# fuel
# 2019
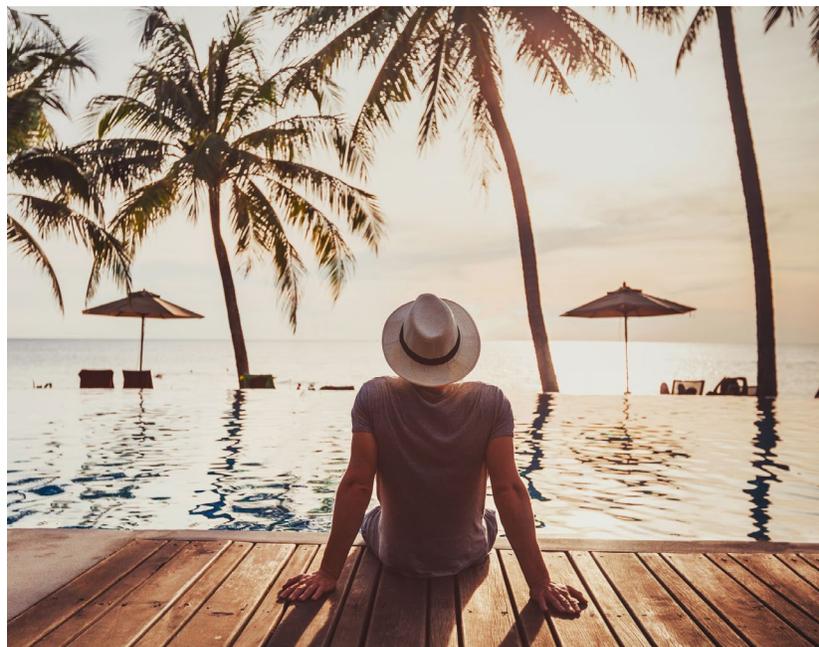## LEISURE TRAVEL TRENDS STUDY

# LEISURE TRAVEL RESEARCH



Each year, Fuel, the premier specialized software provider and digital marketing agency for the hotel industry, publishes the results of an extensive research study with the goal to better understand the behavior of leisure travelers when researching and booking a hotel. This year's results are compiled from more than 3,000 respondents, all of whom planned and consumed at least one leisure vacation in the past 12 months. The results of the study are compared with previous years' responses in an effort to identify shifts and trends in consumer behavior. Insights from the 2019 results include:
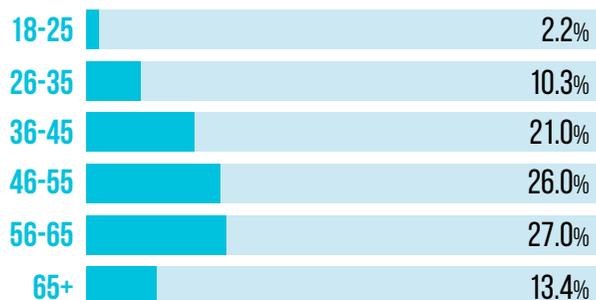
*Consumer hotel planning and booking behavior changes*

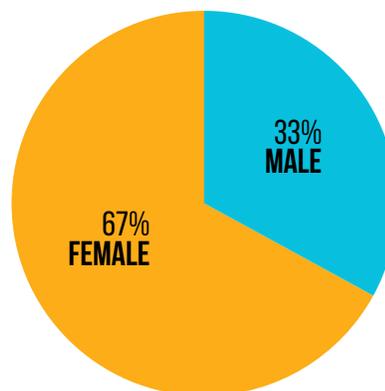*The importance of online reviews when choosing a hotel*

*Social media's influence on consumer hotel booking decisions*

*Mobile app and voice-activated device adoption and utilization*

## PARTICIPANTS BY AGE

| Age | % |
|-----|-----|
| 18-25 | 2.2% |
| 26-35 | 10.3% |
| 36-45 | 21.0% |
| 46-55 | 26.0% |
| 56-65 | 27.0% |
| 65+ | 13.4% |

## PARTICIPANTS BY GENDER



33% MALE

67% FEMALE
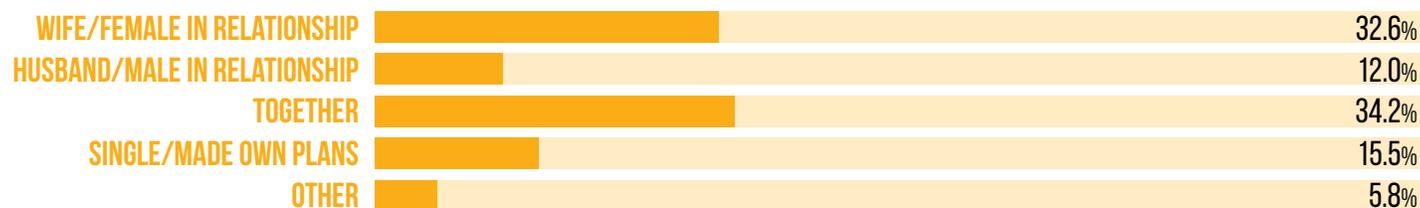
In this report, we'll reveal our insights and offer advice on how to leverage this information to improve your marketing results. We welcome any feedback or inquiries related to this study. For more information, or to contact us, please visit www.fueltravel.com.

# WHO MAKES THE PLAN?

| | |
|---|---|
| WIFE/FEMALE IN RELATIONSHIP | 32.6% |
| HUSBAND/MALE IN RELATIONSHIP | 12.0% |
| TOGETHER | 34.2% |
| SINGLE/MADE OWN PLANS | 15.5% |
| OTHER | 5.8% |

Not much has changed regarding male/female involvement in travel planning. When asked, "**Who makes the travel plans?**," 32.6% of our respondents indicated the wife or female in the relationship solely plans the vacation, down 1.4% from the previous study, while the husband or male in the relationship saw a 2% decrease in solo planning. In addition, 34.2% indicated that they made their travel plans together and 15.5% said they were single and/or they made their plans on their own. Of the respondents who answered this question as "**Other**," the most popular write-in responses were extended family members such as "**Cousin**" or "**Sibling**."

**FUEL INSIGHT**

*Yet again, the data indicates that women are more likely to be involved in the planning of a vacation, however, given that 12% of the time the male in the relationship makes the travel plans on their own and 34% of the time, the couple plans their trip together, you should not discount the male influence entirely when crafting your marketing messaging.*
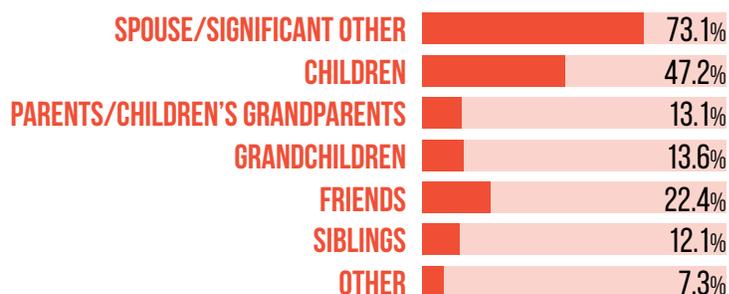
# WHO'S COMING ALONG?

**FUEL INSIGHT**

*When we looked at how the under 35-year-old respondents answered this question, we saw that fewer are traveling with a spouse and more are traveling with a friend, as we would expect. Most surprisingly, we saw that 52% of under 35s are traveling with their children. It's important to remember that many Millennials are now parents and not just the mythical creature that the media would have you believe. As Millennials grow up, they are going to continue to look more like their older counterparts. It's only a matter of time before people begin targeting Generation Z as the biggest problem facing society.*
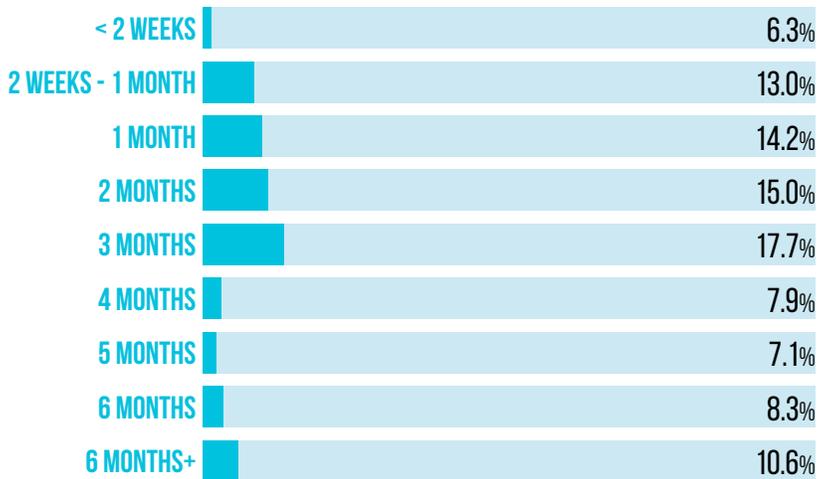
Speaking of spouses, let's take a look at our most frequent travel companions. The majority of our respondents are traveling with their spouse or significant other followed by those traveling with children and friends. For the past two years, we have seen a steady increase in the frequency of sibling and friend travel. This suggests that consumers may be traveling in larger groups. Hotel marketers should be mindful of this when crafting their messaging for events and things to do. As we know, pet-friendly accommodations are in increasing demand. This was illustrated by the number of write-in responses for "**pet**" or "**dog**." We plan to add this as a selection for future surveys.

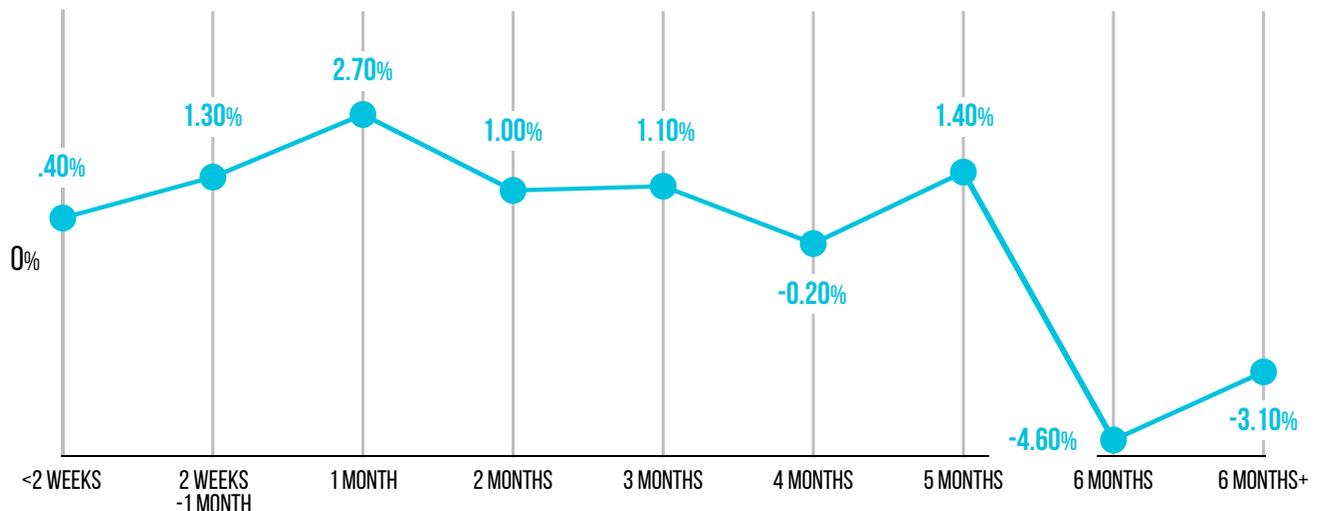| | |
|---|---|
| SPOUSE/SIGNIFICANT OTHER | 73.1% |
| CHILDREN | 47.2% |
| PARENTS/CHILDREN'S GRANDPARENTS | 13.1% |
| GRANDCHILDREN | 13.6% |
| FRIENDS | 22.4% |
| SIBLINGS | 12.1% |
| OTHER | 7.3% |

# WHEN DO THEY PLAN?

## PLANNING TIME

| | |
|---|---|
| < 2 WEEKS | 6.3% |
| 2 WEEKS - 1 MONTH | 13.0% |
| 1 MONTH | 14.2% |
| 2 MONTHS | 15.0% |
| 3 MONTHS | 17.7% |
| 4 MONTHS | 7.9% |
| 5 MONTHS | 7.1% |
| 6 MONTHS | 8.3% |
| 6 MONTHS+ | 10.6% |

As we have seen for several years, there are two types of vacation planners: "**Deal Seekers**" and "**Trip Planners**." "**Deal Seekers**" tend to start planning within 3 months of their stay and make up more than 61% of the travelers. In contrast, 23.2% are "**Trip Planners**," or travelers who start planning at least 6 months in advance. Worryingly for the industry, this is 25% lower than the number of people who planned a trip 6 months out or longer from the last study and mirrors the trend that we've been seeing of people waiting longer to plan and book their vacation.

## CHANGE IN PLANNING WINDOW

| | |
|---|---|
| <2 WEEKS | .40% |
| 2 WEEKS -1 MONTH | 1.30% |
| 1 MONTH | 2.70% |
| 2 MONTHS | 1.00% |
| 3 MONTHS | 1.10% |
| 4 MONTHS | -0.20% |
| 5 MONTHS | 1.40% |
| 6 MONTHS | -4.60% |
| 6 MONTHS+ | -3.10% |

# WHEN DO THEY BOOK?

For the fourth straight year, "**two months out**" was the most popular booking window, although, "**one month out**" is rapidly closing the gap. More than 70% of consumers are booking within three months of their stay, up from 66% just a year ago. The majority of this increase came at the expense of guests who book six months or more in advance. This group is down from 20% to only 16% of travelers.
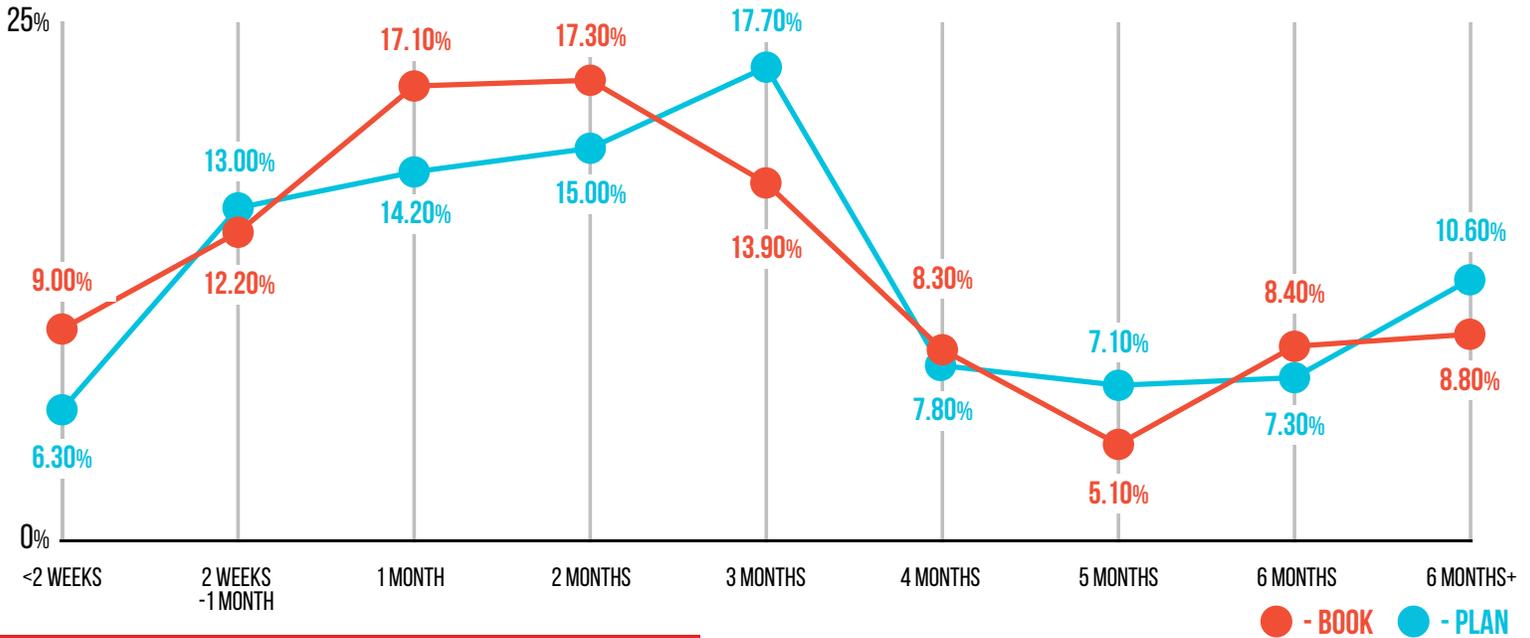
### FUEL INSIGHT

*The purchase cycle is complex and varies greatly between the "Deal Seekers," who wait until closer to their time of stay, and "Trip Planners", who want to get the booking made as early as possible. The former of these two groups should be targeted at about three months out from their booking date. The latter can be targeted at least six months prior to their stay. The "Trip Planner" group offers more lifetime value as they tend to book longer stays and show an increased tendency to stay at the same property multiple times.*

| Booking Window | Percentage |
|---|---|
| <2 WEEKS | 9.0% |
| 2 WEEKS - 1 MONTH | 12.2% |
| 1 MONTH | 17.1% |
| 2 MONTHS | 17.3% |
| 3 MONTHS | 13.9% |
| 4 MONTHS | 8.3% |
| 5 MONTHS | 5.1% |
| 6 MONTHS | 8.4% |
| 6 MONTHS+ | 8.8% |

**69.5%** *Book within 3 months of their stay*

# HOW MUCH TIME DO THEY TAKE?

| | <2 WEEKS | 2 WEEKS -1 MONTH | 1 MONTH | 2 MONTHS | 3 MONTHS | 4 MONTHS | 5 MONTHS | 6 MONTHS | 6 MONTHS+ |
|---|---|---|---|---|---|---|---|---|---|
| BOOK | 9.00% | 12.20% | 17.10% | 17.30% | 13.90% | 8.30% | 5.10% | 8.40% | 8.80% |
| PLAN | 6.30% | 13.00% | 14.20% | 15.00% | 17.70% | 7.80% | 7.10% | 7.30% | 10.60% |

● - BOOK    ● - PLAN

**26 DAYS** *Average time spent planning leisure vacation*
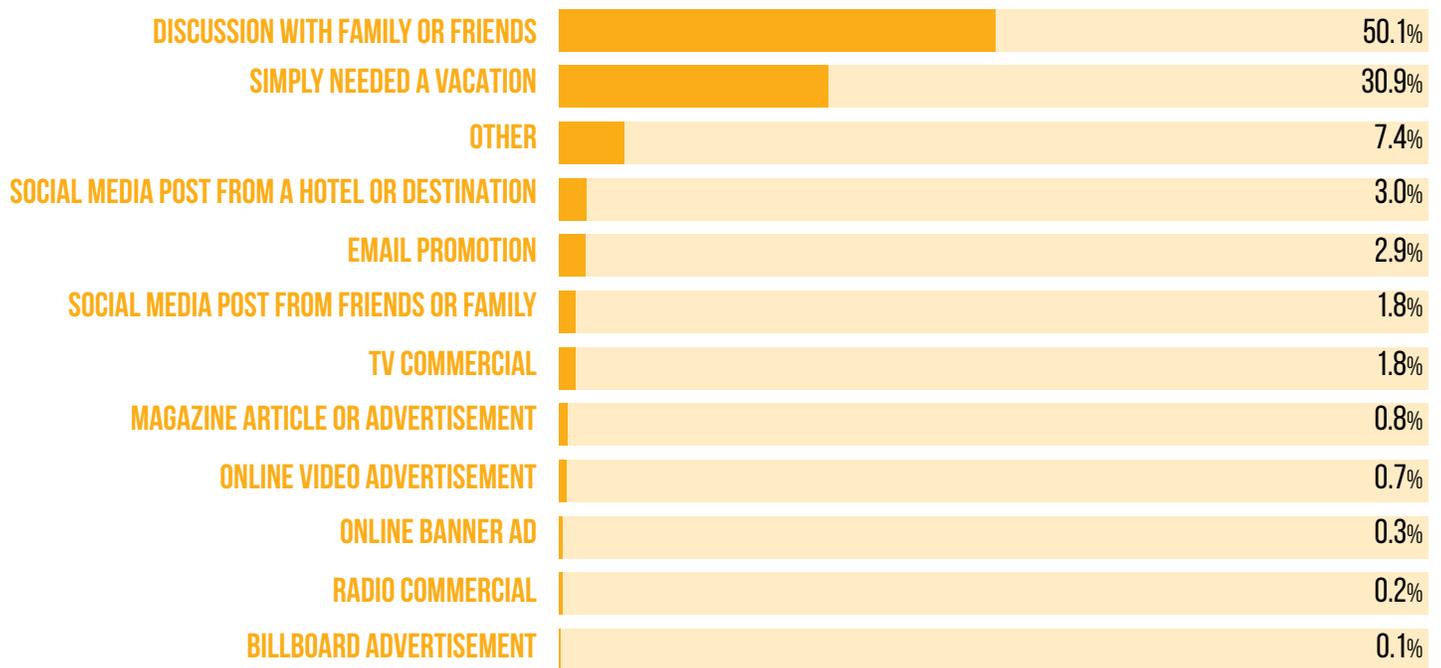
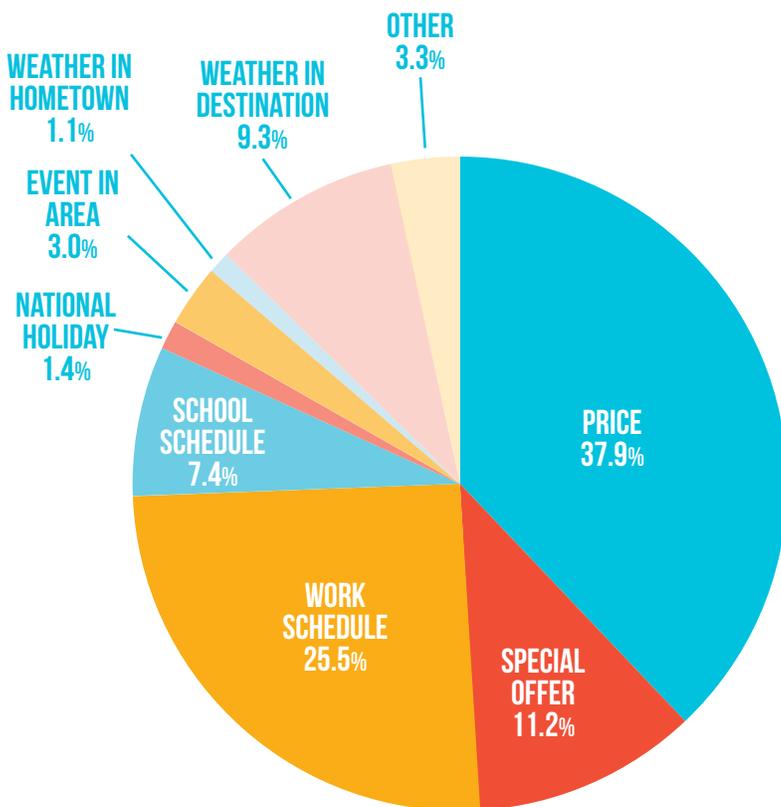# WHAT INSPIRES TRAVEL?

**FUEL INSIGHT**

*Despite the fact that specific advertising campaigns don't appear to be a major influence when it comes to inspiring travel, your marketing mix will certainly influence whether or not your brand is top of mind when travelers do start planning their next trip.*

When asked "**What was it that inspired you to start planning your last vacation**?," we saw a variety of answers but the overwhelming favorite, receiving 50% of the responses, was "**Discussion with family or friends**." The only other significant response, with 29% of responses, was "**I simply needed a vacation**." The majority of write-in responses to this question were primarily event related such as "**wedding**," "**anniversary**," and "**family reunion**." Despite the fact that specific advertising campaigns don't appear to be a major influence when it comes to inspiring travel, your marketing mix will certainly influence whether or not your brand is top of mind when travelers do start planning their next trip.

| | |
|---|---|
| DISCUSSION WITH FAMILY OR FRIENDS | 50.1% |
| SIMPLY NEEDED A VACATION | 30.9% |
| OTHER | 7.4% |
| SOCIAL MEDIA POST FROM A HOTEL OR DESTINATION | 3.0% |
| EMAIL PROMOTION | 2.9% |
| SOCIAL MEDIA POST FROM FRIENDS OR FAMILY | 1.8% |
| TV COMMERCIAL | 1.8% |
| MAGAZINE ARTICLE OR ADVERTISEMENT | 0.8% |
| ONLINE VIDEO ADVERTISEMENT | 0.7% |
| ONLINE BANNER AD | 0.3% |
| RADIO COMMERCIAL | 0.2% |
| BILLBOARD ADVERTISEMENT | 0.1% |

# WHAT AFFECTS THEIR TRAVEL DATES?

While "**Weather in the travel destination**" is a factor for 9.3% of respondents, the majority of people reported that there were two primary drivers: schedule and cost. "**Work Schedule**" or "**School Schedule**" combine for 32.9%, but the cost was the real winner with "**price**" and "**special offer**" combining for 49.1%.

**OTHER** 3.3%
**WEATHER IN DESTINATION** 9.3%
**WEATHER IN HOMETOWN** 1.1%
**EVENT IN AREA** 3.0%
**NATIONAL HOLIDAY** 1.4%
**SCHOOL SCHEDULE** 7.4%
**WORK SCHEDULE** 25.5%
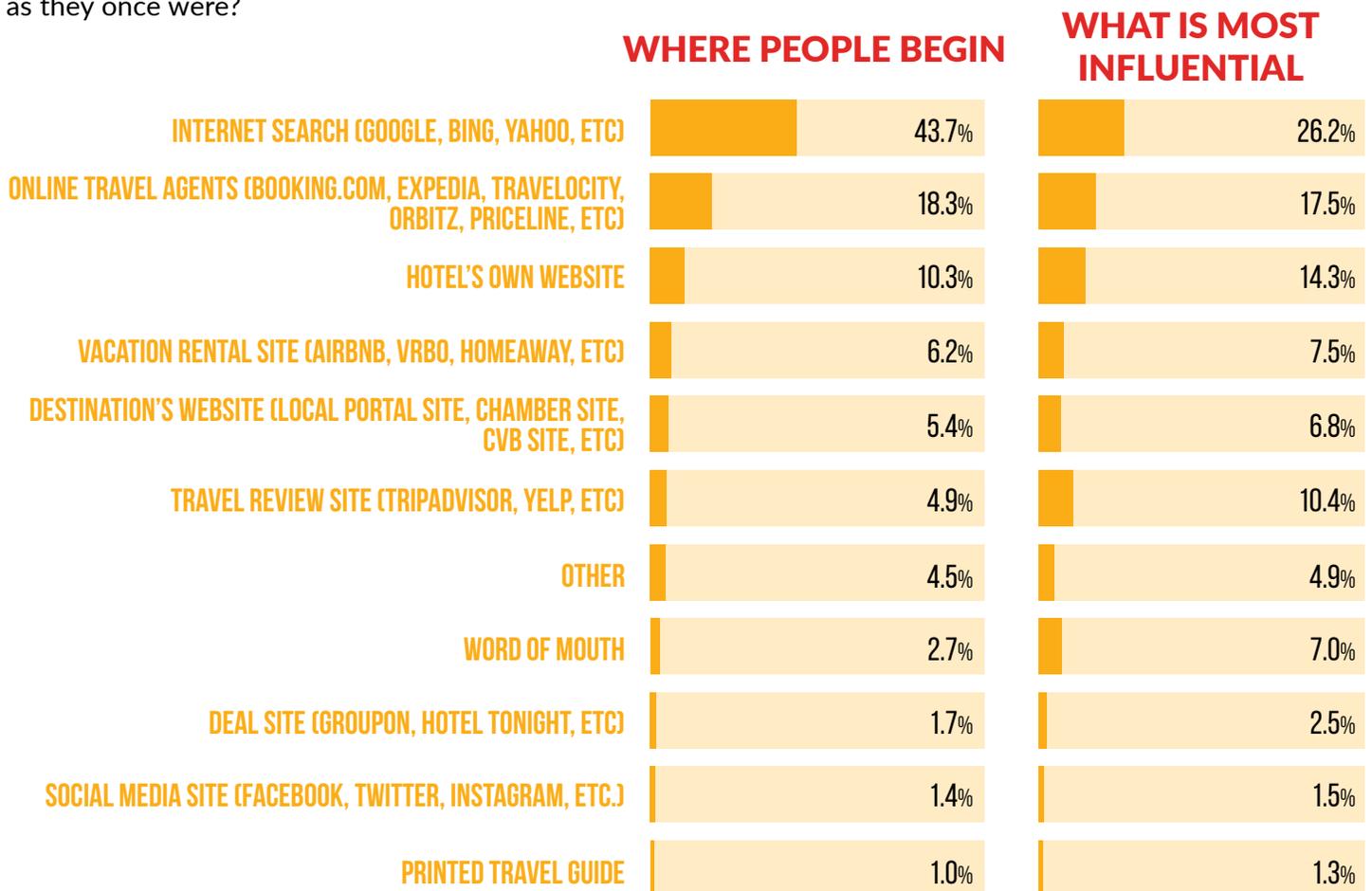**SPECIAL OFFER** 11.2%
**PRICE** 37.9%

## FUEL INSIGHT

*Surprisingly, we saw that cost was slightly less of a factor for the under-35 group, with the "**Price**" response dropping to 32.2%. Meanwhile, this group seems to be bucking the Millennial stereotype when it comes to work ethic. "**Work Schedule**" did seem to be more important to them as it was 10.6% higher than the average, at 36.1%.*
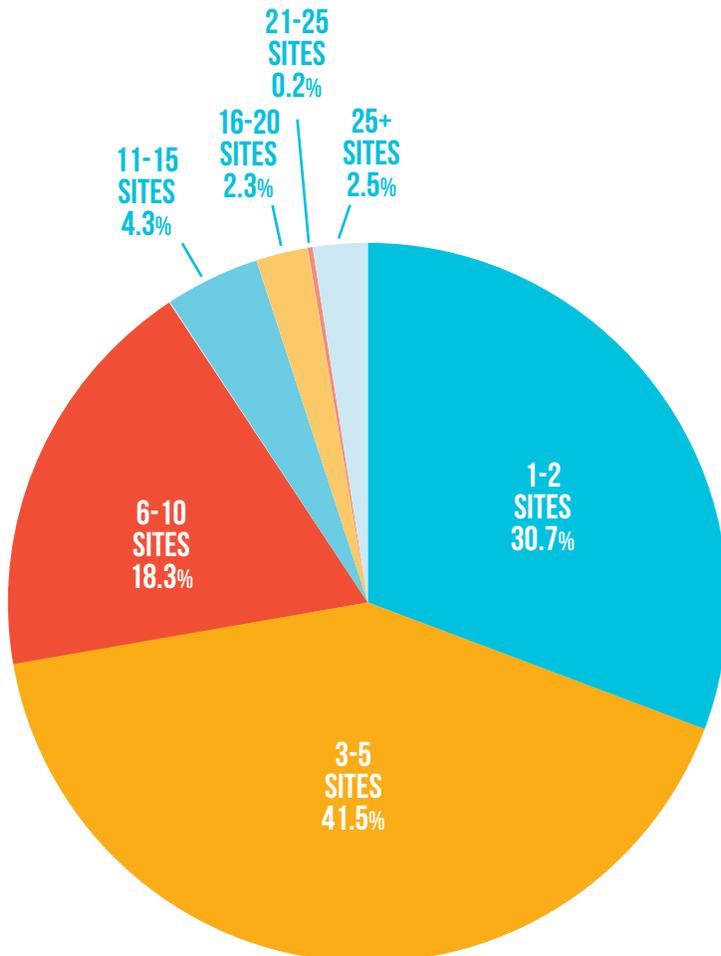
# WHERE DO THEY START THEIR RESEARCH?

Both online and phone bookers use search engines significantly more than other tools to BEGIN their planning process. Of specific concern for those looking to reduce their reliance on third-parties, the OTAs are more popular at the beginning of the planning process and are also considered more INFLUENTIAL than the hotel's own website. Also of note, review sites such as tripadvisor.com are the most influential factor for 10.4% of the survey respondents. This is down from 17.4% last year. Does this mean that review sites aren't viewed as favorably as they once were?

| | WHERE PEOPLE BEGIN | WHAT IS MOST INFLUENTIAL |
|---|---|---|
| INTERNET SEARCH (GOOGLE, BING, YAHOO, ETC) | 43.7% | 26.2% |
| ONLINE TRAVEL AGENTS (BOOKING.COM, EXPEDIA, TRAVELOCITY, ORBITZ, PRICELINE, ETC) | 18.3% | 17.5% |
| HOTEL'S OWN WEBSITE | 10.3% | 14.3% |
| VACATION RENTAL SITE (AIRBNB, VRBO, HOMEAWAY, ETC) | 6.2% | 7.5% |
| DESTINATION'S WEBSITE (LOCAL PORTAL SITE, CHAMBER SITE, CVB SITE, ETC) | 5.4% | 6.8% |
| TRAVEL REVIEW SITE (TRIPADVISOR, YELP, ETC) | 4.9% | 10.4% |
| OTHER | 4.5% | 4.9% |
| WORD OF MOUTH | 2.7% | 7.0% |
| DEAL SITE (GROUPON, HOTEL TONIGHT, ETC) | 1.7% | 2.5% |
| SOCIAL MEDIA SITE (FACEBOOK, TWITTER, INSTAGRAM, ETC.) | 1.4% | 1.5% |
| PRINTED TRAVEL GUIDE | 1.0% | 1.3% |

# HOW MANY SITES DO THEY LOOK AT?

The number of websites that a consumer visits increased slightly over previous years. Contrary to data from Google that claims the number of sites visited is in excess of 20, our survey reveals that 90% of leisure travelers visit 10 websites or fewer. The mean average number of unique websites visited by leisure travelers is 5.2. This takes place over an average of 26 days.



**21-25 SITES** 0.2%

**16-20 SITES** 2.3%

**11-15 SITES** 4.3%

**25+ SITES** 2.5%

**1-2 SITES** 30.7%

**6-10 SITES** 18.3%

**3-5 SITES** 41.5%

**5.2** *Unique sites visited prior to booking*

## FUEL INSIGHT

*We did see that the under-35 age group looks at an average of 6.2 websites, which is higher than the general population. This could be because younger travelers are more discerning, but could also be attributed to less travel experience and therefore a greater need for research.*
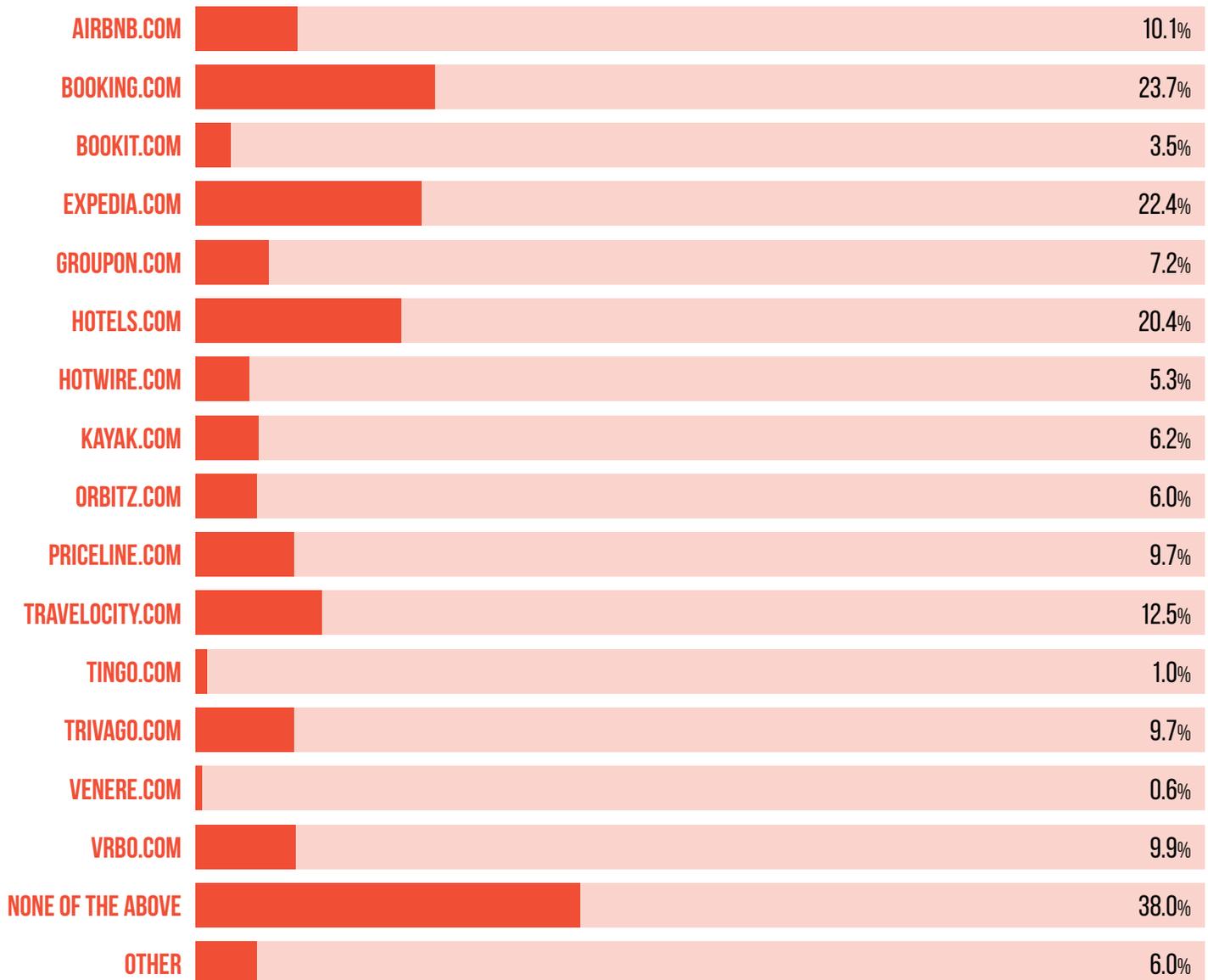
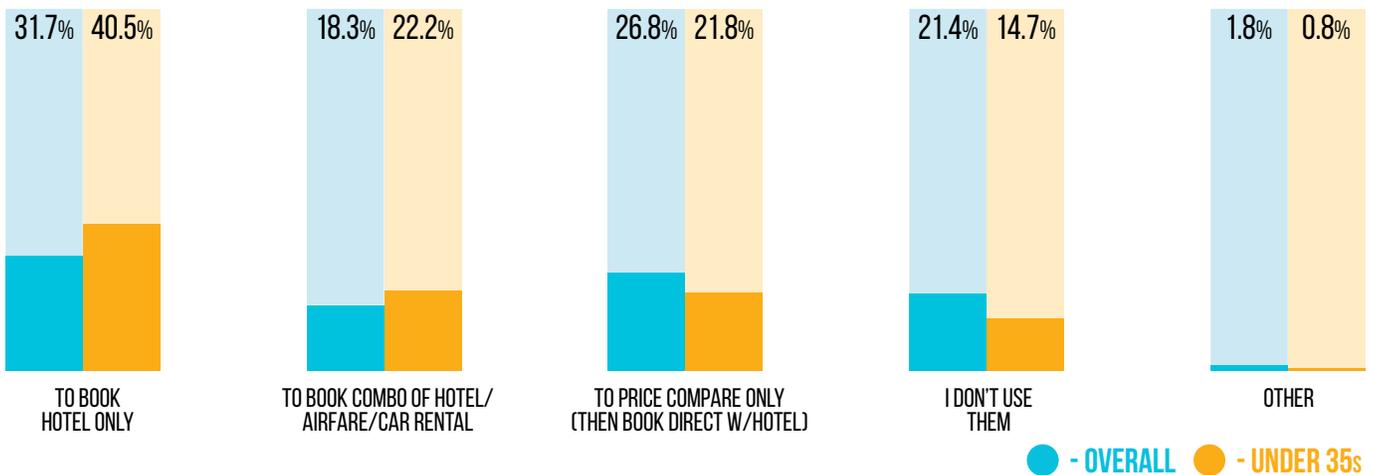# WHICH SITES ARE THEY LOOKING AT?

**FUEL INSIGHT**

*The under-35 group are more than twice as likely to use AirBNB and more than 50% likely to use Booking.com or Expedia*

Knowing that travelers are looking at multiple sites, we asked them "**Did you use any of the following websites to choose a hotel on your last Vacation?**" and allowed them to select all that applied. The results show how fragmented the industry is when it comes to researching a hotel.

| Site | Percentage |
|---|---|
| AIRBNB.COM | 10.1% |
| BOOKING.COM | 23.7% |
| BOOKIT.COM | 3.5% |
| EXPEDIA.COM | 22.4% |
| GROUPON.COM | 7.2% |
| HOTELS.COM | 20.4% |
| HOTWIRE.COM | 5.3% |
| KAYAK.COM | 6.2% |
| ORBITZ.COM | 6.0% |
| PRICELINE.COM | 9.7% |
| TRAVELOCITY.COM | 12.5% |
| TINGO.COM | 1.0% |
| TRIVAGO.COM | 9.7% |
| VENERE.COM | 0.6% |
| VRBO.COM | 9.9% |
| NONE OF THE ABOVE | 38.0% |
| OTHER | 6.0% |

# HOW DO THEY USE THESE WEBSITES?

There appears to be a wide range of uses for these third-party websites. While the most popular response, with 31.7%, was "**To book hotel only,**" 48.2% said that they either don't use them or they use them to "**Price compare only (and book direct with the hotel).**" Continuing the trend that we saw from the previous question, the under 35s do seem more likely to book through a third party, with 40.2% indicating that they use these third-party sites to book their hotel and only 14.7% indicating that they don't use them at all.

| | | | | |
|---|---|---|---|---|
| 31.7% 40.5% | 18.3% 22.2% | 26.8% 21.8% | 21.4% 14.7% | 1.8% 0.8% |
| TO BOOK HOTEL ONLY | TO BOOK COMBO OF HOTEL/ AIRFARE/CAR RENTAL | TO PRICE COMPARE ONLY (THEN BOOK DIRECT W/HOTEL) | I DON'T USE THEM | OTHER |

● - OVERALL   ● - UNDER 35s

## FUEL INSIGHT

*This may be the single most important stat from the entire study. If almost 90% of guests are visiting the hotel website prior to making their booking, that means that the hotel has a tremendous opportunity to reduce their third-party reliance by focusing on increasing the conversion rate of their own website and implementing basic cart-abandonment strategies to compete with the OTAs.*

# DO THEY VISIT THE HOTEL WEBSITE?

After finding out how the OTAs and other third parties are being used by travelers, we wanted to find out whether the hotel's own website is a factor. We asked "**Did you visit the hotel's website before making your reservation?**" The response to this question was overwhelming, with 86.7% of travelers answering in the affirmative.

**86.7%**  *Of all travelers visit the hotel's website prior to making a booking*

# HOW IMPORTANT ARE REVIEWS?

**79%** *Will read reviews prior to booking*
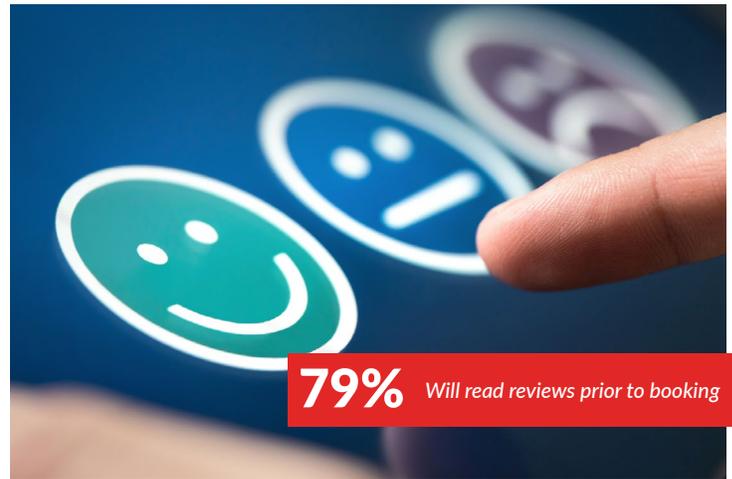
It is now more important than ever to earn the consumer's trust but it appears that there is a growing distrust in the value of online reviews. When we asked if they would ever book a hotel without first reading a review, 79% will not book without reading reviews. That is a 4.3% decrease over last year.
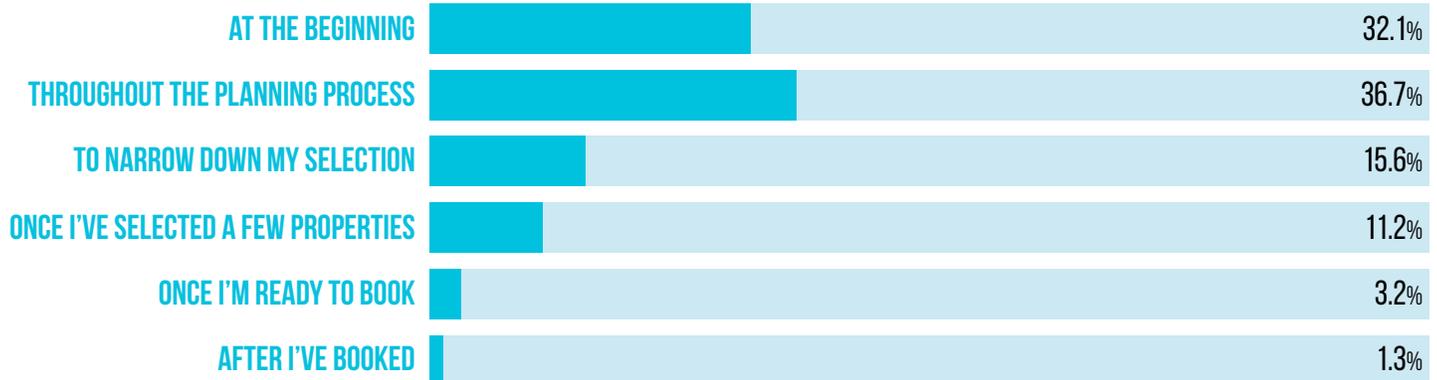
# WHICH REVIEWS ARE MOST BELIEVABLE?

We asked participants to rate the believability of different types of reviews while they are choosing their hotel. Last year, for the first time ever, reviews on the hotel's own website had leapfrogged everything else to become the most important factor when making the booking decision. This year, TripAdvisor retook its crown, with 95.1% of travelers indicating that TripAdvisor reviews were somewhere between "**Somewhat Believable**" and "**Extremely Believable**." Reviews on the hotel website did still manage to get the highest percentage of "**Extremely Believable**" responses at 14.5% compared with TripAdvisor's 13.8%. Here are the rankings for the different review types:

1. *Reviews on TripAdvisor*
2. *Reviews on the hotel website*
3. *Reviews on OTAs*
4. *Reviews on Yelp*

**FUEL INSIGHT**

*While TripAdvisor did retake it's crown, it does seem that, in general, reviews are less trusted now than in the past. The most frequent response for all of the different review types listed was "Believable", despite both "Very Believable" and "Extremely Believable" being options. In fact, In each case, "Believable" received more than three times as many responses than "Extremely Believable" and twice as many as "Very Believable".*

**95.1%** *Believe reviews on the hotel's own website*

fuel    FuelTravel.com

# WHEN ARE REVIEWS BEING USED?

When asked "**At what stage of your research do you read hotel reviews?**," the responses were extremely varied. The most popular response was "**Throughout the planning process**" with 36.7% of responses. This was closely followed by "**At the beginning**" with 32.1%. We're a long way from the day when reviews were almost exclusively used toward the end of the booking journey as a way to ensure that the traveler wasn't making a bad decision.

| | |
|---|---|
| AT THE BEGINNING | 32.1% |
| THROUGHOUT THE PLANNING PROCESS | 36.7% |
| TO NARROW DOWN MY SELECTION | 15.6% |
| ONCE I'VE SELECTED A FEW PROPERTIES | 11.2% |
| ONCE I'M READY TO BOOK | 3.2% |
| AFTER I'VE BOOKED | 1.3% |

# HOW IMPORTANT IS FACEBOOK?

There appears to be continued growth of Facebook's influence in the travel planning journey. The number of people who looked at a hotel's Facebook page prior to booking has grown from 34.7% to 39.3% since last year. For the under-35s group, the number is even higher, at 51.4%.

**51.4%** *Of under 35s visit the hotel's Facebook page before booking*

# HOW IMPORTANT IS INSTAGRAM?

Instagram is gaining traction but is still a distant second behind Facebook. Only 11.7% of respondents indicated that they had visited the hotel's Instagram page prior to making a booking. Even for the under-35s, this only rose to 28.3%.

**28.3%** *Of under 35s visit the hotel's Instagram page before booking*

# DO THEY OWN A SMARTPHONE?



When asked "**Do you own a smartphone (iPhone, Android, etc)?**," 91.9% said that they did. For the under-35s, that number rose to 96.9%



# HOW DID THEY BOOK THEIR HOTEL?

As we would expect, the majority of bookings, 72.6%, are made online, with 23.5% being made over the phone. For the under 35s, we see that online bookings increase to a whopping 86.2%. It seems that travel agencies are rarely used by any age group. The most popular write-in response for this question was "**Walk in.**"

**86.2%** *Of under 35s book their hotel online*

OTHER
2.0%

TRAVEL AGENT
1.9%

ONLINE
72%

OVER THE PHONE
23.5%
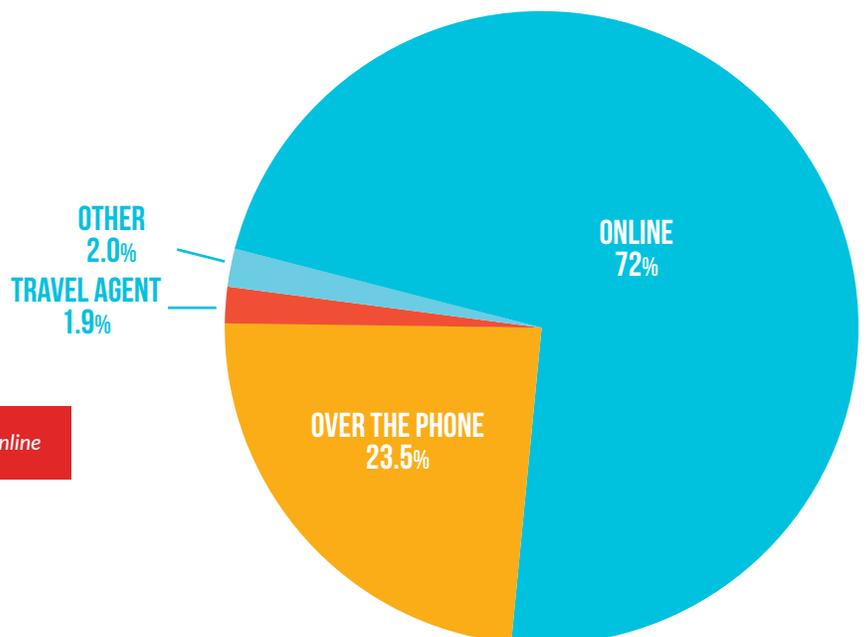
# WHAT DEVICES DO THEY USE THROUGH THE BOOKING JOURNEY?

We know that many travelers will use multiple devices during their trip planning, but we wanted to see if there were specific devices that were used more frequently depending on where they were in the funnel. We asked them to indicate all of the devices that they used for researching, booking, during the stay, and after the stay to leave feedback. The results indicate that desktops and tablets still seem to be the device of choice for most people but that smart phones aren't far behind. Smartphones are also the device of choice during and after the stay.

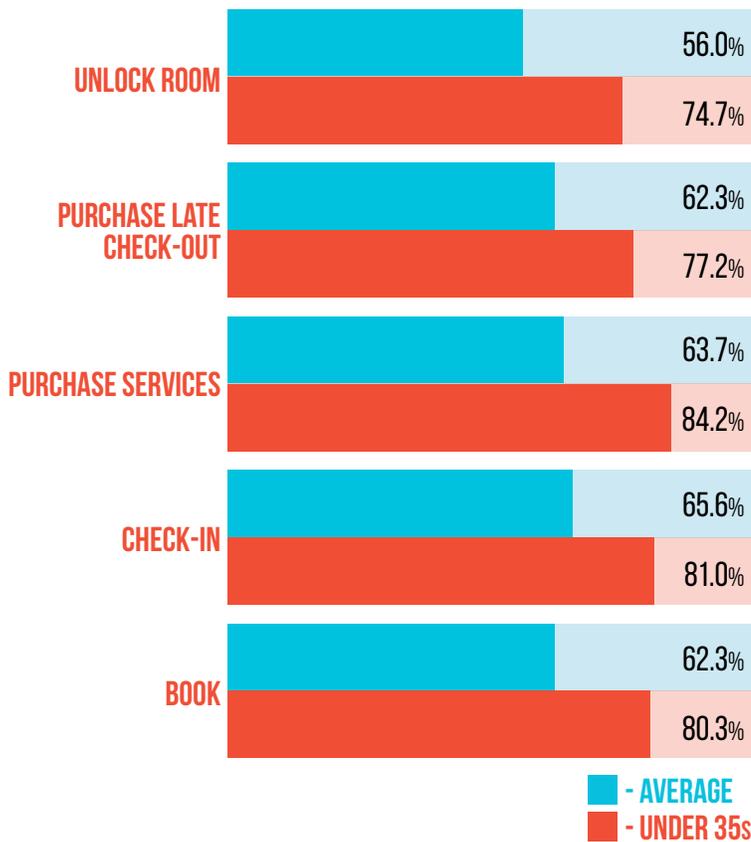| RESEARCH | | | BOOK | | | DURING STAY | | | LEAVE FEEDBACK | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 40.80% | 39.60% | 32.40% | 31.20% | 25.10% | 28.50% | 14.10% | 24.40% | 28.50% | 13.90% | 10.90% | 16.30% |
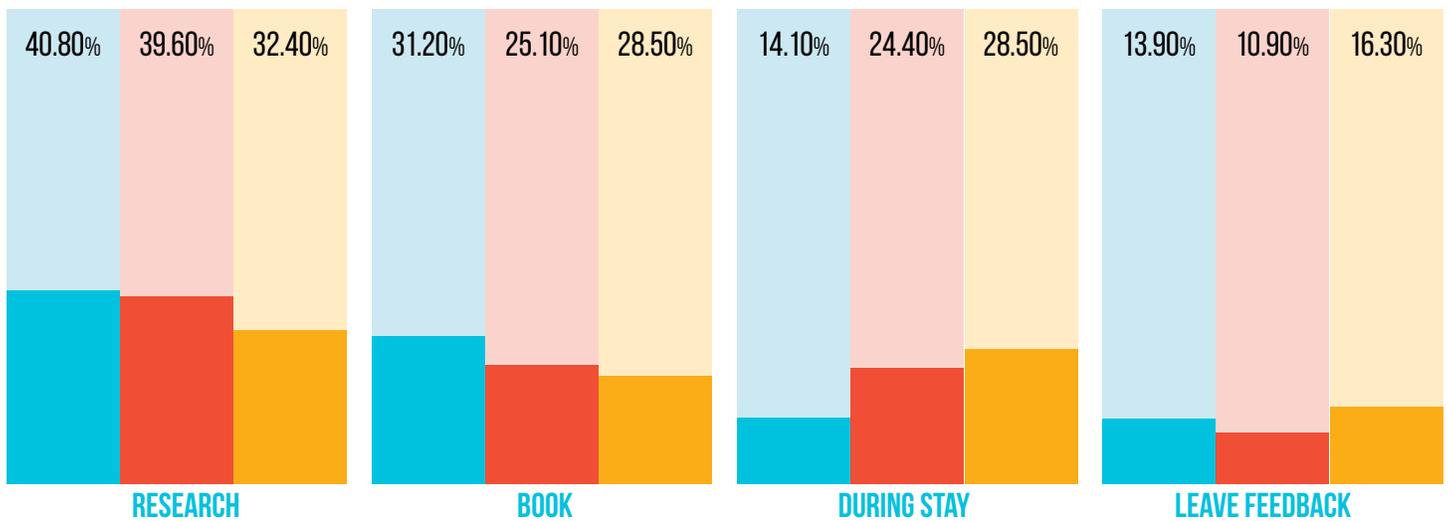
- DESKTOP/LAPTOP
- TABLET
- SMARTPHONE

**FUEL INSIGHT**

*The majority of respondents indicated that they are using multiple devices and almost all are using their smart phone at some point during the travel journey. As hotel marketers, it's important to ensure that you are making all of your online content as optimized as possible for mobile and that you are using the appropriate attribution models when measuring the impact of your advertising campaigns. If you are using last-click analytics, you are missing out on a large chunk of the interactions that your guests are having with your brand.*

# ARE CONSUMERS READY FOR MOBILE APPS?

With all of the hype surrounding mobile apps, it's hard to filter through the noise to determine whether or not your hotel should invest in this emerging technology. To help make sense of it all, we asked a series of mobile app specific questions. Since our last study, the interest has increased significantly. For example, the number of people who used a mobile app to research or book their vacation has increased from 30.7% to 40%. It was even higher for the under 35s at 58%.

**40%** *Used a mobile app during their research*

In addition, the vast majority of people indicated that they would book via a mobile app, check-in via a mobile app, purchase additional services via a mobile app and use their app as their digital key if the features were available for their hotel.

## WOULD YOU USE A MOBILE APP TO...

**UNLOCK ROOM**
56.0%
74.7%

**PURCHASE LATE CHECK-OUT**
62.3%
77.2%

**PURCHASE SERVICES**
63.7%
84.2%

**CHECK-IN**
65.6%
81.0%

**BOOK**
62.3%
80.3%

- AVERAGE
- UNDER 35s

**63.7%** *Would purchase additional services via a mobile app*

**81%** *Of under 35s would check-in via a mobile app if they could*
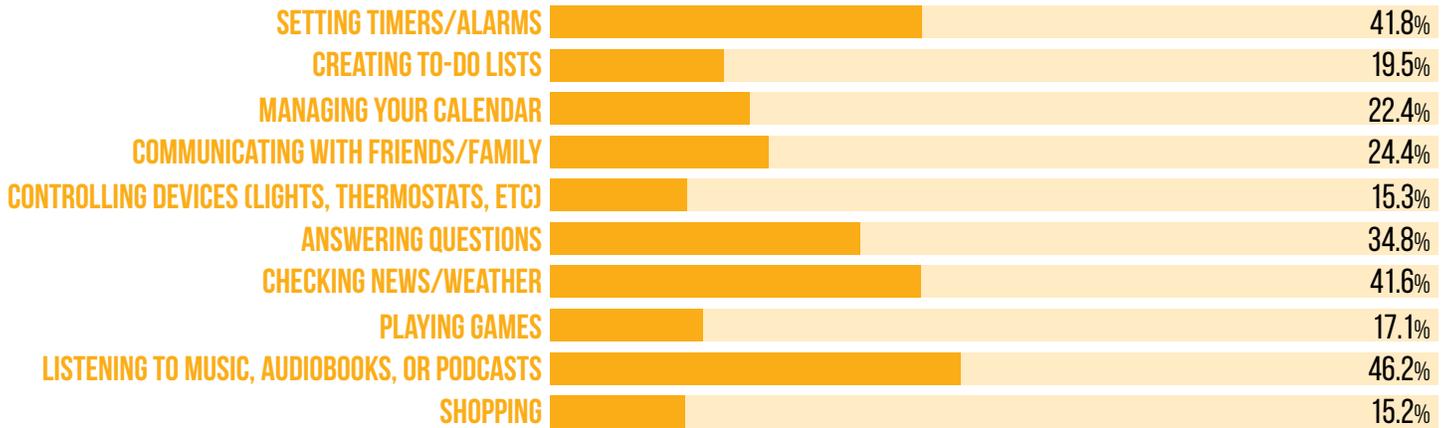
### FUEL INSIGHT

*The results overwhelmingly suggest that, not only is it time to invest in a branded mobile app, but that it's also time to use your mobile app to generate new revenue streams and increase your profits.*
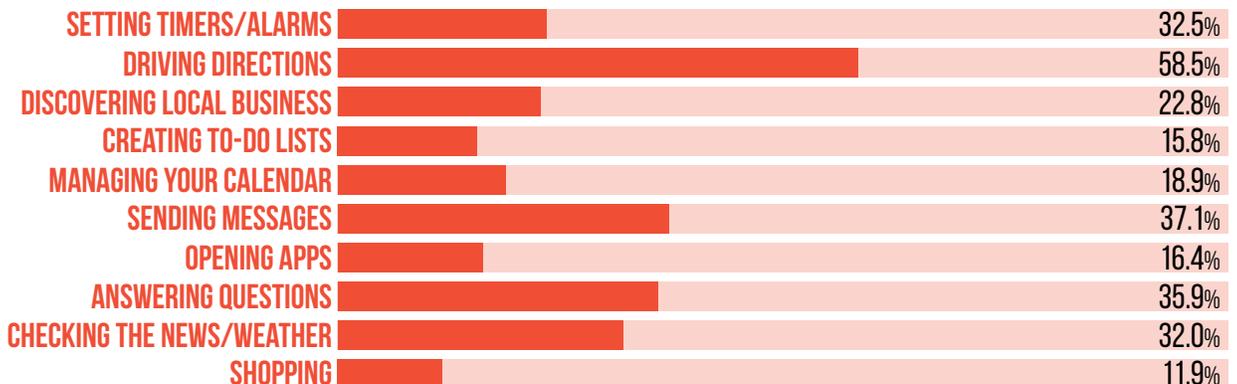
# HOW ARE TRAVELERS USING VOICE-ENABLED SMART SPEAKERS?

This was the first year that we've asked questions pertaining to voice-enabled technology. We found that 37% of respondents indicated that they had a smart speaker such as an Amazon Echo or Google Home in their house, so we asked them how they were being used. We saw a variety of answers ranging from setting timers to answering questions, but only 15% of those who own a smart speaker said that they used them for shopping.

| | |
|---|---|
| SETTING TIMERS/ALARMS | 41.8% |
| CREATING TO-DO LISTS | 19.5% |
| MANAGING YOUR CALENDAR | 22.4% |
| COMMUNICATING WITH FRIENDS/FAMILY | 24.4% |
| CONTROLLING DEVICES (LIGHTS, THERMOSTATS, ETC) | 15.3% |
| ANSWERING QUESTIONS | 34.8% |
| CHECKING NEWS/WEATHER | 41.6% |
| PLAYING GAMES | 17.1% |
| LISTENING TO MUSIC, AUDIOBOOKS, OR PODCASTS | 46.2% |
| SHOPPING | 15.2% |

# HOW ARE TRAVELERS USING VOICE ASSISTANTS ON THEIR SMARTPHONE?

53% of travelers indicated that they do use their Siri, Google Assistant, or other virtual assistant on their smartphone. The usage was similar to that of the smart speakers, with the addition of "**Driving Directions**" and "**Discovering Local Businesses.**" Similarly to smart speakers, we saw only 33% indicate that they would want to use their voice assistant to book a hotel room.

| | |
|---|---|
| SETTING TIMERS/ALARMS | 32.5% |
| DRIVING DIRECTIONS | 58.5% |
| DISCOVERING LOCAL BUSINESS | 22.8% |
| CREATING TO-DO LISTS | 15.8% |
| MANAGING YOUR CALENDAR | 18.9% |
| SENDING MESSAGES | 37.1% |
| OPENING APPS | 16.4% |
| ANSWERING QUESTIONS | 35.9% |
| CHECKING THE NEWS/WEATHER | 32.0% |
| SHOPPING | 11.9% |

# DO GUESTS WANT SMART SPEAKERS IN THEIR HOTEL ROOMS?

After establishing that people are using voice-enabled devices for a range of purposes, we wanted to understand whether or not guests would want a smart speaker in their hotel room. We found that the vast majority of people are not quite ready for this level of potential loss of privacy, with 68.6% saying they do not want smart speakers in their room. When looking at the under-35s, we see how the potential for this sort of amenity is likely to increase because almost half–45.6%–said that they would want a smart speaker in their hotel room.
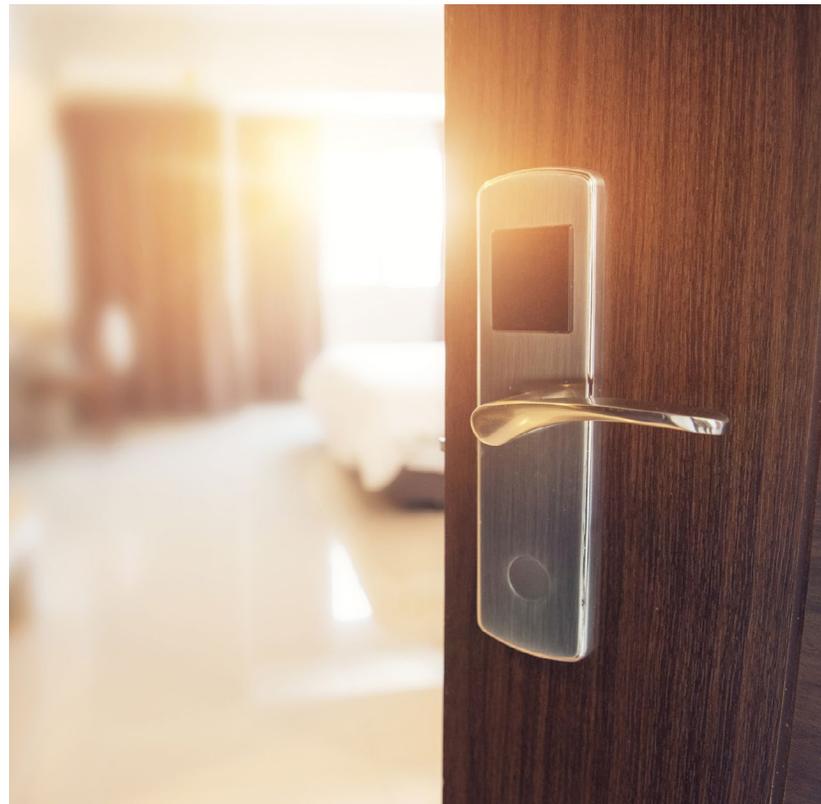


**68.6%** *Do not want a smart speaker in their hotel room*



**FUEL INSIGHT**

*It's clear that the majority of people are beginning to benefit from the convenience of using voice-enabled technology. However, it's too early for hotels to be investing heavily in voice-enabled online booking technology. Let's get mobile booking figured out first, shall we?*

# TAKEAWAYS

- **Hotels are missing their shot at the booking** - Hotels should capitalize on the fact that 86.7% of all guests will visit the hotel website prior to making a booking by optimizing the mobile experience, investing in quality content, and implementing a frictionless booking engine. Hotels should also continue to provide strong incentives to encourage consumers to book directly through the property's own website by effectively managing rates and offering exclusive value such as free wi-fi or early check-in/late check-outs for guests who choose to book direct.

- **Mobile Apps offer great opportunity** - Mobile Apps offer several unique opportunities for hotels and their guests. Never before have hotels had the ability to communicate so effectively with their guests during their stay. The opportunity to promote on-site revenue generating amenities such as restaurants or spas provides a new and untapped method of driving demand and revenue during slow periods. Travelers are also eager to embrace the benefits and the convenience of functionality such as mobile check-in and keyless entry. Perhaps the biggest opportunity, though, is the fact that many consumers would be willing to spend more money during their stay for added value such as room upgrades and late check-outs. It is time for hotels to invest in a mobile app solution and develop a marketing strategy that improves customer satisfaction while simultaneously increasing profits.

- **Voice isn't quite ready for prime time** - While the majority of consumers are beginning to incorporate voice-enabled technology into their daily lives, it's going to take time before the hospitality industry needs to adopt a voice strategy, While we do believe that the time will come when booking a hotel via a voice search will become the norm, we are several years away and the efforts of hoteliers would be better spent maximizing the opportunity that mobile offers right now.

- **Millennials behave differently than previous generations** - The term "Millennial" may often be overused or misplaced, but the results from this study illustrate that there is a stark difference between under 35s and over 35s when it comes to how and why they book a hotel room. In almost every category, there was a substantial difference between these groups. Some of this, such as who they travel with and when and why they travel is more to do with their specific stage in life and will likely evolve as more of them settle down. However, their propensity to be more likely to book online vs. over the phone, to use a mobile device vs. a desktop or laptop, and to embrace new technology, such as mobile apps or voice-enabled devices, marks a clear shift in consumer behavior.
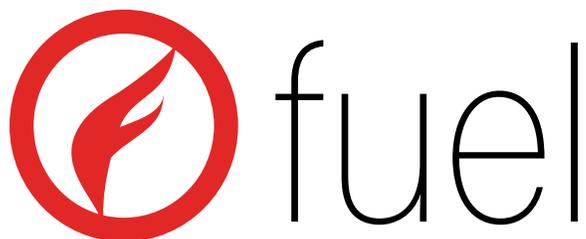
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Our standard is to provide quantifiable results, strategies driven by direct revenue, and exceptional customer service and support. Our services include:

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TRACK

RESOLVE IDENTITY

POWERED BY
**blueshift**
BEHAVIOR + AI + AUTOMATION
IN ONE UNITED PLATFORM

RECOMMEND

ORCHESTRATE

TRIGGER
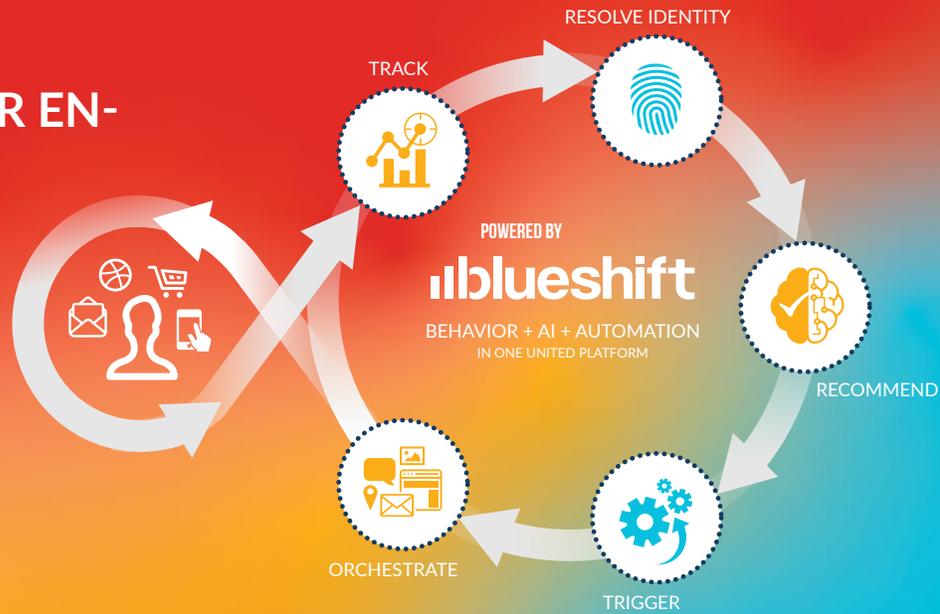
### INTELLIGENT PROFILING
Combine all guest attributes from across your systems, including message engagement, website behavior, and PMS profile information, into a single customer view of each guest, allowing for true 1:1 marketing.

### INTELLIGENT TARGETING
Target drip campaigns to guests based on their unique potential value, sentiment, and propensity, determined in real-time through a holistic view of guest research and booking behavior patterns.

### INTELLIGENT SEGMENTATION
Engage the right guests for each campaign with automated segmentation recommendations, powered by Blueshift's machine learning algorithms and Fuel's data scientists.

### PREDICTIVE ENGAGE TIME OPTIMIZATION
Guests will receive messages at the precise times they are most likely to interact with your brand based on modeling historical cross-channel engagement.

### PREDICTIVE CHANNEL-OF-CHOICE
Deliver campaigns on each guest's preferred channel, such as email, push, and SMS.
Plus, engage your guests with targeted advertising campaigns on Google and Facebook.
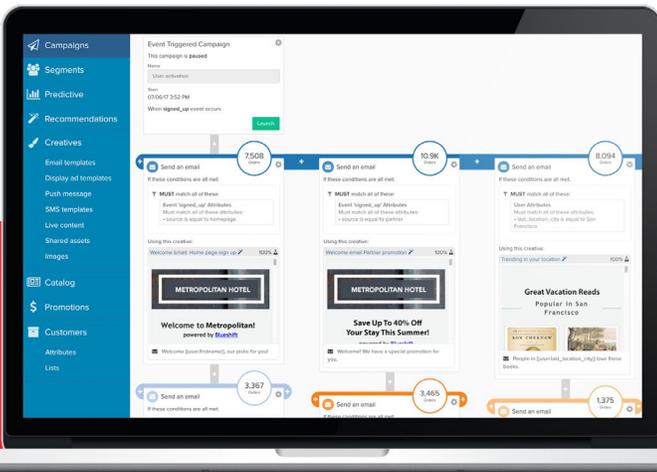
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## BOOKING ENGINE
## DRIVE MORE DIRECT BOOKINGS

Manage online inventory for one or multiple hotels with the Fuel Booking Engine. This easy-to-use reservation platform provides guests with the most integrated and mobile-friendly experience available on the market. The Fuel Booking Engine features real-time data including room display, room rates and occupancy pulled directly from your PMS.
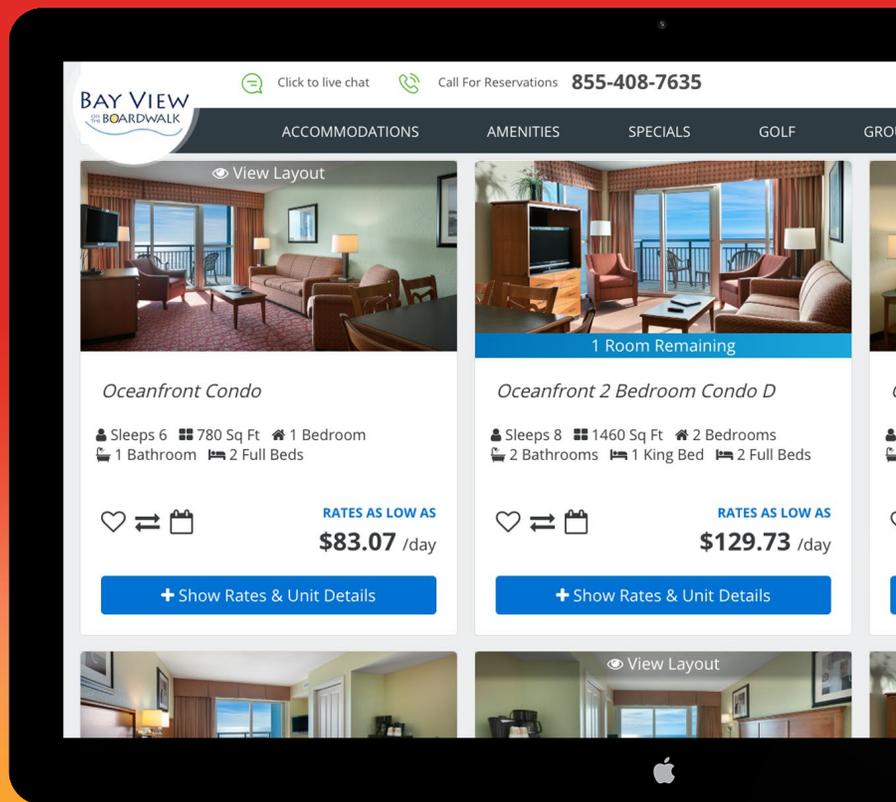


### REAL-TIME PMS DATA
Integrates directly with your PMS to pull real-time rates, inventory, and restrictions ensuring that the best available rate is always displayed on your website and that your staff doesn't have to manage multiple systems.

### DRIVE DIRECT BOOKINGS
The intuitive user-interface is constantly being tested and optimized for conversions, ensuring that the guest experience is as streamlined as possible. Increase the number of direct bookings on your site and reduce your reliance on OTAs.

### SEAMLESS WEBSITE INTEGRATION
Featuring a flexible CSS-based layout, the engine can be embedded directly into your existing website, ensuring a consistent look-and-feel and that the entire booking process takes place within your own domain.

### UPSELL + URGENCY OPPORTUNITIES
Maximize your revenue per guest at the same time as improving the guest experience by taking advantage of built-in features such as special promotions, packages, additional services and room upgrades.

### INVENTORY CONTROL
You have total control over your inventory. Search multiple rate codes to find best available rates, yield manage based on time or occupancy, even sell rooms at the unit type and individual unit level on the same booking engine.

### ANALYTICS INTEGRATION
Featuring both Google Tag Manager and Adobe Analytics compatibility, our analytics integration goes beyond the standard metrics and allows you to gain deeper insight into your consumer's behavior.
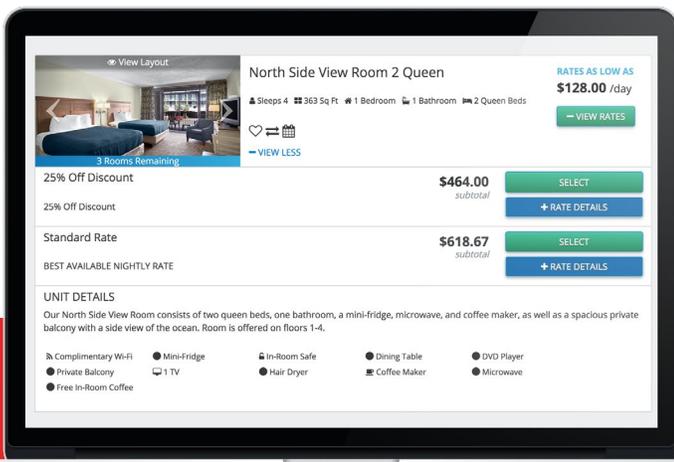
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## MOBILE APP & DIGITAL KEY
### LET YOUR GUESTS BYPASS THE LINE AND STREAMLINE OPERATIONS

Fuel Mobile App & Digital Key is a customized white-labeled mobile app designed for hoteliers of any size. Increase guest engagement and customer retention through features like mobile check-in/check-out, keyless entry, additional service purchasing, room selection, special amenity request, customized alerts. Increase RevPar with room upgrades and ancillaries.

The Fuel Mobile App & Digital Key is the world's most powerful and flexible solution for independent hotels. Save time at the front desk and drive more ancillary revenue per guest while providing unparalleled customer experience.

### CUSTOM BRANDING
Your app is a fully branded, white-label solution that looks and feels just like your hotel for a seamless guest experience and a consistent brand image.

### MESSAGING PLATFORM
From pre-arrival notifications when their room is ready to automated messages during their stay and personalized deals after their departure, connect with your guests throughout their travel journey.

### PMS INTEGRATION
The Fuel Mobile App & Digital Key integrates with your property management system and lock vendor in real-time to provide simple, frictionless functionality.

### ANALYTICS INSIGHTS
Get great insight into visitor behavior and find out from where your revenue is coming with Google Analytics integration and custom reporting features.

### EXPRESS CHECK-IN
Allow guests to bypass long lines at the front desk by checking in prior to arrival and opening their door with their phone.

### PROPERTY INFORMATION
Potential visitors can quickly explore your property before they book, including detailed info, contacts, photos, special offers, amenities, maps and more.

### DESTINATION DETAILS
Guests can find everything they need to know about what to do during their stay with a custom info portal with weather, attractions, discounts, dining, events, maps and more.

### PLANNING TOOLS
Help your guests get the most out of their travel experience! The Fuel Mobile App offers full booking capabilities, packing lists, and itinerary builder tools so they'll feel like a local.

To learn more about Fuel Mobile App & Digital Key contact us at info@fueltravel.com

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