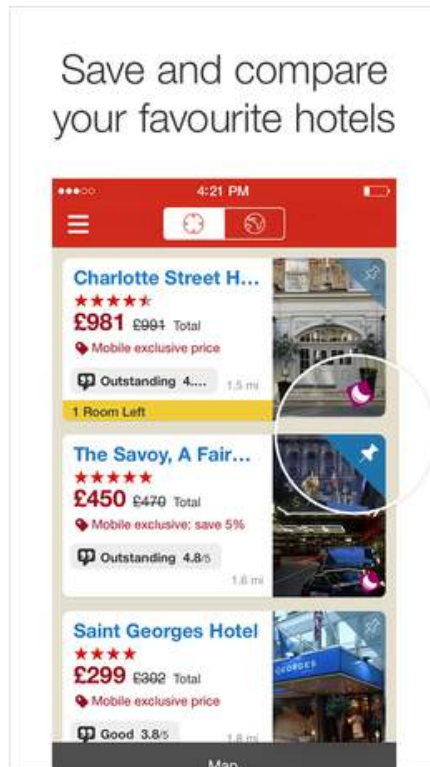
Super fast booking



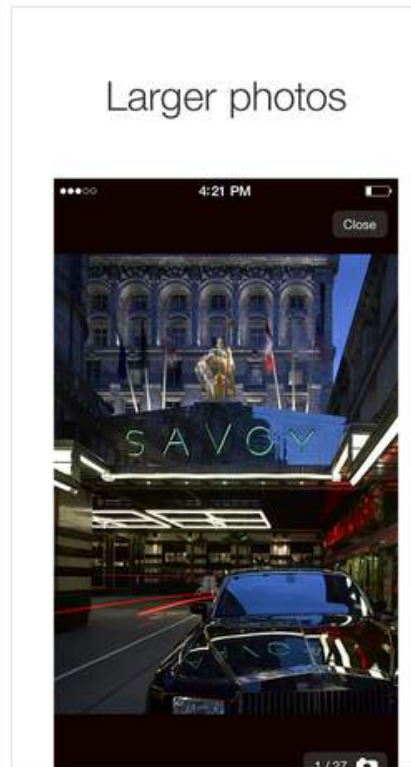
Book 10 nights,
get 1 free



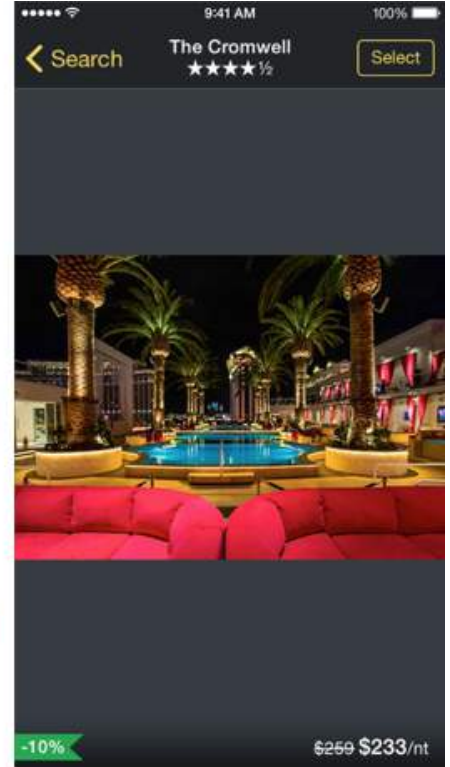
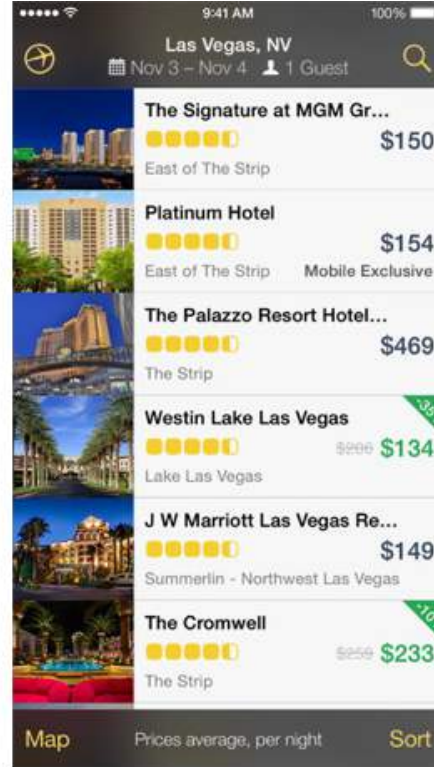
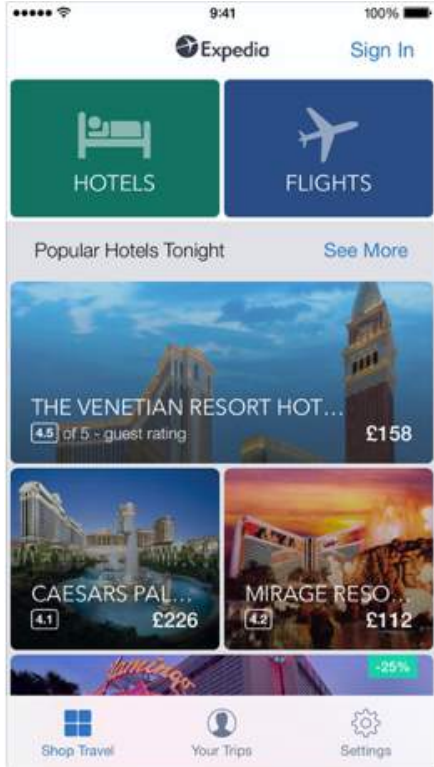
Save and compare
your favourite hotels



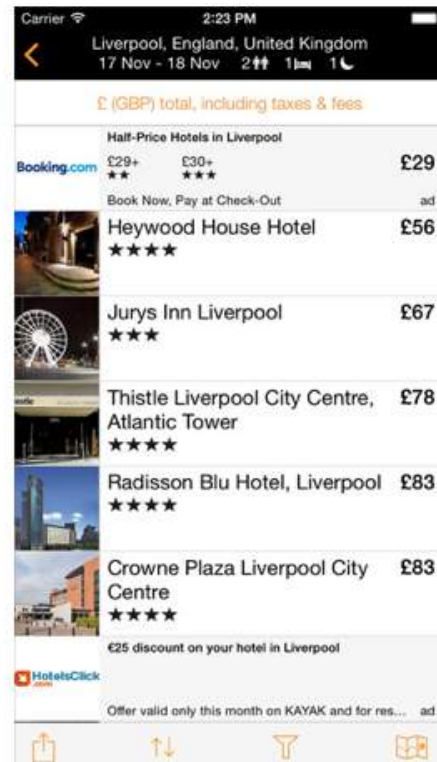
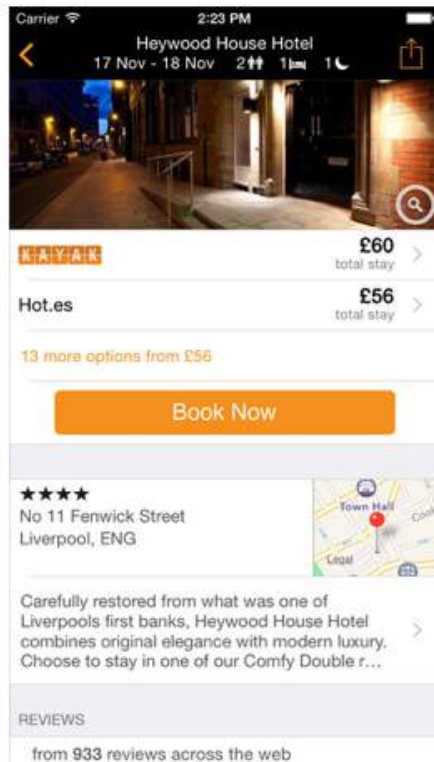
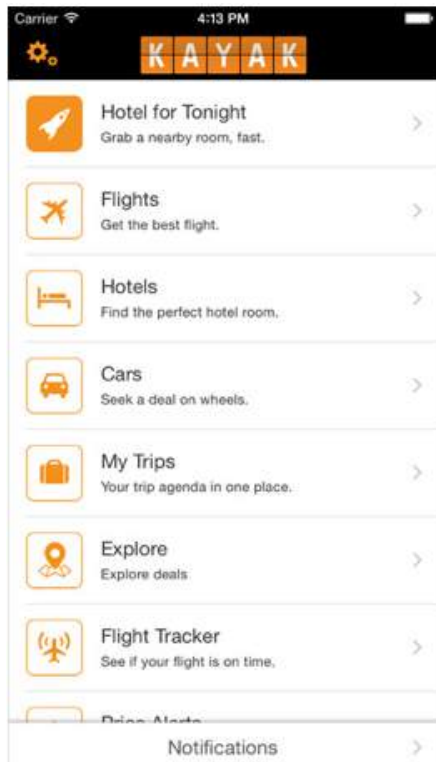
Larger photos



Expedia- 4 out 5 * -12.5 M downloads



Kayak- 4.5 out of 5*- 8.4 M downloads



Tripadvisor- 4 out of 5 * - 114.9 M downloads

The world's most popular travel app



Access millions of traveler reviews



Discover candid photos and maps worldwide



Book hotels, flights, and restaurants



Hotel tonight- 4 out of 5 *- 4.3 M downloads

Hotels give us their unsold rooms.
You get great last-minute deals



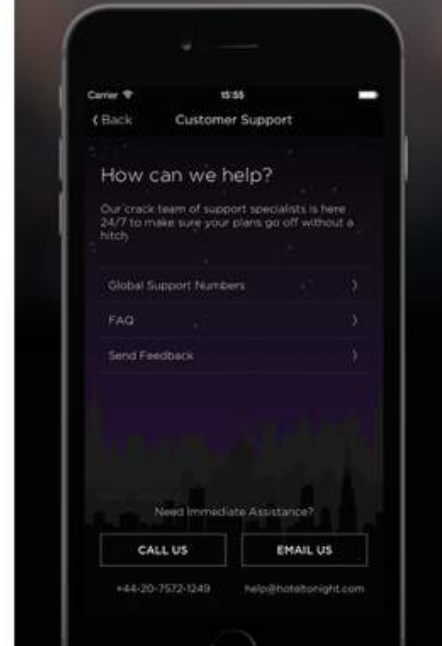
Book tonight, tomorrow or
up to 7 days out



Top-rated hotels,
vetted by our team



24/7 customer support
from real, live, nice people



Trivago- 4 out of 5*- 2.2 M downloads

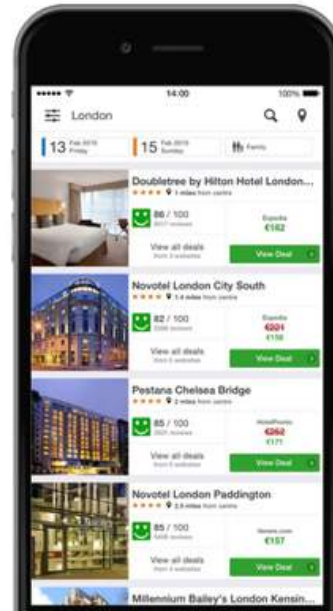
Just type in where you want to go.



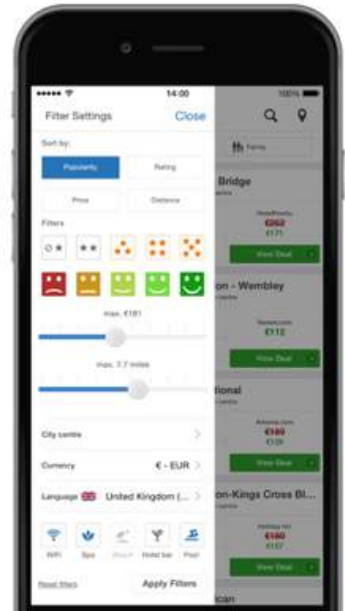
Let us know your check-in and check-out dates.



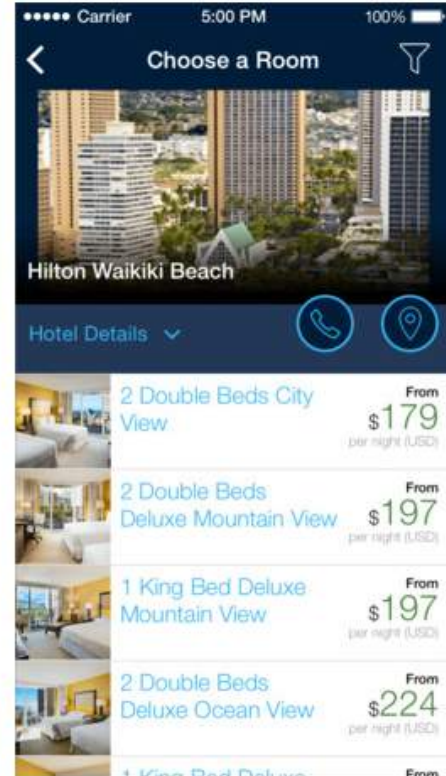
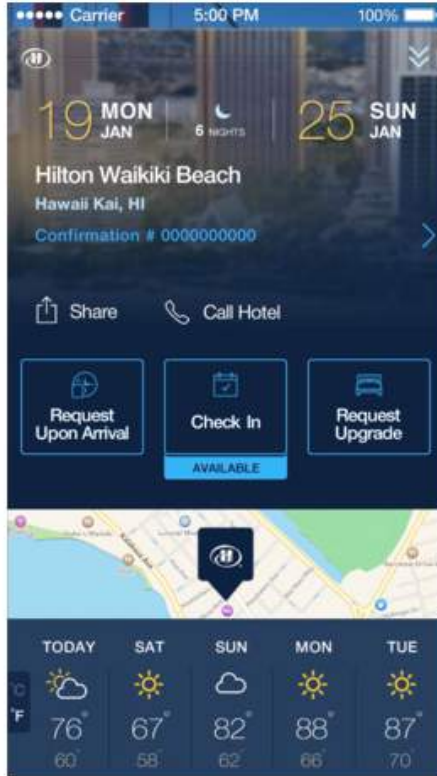
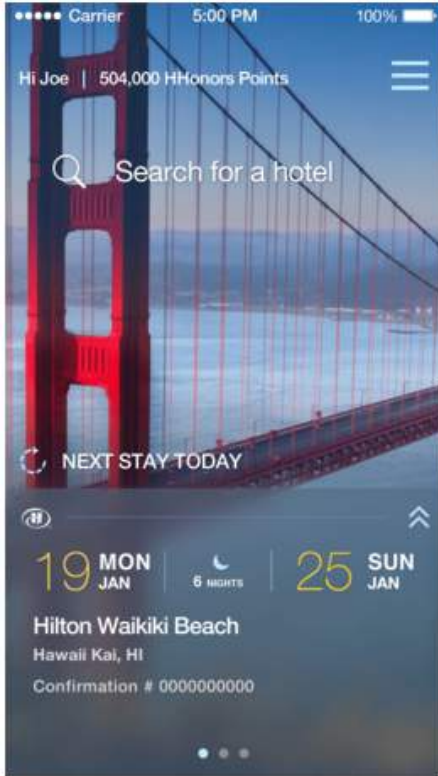
From over 700,000 hotels you are sure to find the ideal one for the best price.



Filter for reviews, star categories and much more!



Hilton- 4 out 5*- 1.5 M downloads



Marriott - 4 out of 5 * -1.5 M downloads

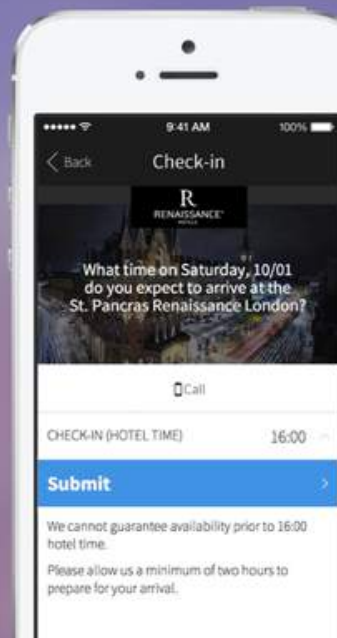
Brand new design makes our app easy to use.



Quickly manage your trips and check in.



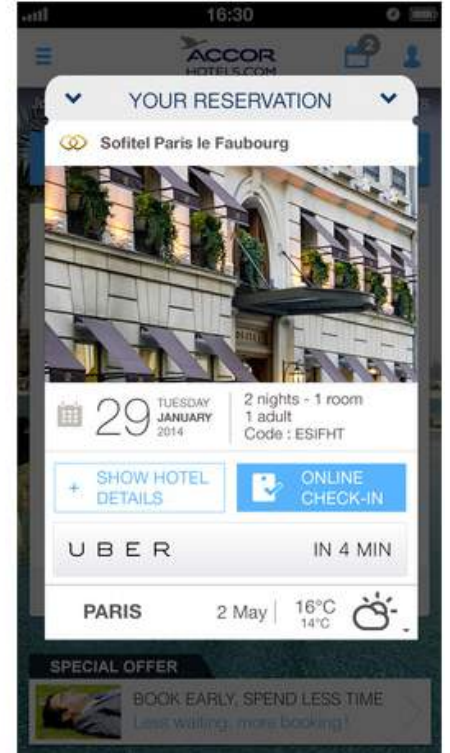
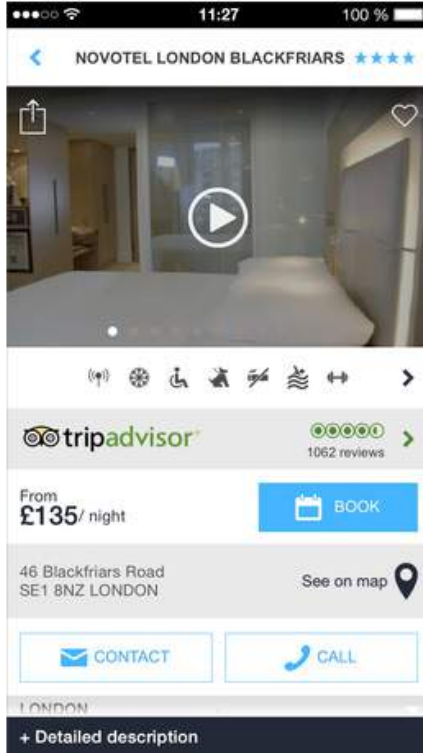
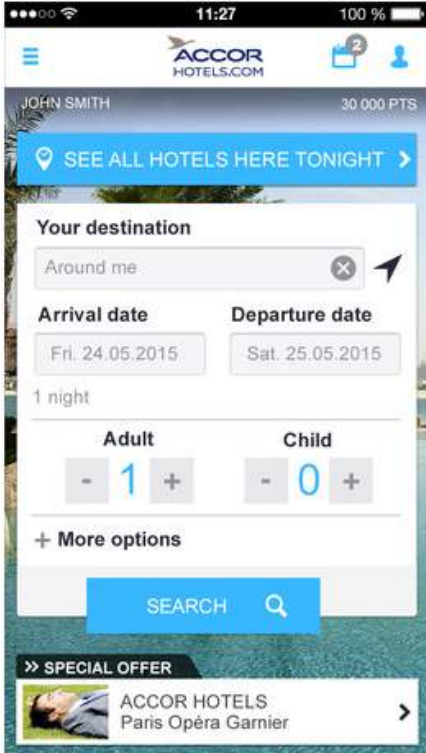
Check in before you arrive. We'll let you know when your room is ready.



Find. Book. Relax.
Over 4000 hotels to choose.



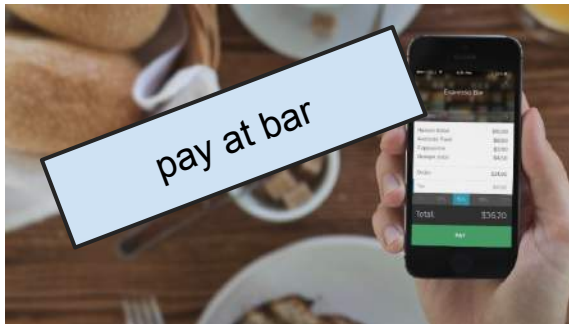
Accor- 4 out of 5 * - 1 M downloads



SPG Starwood Hotels and Resorts- 3.5 out 5 * - 650 K downloads



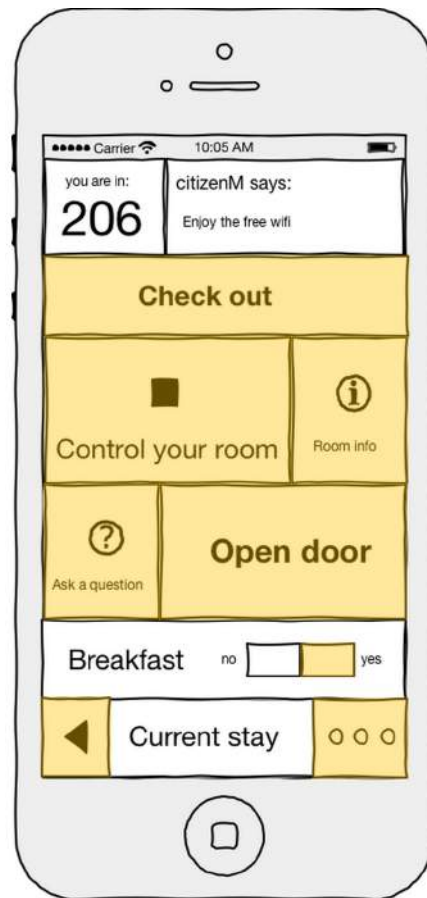
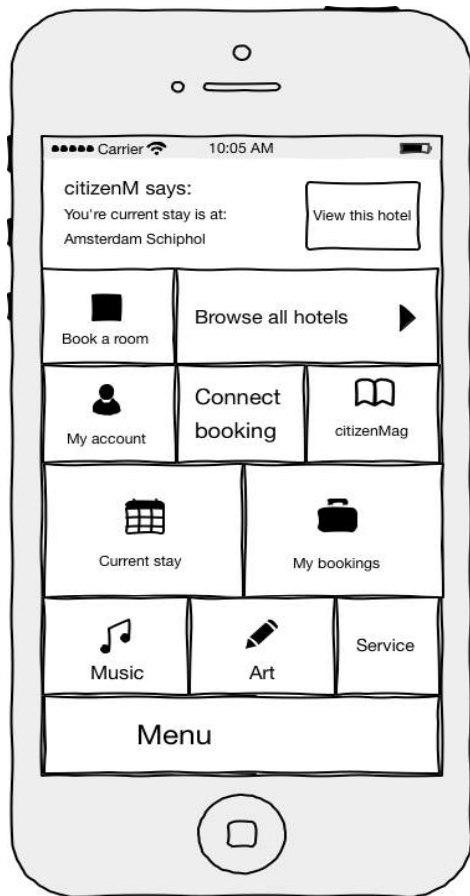
So what is the big deal?



who decides?



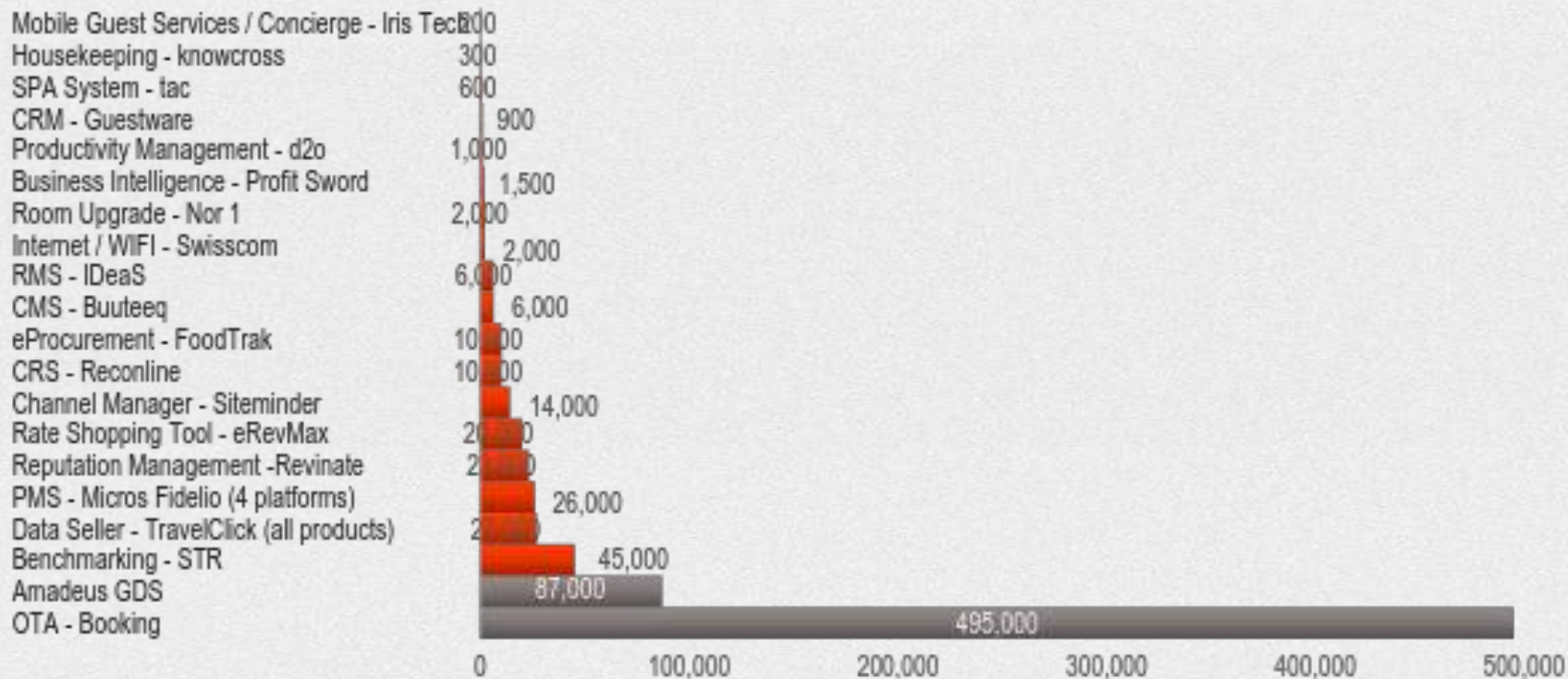
how to make this possible?



recommendations



HOTEL TECHNOLOGY PLAYERS



mentality

**PRIVATE PROPERTY
NO TRESPASSING**

**TRESPASSERS WILL BE
SHOT ON SIGHT!
NO EXCEPTIONS**

LYNN MINE & MINING, Inc

this technology friction exists everywhere



demand management



service bus

thank you



Lennert de Jong

@citizenlennert

controversial, out of the box, non conformist, creative, numberfreak, amsterdam, hotels, suriname, Dutch!, aalsmeer, sailing, social networks

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🔗 citizenM.com

🕒 Joined March 2009