

A photograph of two women sitting on the roof of a silver car. They are silhouetted against a bright sunset sky. The woman on the right is holding a smartphone. The background shows a landscape with trees and mountains under a warm, golden light.

The Year in Review and the Year Ahead

December 14, 2023

With You



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Thank you to our
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Partners

BLACK DIAMOND
TRAVEL MARKETING DATA



Today

THE FOUR TRENDS OF 2023 & 2024

1. Sustainability Insights
2. Social Media in Travel
3. Generative AI in Action
4. Transformational Tech

Panel Discussion – Q&A



Research, slides and other resources will be available at:

www.MilesPartnership.com/year-in-review



The Year in Review and the Year Ahead

December 14, 2023

PhocusWire[?] Phocus



Sustainability

Transportation

		U.S.	U.K.	DE	FR	IT	ES
Belief	I am more likely to choose a method of transportation for its carbon footprint than for convenience	50%	53%	51%	52%	50%	53%



Transportation

		U.S.	U.K.	DE	FR	IT	ES
Belief	I am more likely to choose a method of transportation for its carbon footprint than for convenience	50%	53%	51%	52%	50%	53%
Behavior	Chose transportation based on environmental friendliness/low carbon footprint	8%	9%	11%	10%	8%	7%



Lodging

		U.S.	U.K.	DE	FR	IT	ES
Belief	I am more likely to choose lodging based on its environmental friendliness than for price	48%	51%	55%	51%	52%	51%



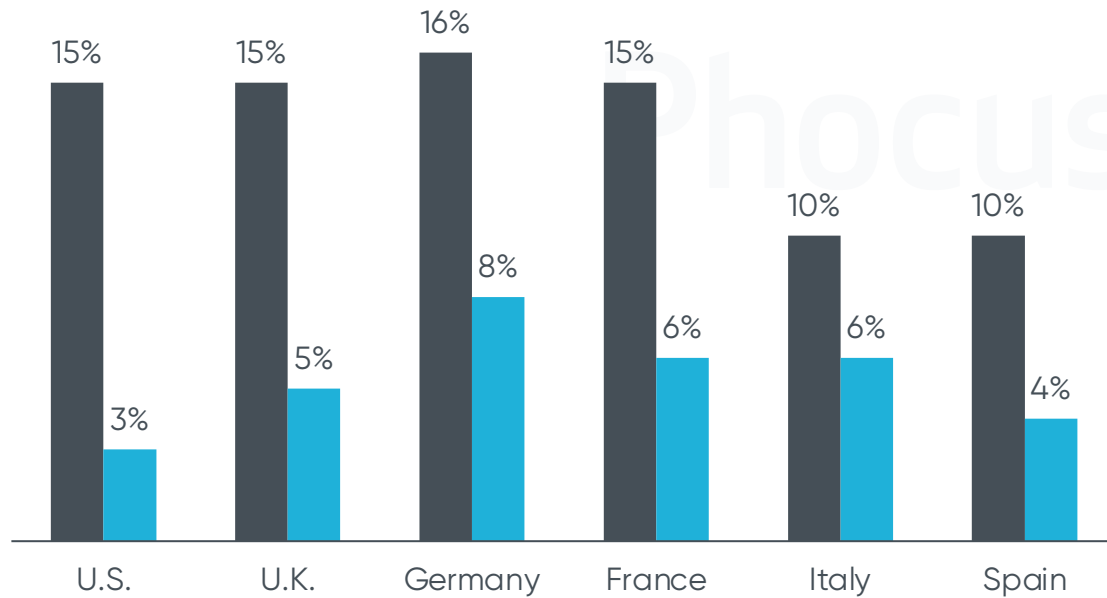
Lodging

		U.S.	U.K.	DE	FR	IT	ES
Belief	I am more likely to choose lodging based on its environmental friendliness than for price	48%	51%	55%	51%	52%	51%
Behavior	Sustainable/green practices ranked in top 5 influencing factors for choosing between properties of similar price, location and comfort	8%	6%	9%	13%	13%	12%



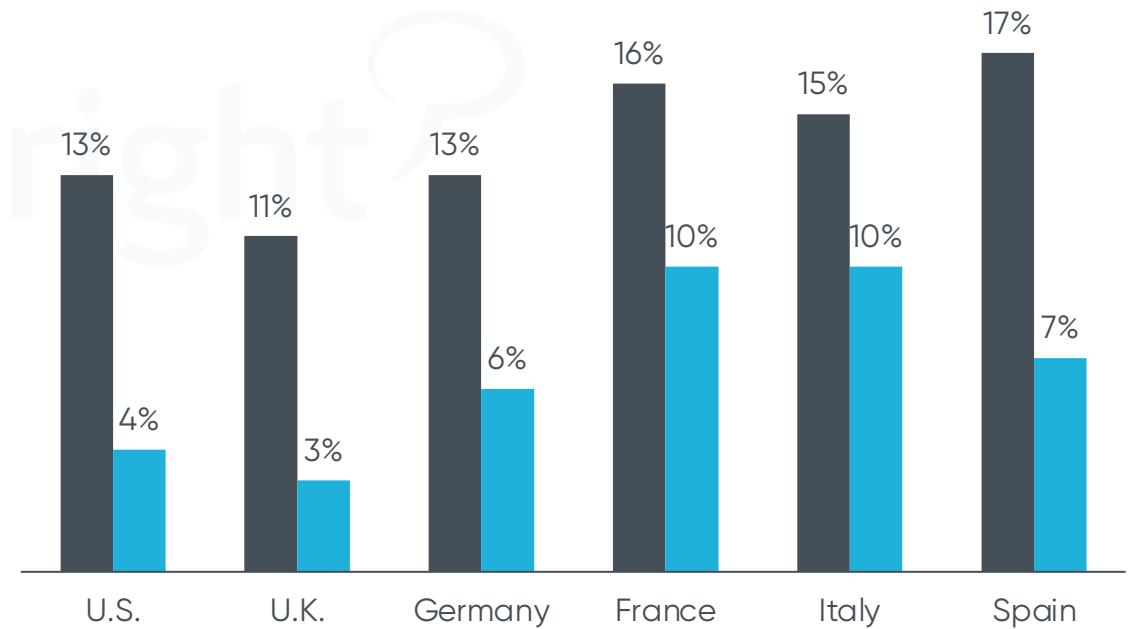
Chose Transport for Environmental/Carbon Footprint Reasons

■ Sustainability Oriented ■ Not Sustainability Oriented



Chose Lodging Properties That Prioritize Green Practices

■ Sustainability Oriented ■ Not Sustainability Oriented



Destination

		U.S.	U.K.	DE	FR	IT	ES
Belief	I prefer to visit places that are not very well known but also less crowded	49%	51%	49%	50%	48%	48%

Phocuswright

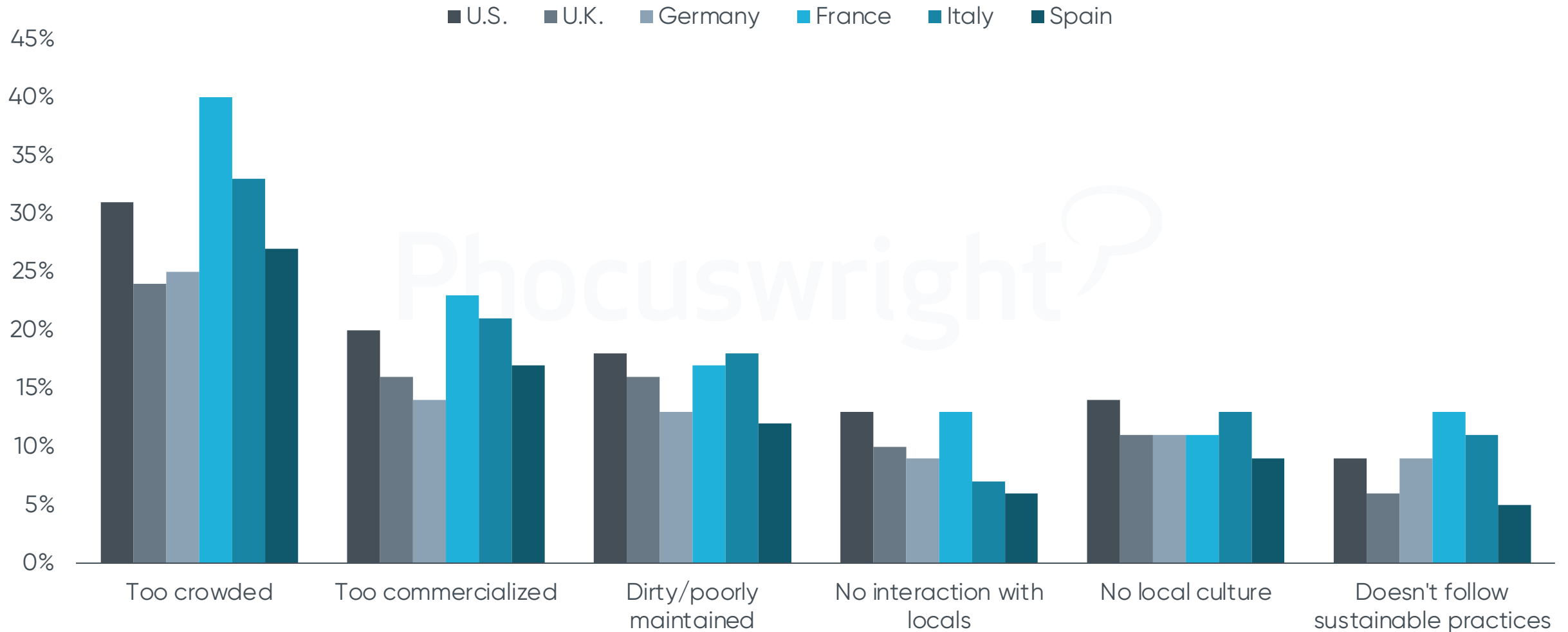


Destination

		U.S.	U.K.	DE	FR	IT	ES
Belief	I prefer to visit places that are not very well known but also less crowded	49%	51%	49%	50%	48%	48%
Behavior	Stayed in a lesser-known area to avoid crowds	21%	21%	15%	20%	28%	25%



Reasons for Avoiding a Destination in Past 12 Months



Travelers don't see dispersal as sustainable travel.

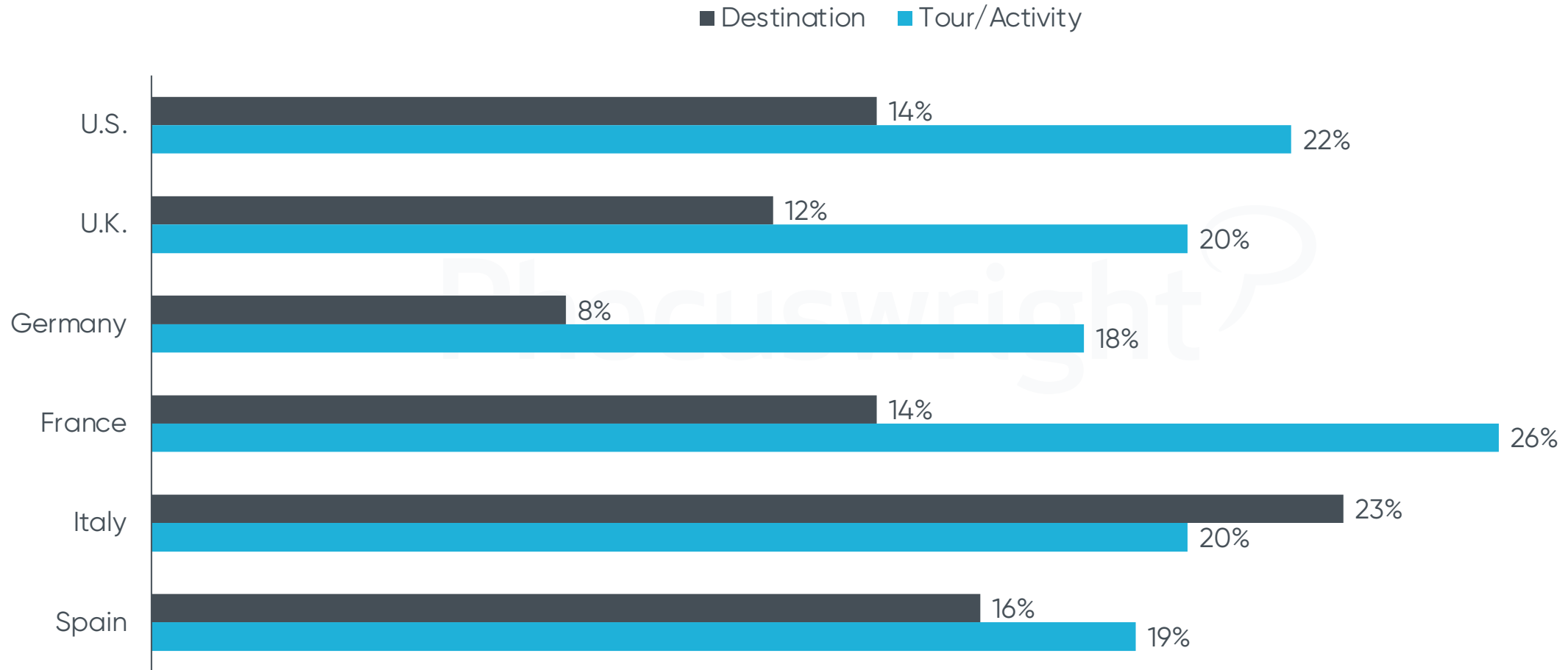
13-21%

consider visiting off-the-beaten-path destinations as part of sustainable travel



How much does fame make a difference?

Travel decisions based on fame





Is “going local” as important
as travelers claim?

I want the money I spend to benefit the communities I visit

57%

U.S.

53%

U.K.

50%

DE

54%

FR

50%

IT

66%

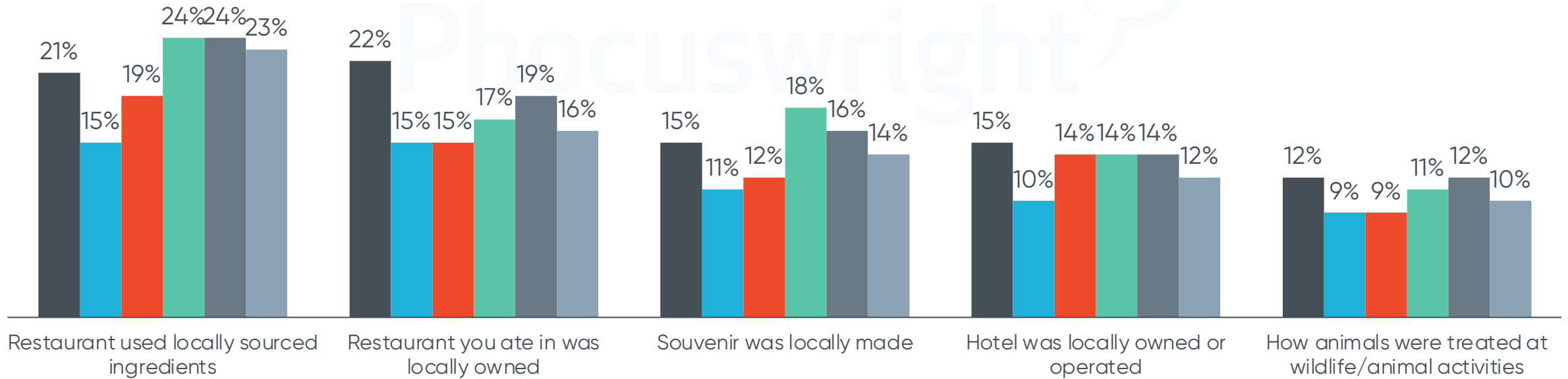
ES



Sourcing

Asked/Checked About Sourcing on Most Recent Trip

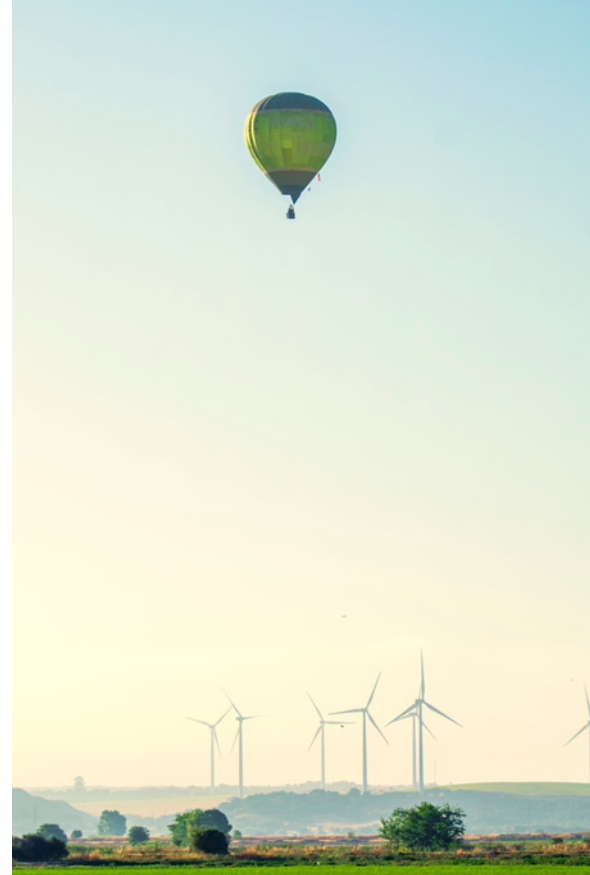
■ U.S. ■ U.K. ■ Germany ■ France ■ Italy ■ Spain



Best practices for reaching travelers



- 1. Define sustainable choices clearly.**
- 2. Spread information across touchpoints.**
- 3. Remember travelers' perception of responsibility.**



1. Digestible recommendations.

2. Don'ts just as much (if not more) than do's.

3. Share the "whys".



SUSTAINABILITY INSIGHTS

Practical Examples



SUSTAINABILITY INSIGHTS

Do Colorado Right

www.colorado.com/do-colorado-right



SUSTAINABILITY INSIGHTS

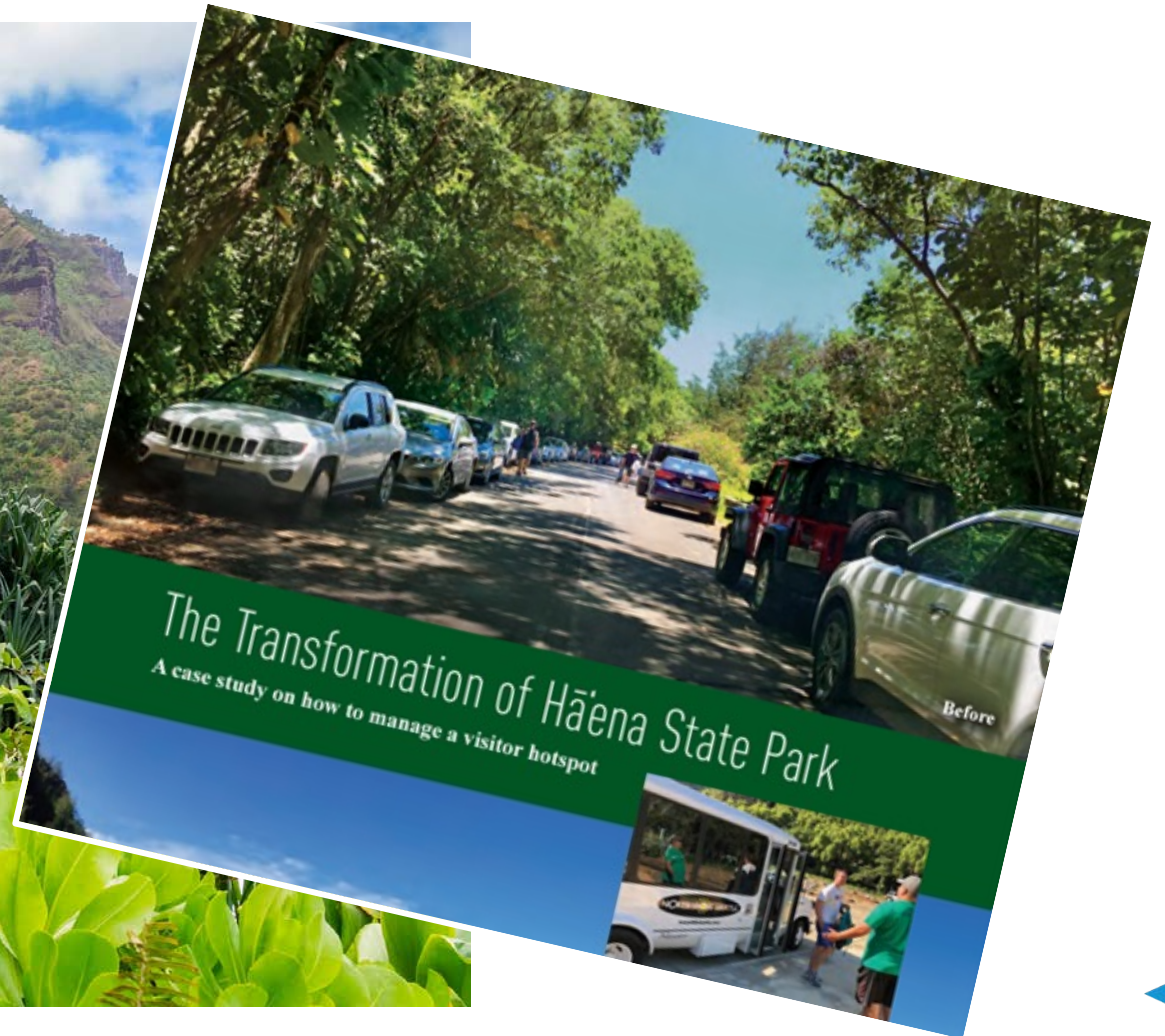
Do Colorado Right

1. Part of a long-term commitment to visitor and locals' education
2. Practical and entertaining advice on traveling responsibly
3. Supported by a broad investment in stewardship



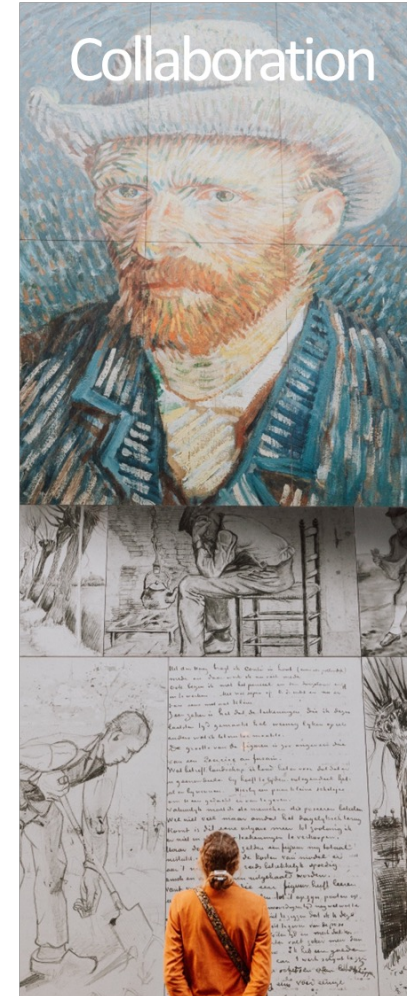
SUSTAINABILITY INSIGHTS

Stewardship in Hawaii



SUSTAINABILITY INSIGHTS

Stewardship in the Netherlands



Updated White Paper

A Guide to Action on Climate Change

MilesPartnership.com/ClimateChange



THREE TAKEAWAYS

1. Empower Travelers

- » Educate Travelers on their Responsibilities

2. Take Action

- » Integrate marketing with investment in destination management & stewardship

3. Secure Funding

- » Develop dedicated funding for investing in destination management & stewardship



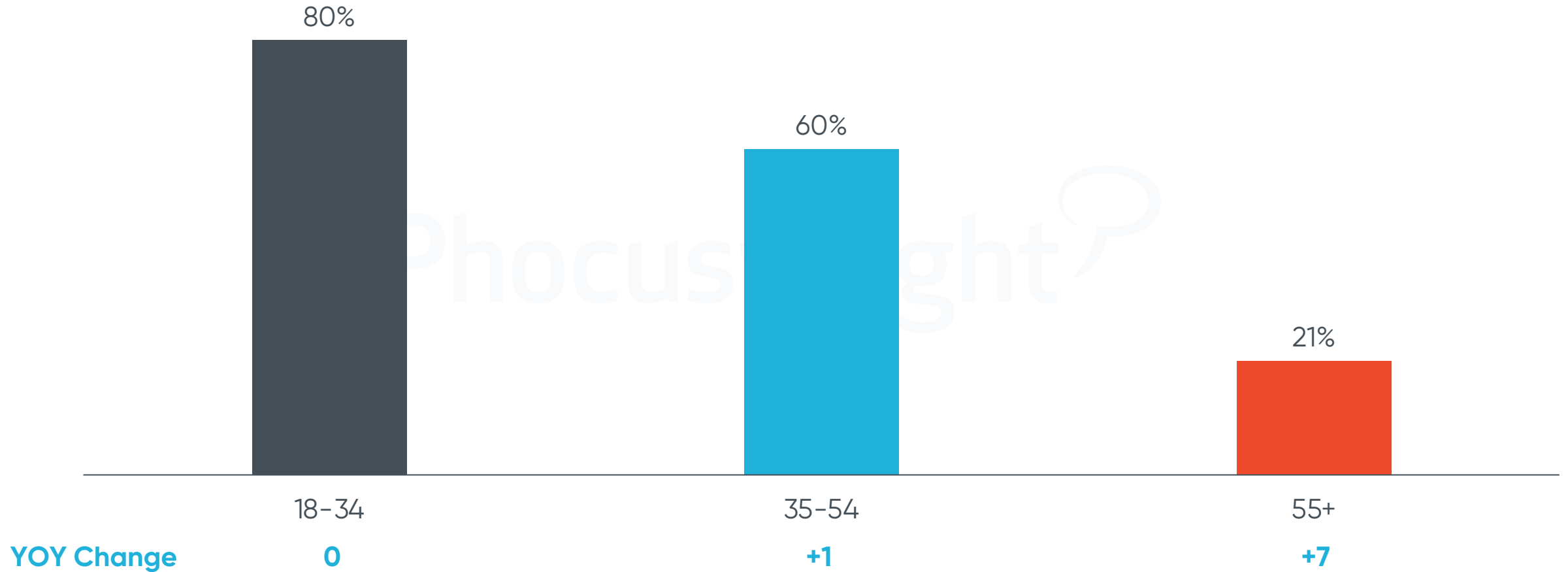
Social Media in Travel

A decorative background graphic consisting of a dark blue gradient with a lighter blue area at the bottom. This area contains a faint grid of vertical lines and a line graph with several data points. One data point is highlighted with a circular target icon.






**Half of American
travelers used
social media for
trip planning.**



Social media usage for trip planning is common among younger travelers.








Facebook and Instagram are the most popular platforms.

	18-34	35-54	55+
	68%	81%	81%
	77%	65%	38%
	60%	38%	25%
	35%	28%	13%
	35%	27%	9%



Platform usage varies little across trip components.

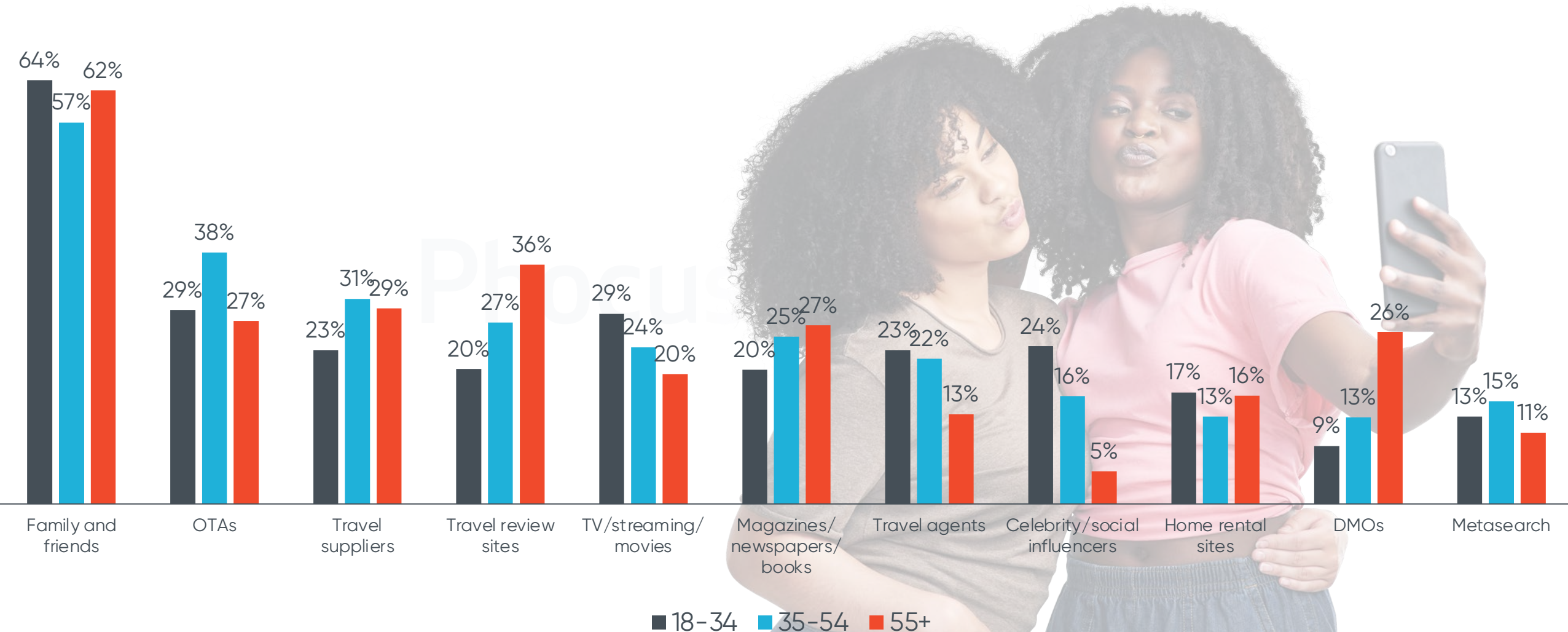
	Choice of destination	How to get there	Where to stay	Activities during the trip
	62%	50%	47%	50%
	52%	47%	48%	46%
	34%	27%	28%	29%
	16%	18%	18%	17%
	17%	16%	17%	15%



**U.S. travelers turn to
the social media
accounts of people
they know personally
for trip inspiration.**



Family and friends are, by far, the most trusted influencers on social media.

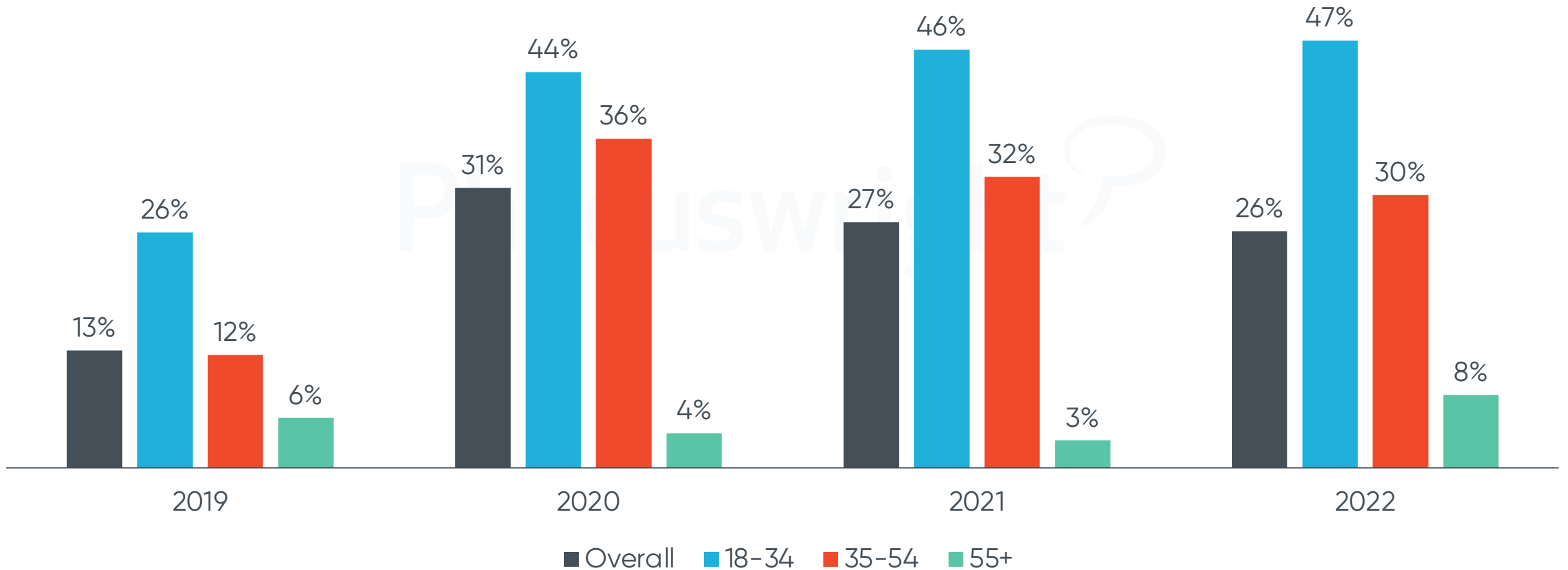


While half of travelers use social media, only a quarter say it is influential in trip planning.



Social Media's influence on travel is most significant among the younger travelers.

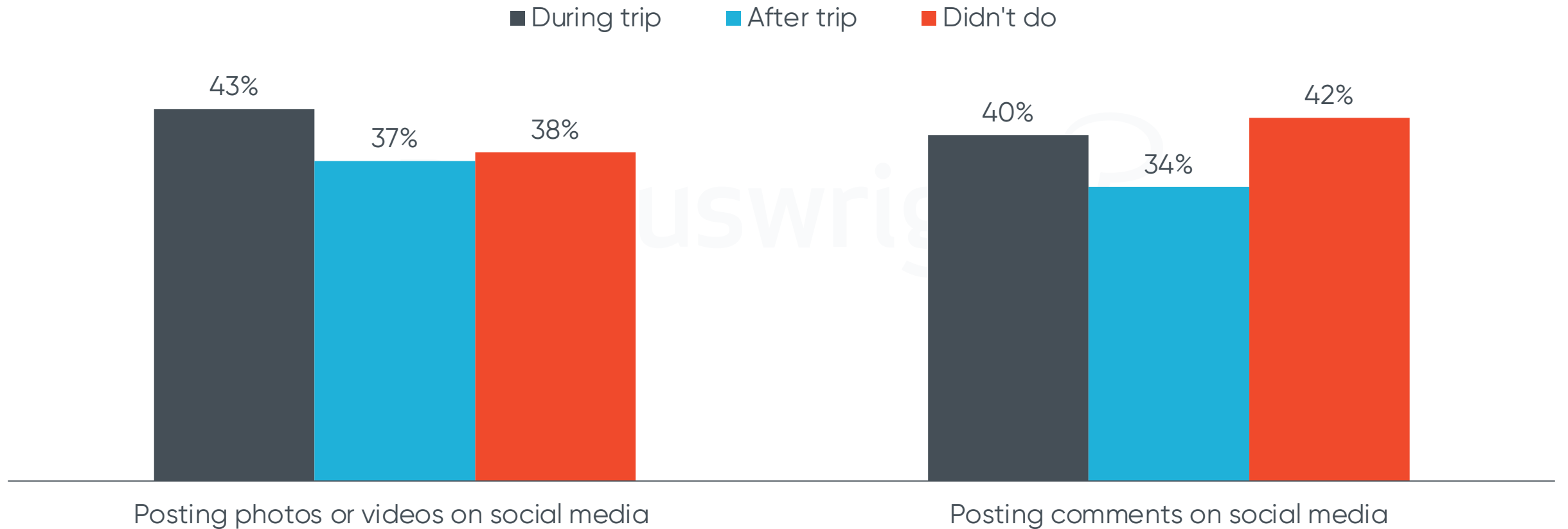
Very/Extremely Influential, Destination Selection



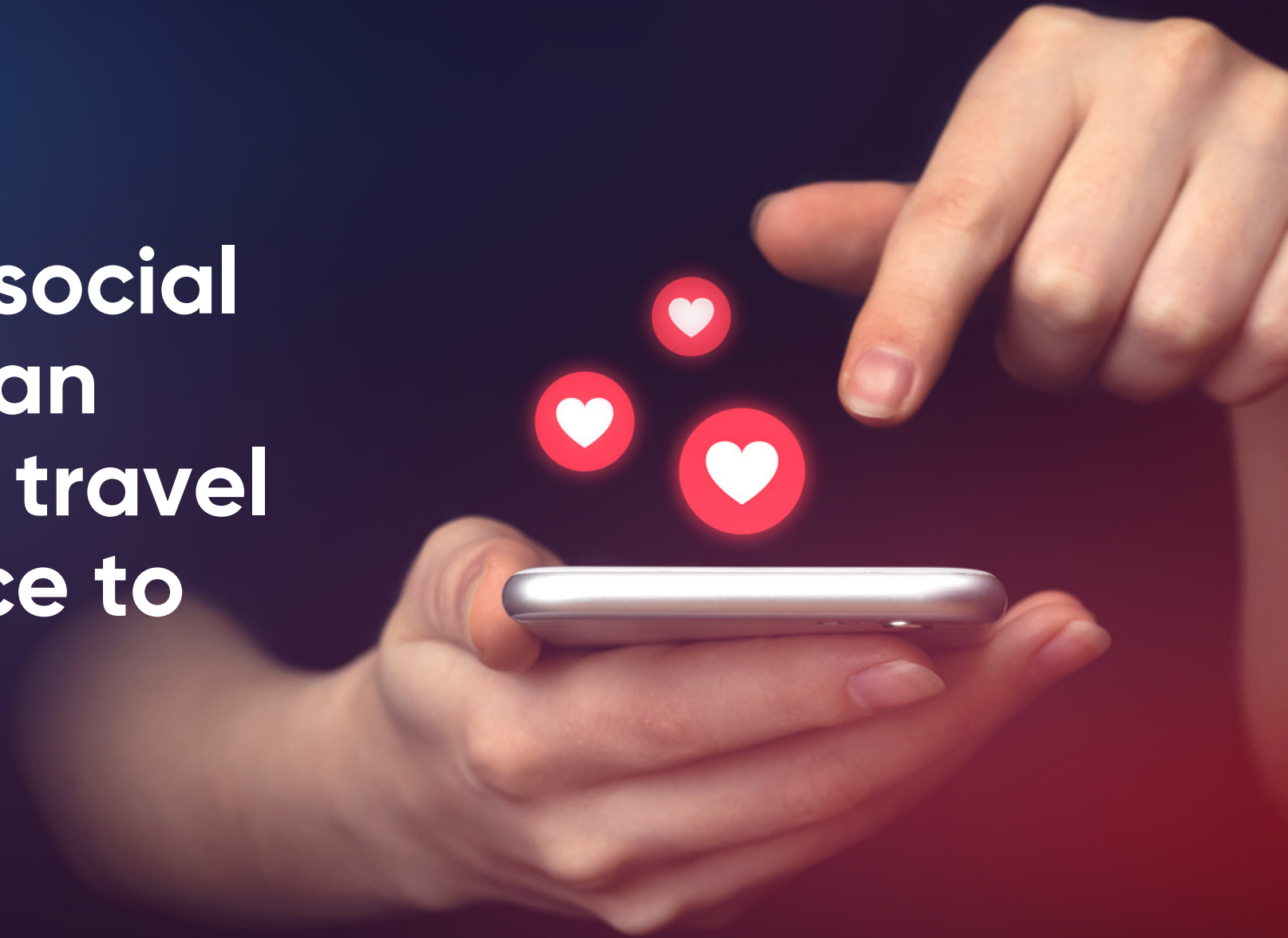
More than half of U.S.
travelers share their
trip experiences on
social.



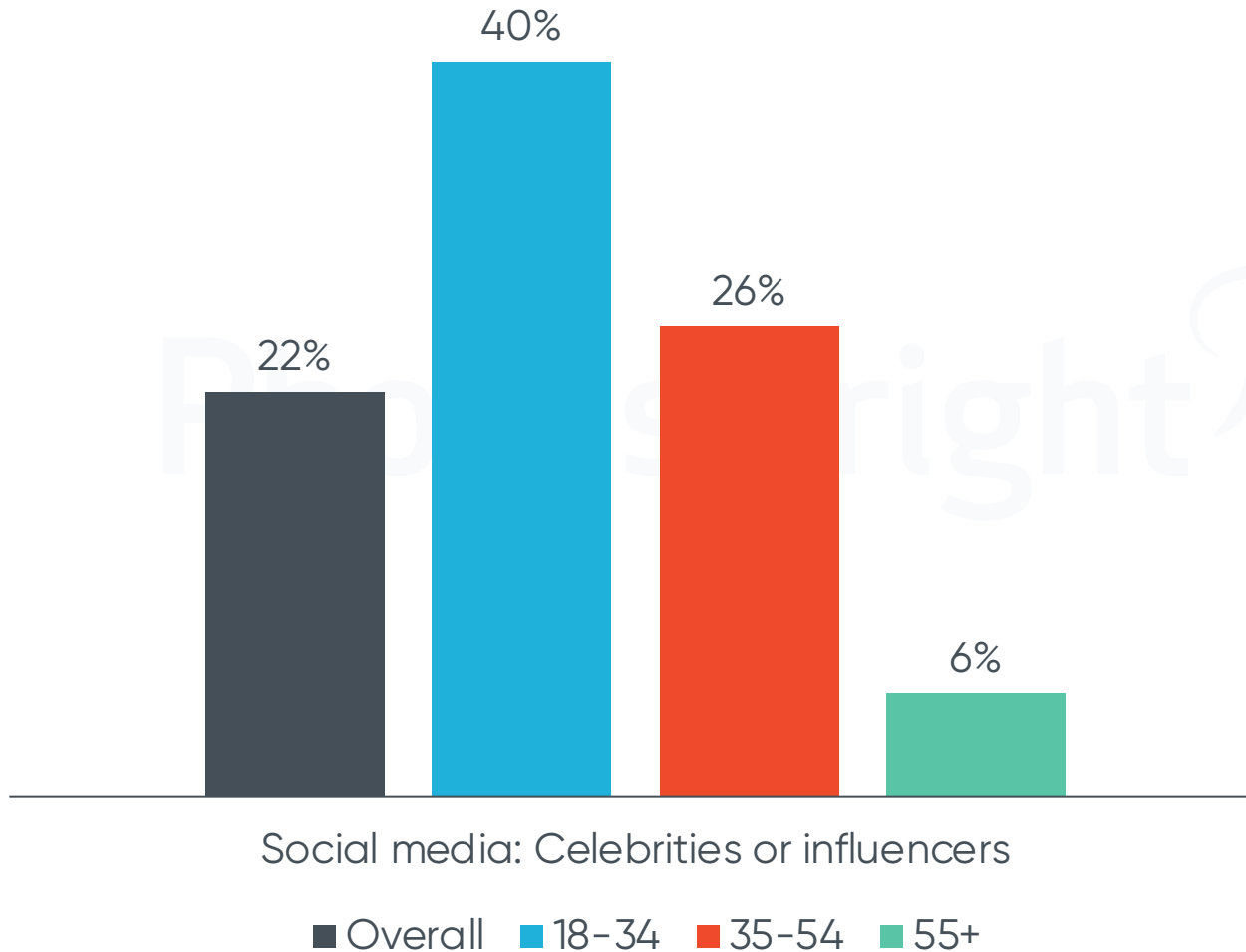
Most sharing on social occurs during the trip.



The increasing penetration of social media creates an opportunity for travel social commerce to thrive.



Younger travelers are more inclined to be influenced by celebrities or influencers when researching destinations.



Social is a growing part of our everyday lives.

- Keep leveraging Facebook and Instagram.
- Focus on the elevated engagement video provides.
- Social commerce will grow for travel.

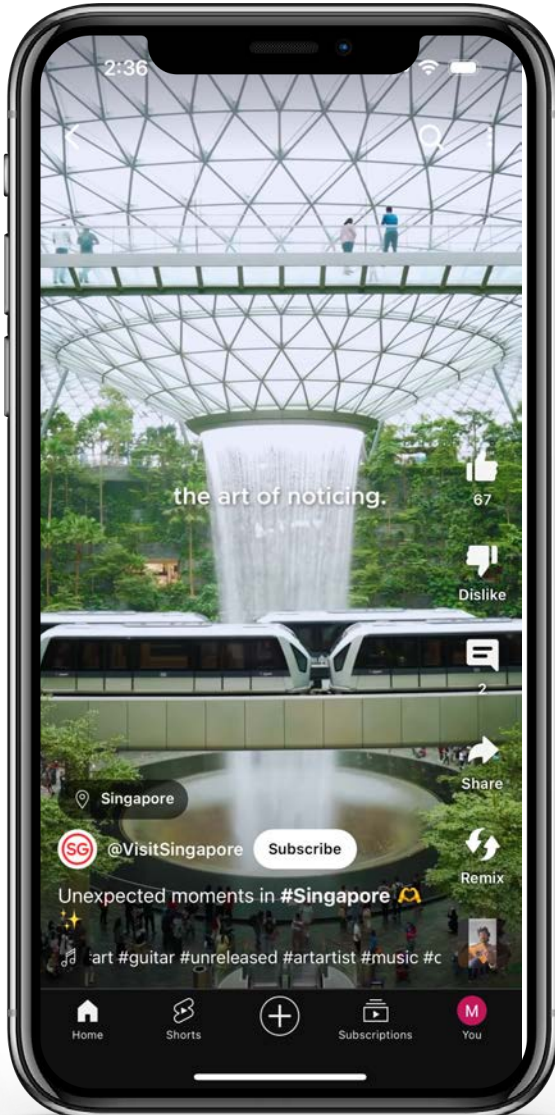
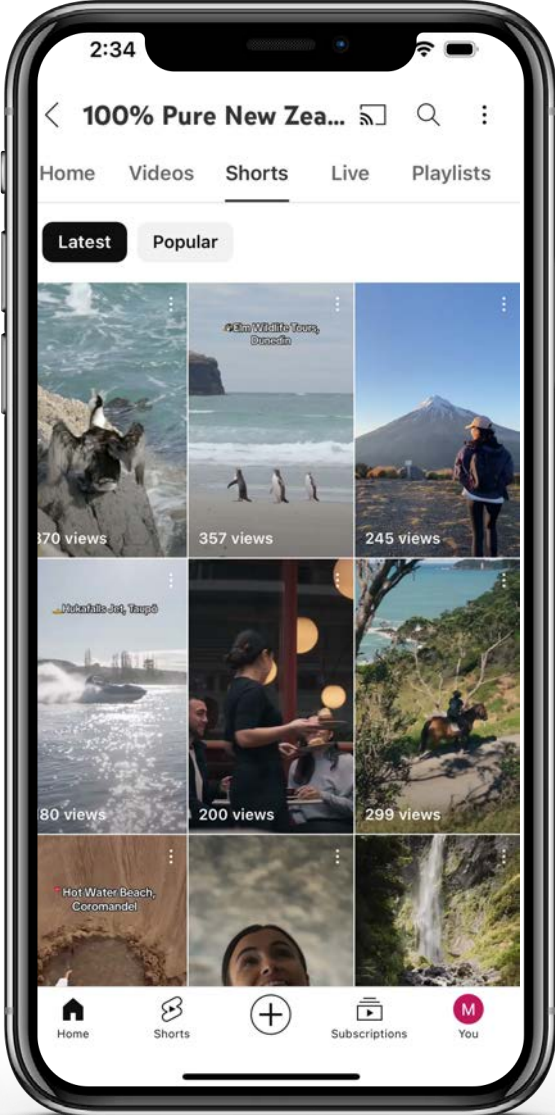
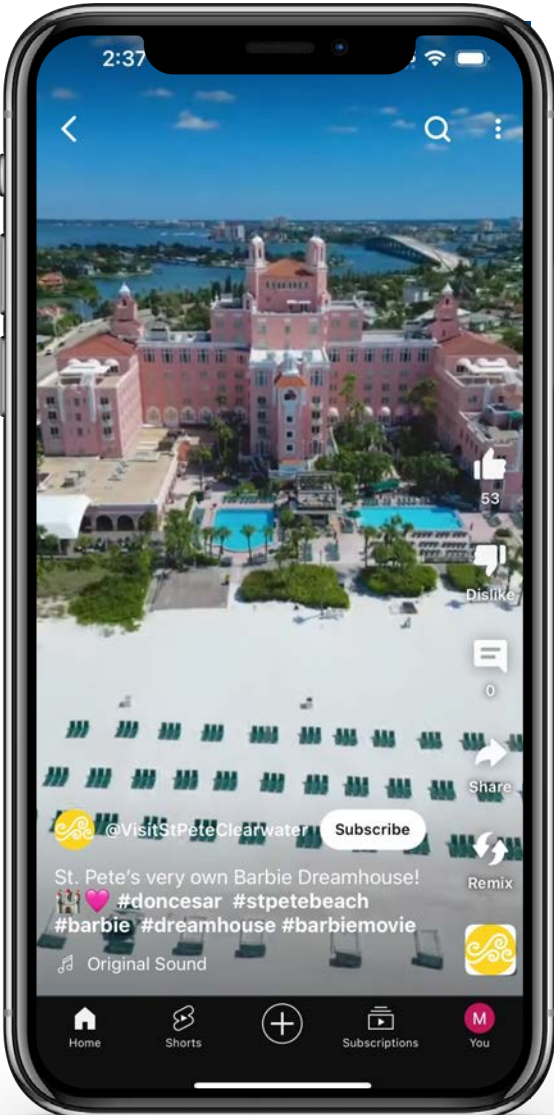


SOCIAL MEDIA INSIGHTS

Practical Examples

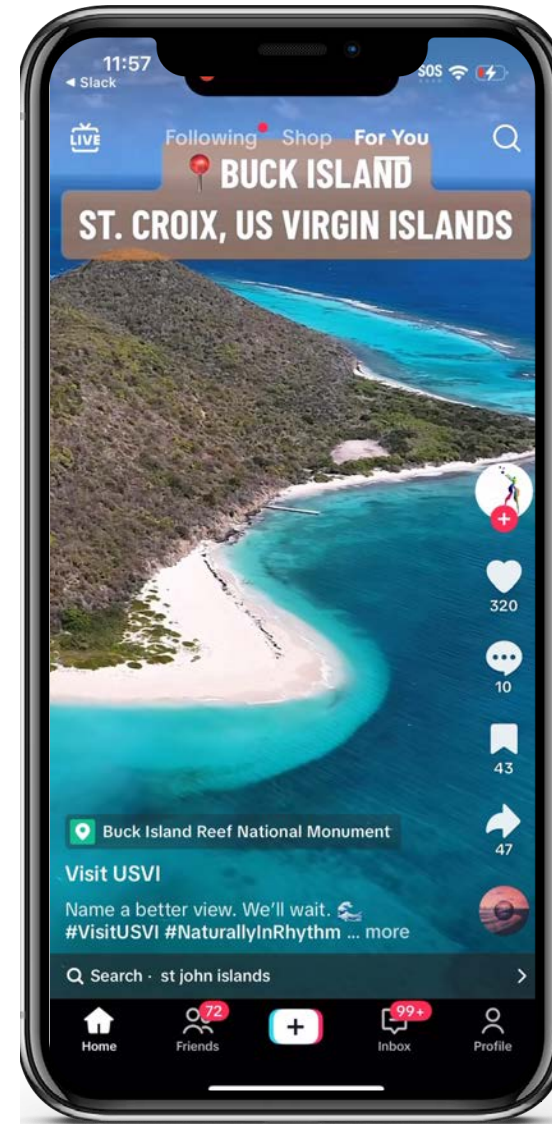


15 DESTINATION COHORT WITH GOOGLE – YOUTUBE SHORTS



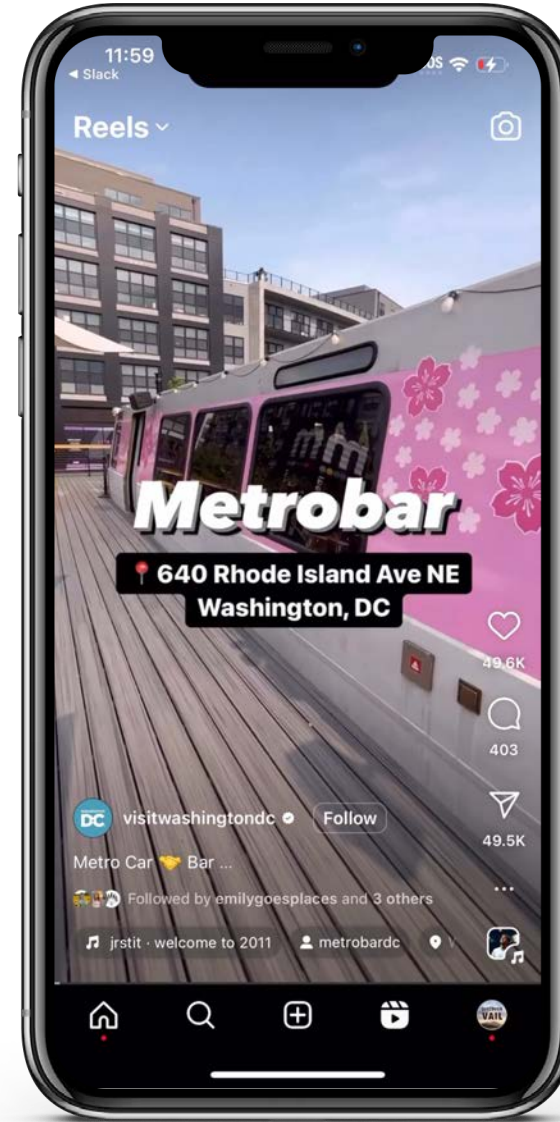
best practices
**nature +
food**

Local nature spots
and restaurants
consistently
perform the best
across Instagram
Reels, TikTok and
YouTube Shorts.



best practices
showcase
people

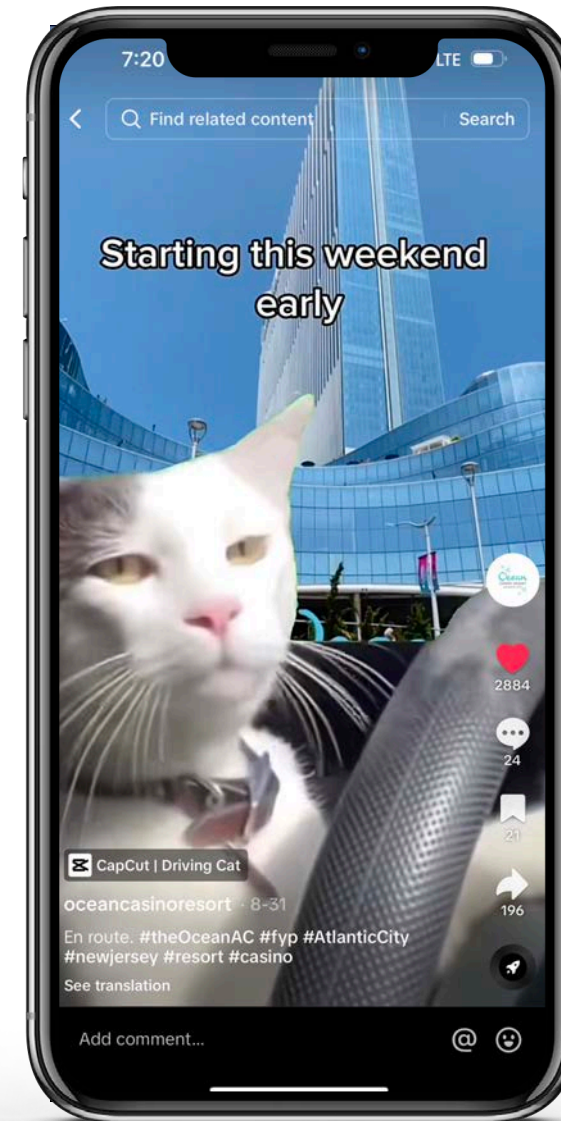
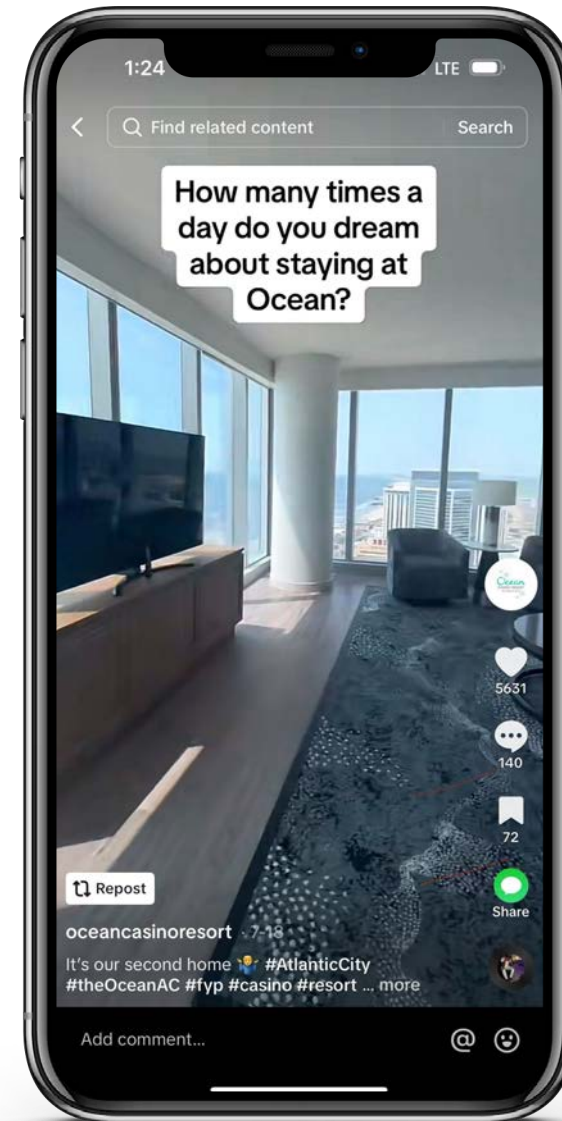
Videos perform
higher if there are
human beings in
them.



best practices
**boost
content**

Align organic x
paid to amplify
reach

Drives brand
awareness,
engagement, and
followership
growth



best practices

**Your
content
strategy
should do
four things:**

tripscout
part of the @hotel network



INSPIRE



MOTIVATE



INFORM



ENTERTAIN



THREE TAKEAWAYS

1. Personalize Content

- » Target social media by traveler segment including investing in short and vertical video

2. Amplify Your Content

- » Invest in paid media to amplify reach and grow followership

3. Empower UGC

- » Encourage locals and visitors to share: friends and family are your biggest influencers



Generative AI

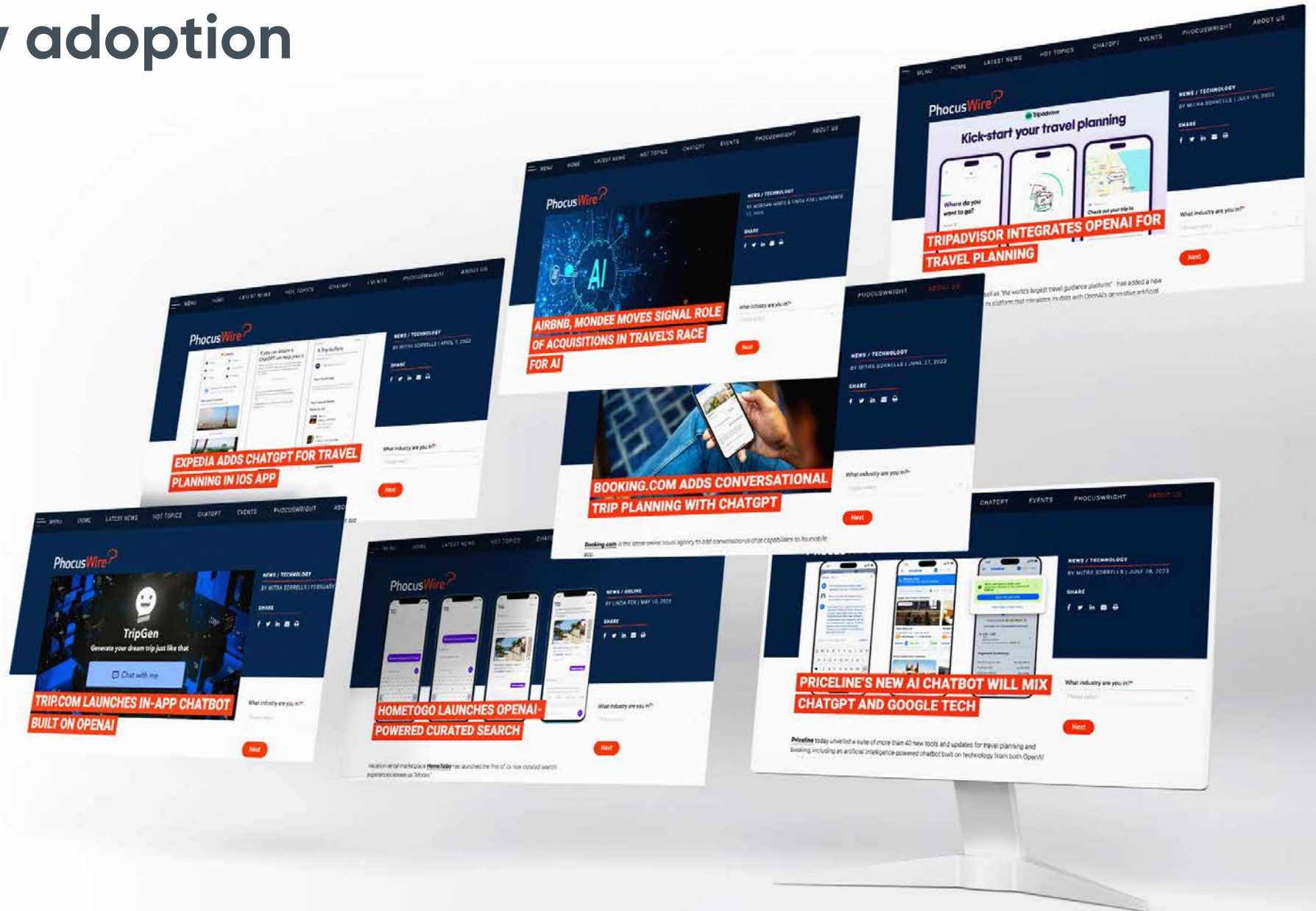


Generative AI timeline

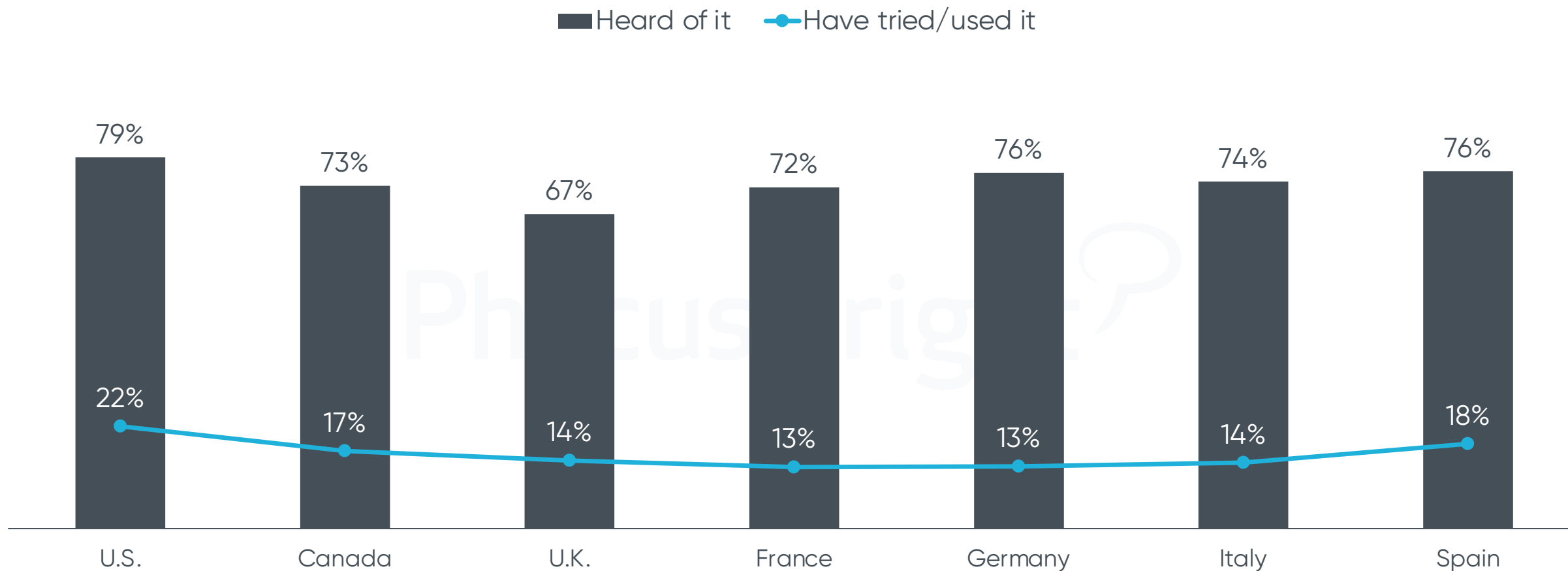
- **Nov 30, 2022** – public launch of ChatGPT
- **January** – Microsoft invests \$10 billion in OpenAI
- **February** – Google announces Bard
- **March** – OpenAI releases GPT-4, plugins
- **May** – Google launches gen AI search, Microsoft announces genAI copilot for Windows
- **August** – OpenAI release ChatGPT Enterprise
- **September** – OpenAI adds multimodal capabilities
- **October** – OpenAI adds ability to work with PDFs, data files, text-to-image creation with DALL-E
- **November** – DevDay announcements
- **December** – Google launches Gemini



Travel industry adoption



How are consumers responding?



Question: Which best describes how familiar you are with each of the following new technologies? Generative artificial intelligence (AI) platforms such as ChatGPT or DALL-E, which allow users to harness the knowledge of the internet to automatically create content, images and recommendations

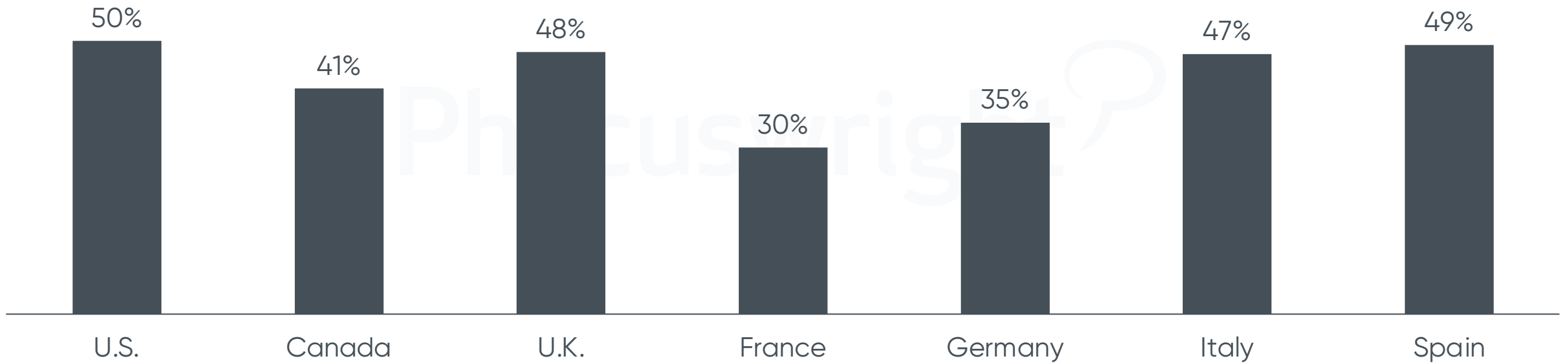
Base: Travelers (U.S. N=2,025; Canada N=1,012; U.K. N=1,017; France N=1,012; Germany N=1,028; Italy N=1,035; Spain N=1,042)

Source: Phocuswright's *U.S., Canada, and Europe Consumer Travel Reports 2023*



How are consumers responding?

Percent Extremely/Somewhat Comfortable
(Among Those Aware)



Question: How comfortable would you be using a generative AI platform such as ChatGPT to help you plan a trip? For example, you provide input about your likes and dislikes on various aspects (e.g., destination type, accommodation preferences, types of activities) and the platform presents you with recommendations.

Base: Travelers aware of Generative AI/ChatGPT (U.S. N=891; Canada N=397; U.K. N=311; France N=371; Germany N=379; Italy N=352; Spain N=400)

Source: Phocuswright's *U.S., Canada, and Europe Consumer Travel Reports 2023*



How are consumers responding?

Expedia Group survey of 20,000 people across 14 countries:

40%

would be likely to use genAI to find a hotel or vacation rental

35%

would use it to find things to do in destination

33%

would use it to compare flight options or get inspiration on where to go



ROI of generative AI?

Tripadvisor CEO Matt Goldberg:

"...members who build an itinerary also generate on average **three times higher revenue** than the average Tripadvisor member..."

"Curating fresh relevant content on these pages is driving **15% more saves** ... We've already observed **double-digit increases in experiences revenue** on the pages with these content enhancements ..."

Perspectives from The Phocuswright Conference

"We're working on integrating AI into our products and websites, leaning heavily into digital storytelling, in a way that's scalable and cost-effective. ... Where gen AI can really help is by enabling us to offer an enhanced experience to our customers, particularly during disruptions."

- Paul Weaver, VP global digital product design, Hyatt

"The chances of the offer being looked at and bought will be much higher with AI, as there will be higher and more accurate levels of personalization. It has definitely improved the look-to-book ratio, and it helps persuade people back into the funnel that may have fallen out of it."

- Sanjay Mohan, chief technology officer, MakeMyTrip

"We have AI-generated hotel descriptions, and this has instantly increased the conversion rate – creating real impact. We would never be able to answer all these questions as humans, but machines can do it so precisely. Not just questions like 'can I bring a pet', but more specific things like 'can I bring 2 dogs, or 'what if my pet is a parakeet.' AI can answer things like that."

- Brett Keller, CEO, Priceline



Use cases in travel

TNMT

Key use cases for Generative AI in the travel industry (and beyond)

Exemplary (non-exhaustive)

Travel Specific		Industry Agnostic		
<p>Travel planning and itineraries</p> <p>AI-enabled conversational search provides tailored travel itineraries, considering user preferences, trip details, and pricing.</p> <p>Roam Around</p> <p>mindtrip.</p> <p>Tailbox</p>	<p>Customer support and management</p> <p>Enhances guest communication and query management through AI-generated text, video, or multilingual speech content.</p> <p>nlx</p> <p>DuVe</p> <p>HiJiffy</p>	<p>Content marketing generation</p> <p>Gen AI designs marketing copy, images, and promotional materials, ideal for vacation rental listings in the travel context.</p> <p>Listify</p> <p>Jasper</p> <p>copy.ai</p>	<p>Workforce training and recruiting</p> <p>AI generates training materials, learning paths, and virtual training assets for efficient workforce development.</p> <p>docebo</p> <p>eightfold.ai</p> <p>Plaito</p>	<p>Internal knowledge sharing</p> <p>Streamlines internal documentation access using AI-powered conversational interfaces for better communication.</p> <p>respeak</p> <p>glean</p> <p>Moveworks</p>



3 things to consider

1 Use for your internal operations

content creation, sentiment analysis, marketing strategy, staff training

2 Use for customer interaction

support and service, translations, personalized Recommendations

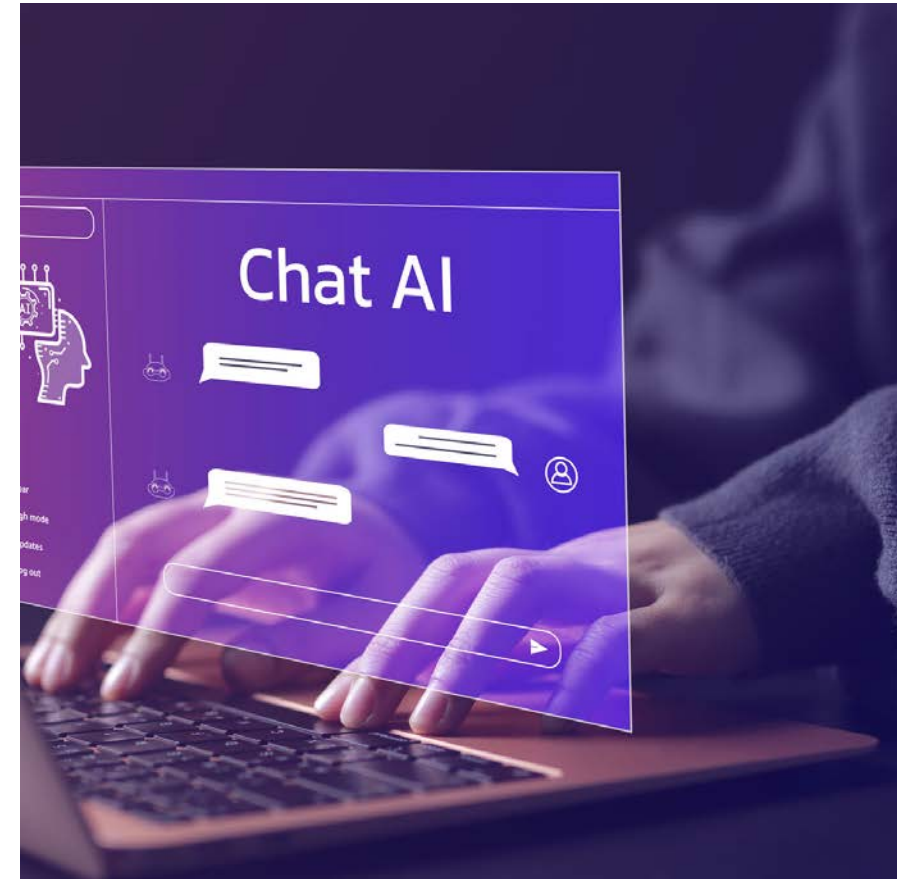
3 Enhance your content

to be "visible" to ChatGPT, Bard, etc. Become "the answer"!



Test these prompts...

- Give me X ideas for blog posts about X
- Create X persuasive subject lines for an email about X
- Create a social media calendar for the next two months about X
- What are the most frequently asked questions about X?
- Perform an analysis on [data set] to uncover [desired outcome]. ...
- Visualize [data set] in order to gain insights on [desired outcome].



Examples

Summarize positive comments about a specific destination

ChatGPT

The top five positive comments made by tourists visiting Tampa, Florida, based on reviews, are as follows:

1. **Pleasant Walking Spaces and Parks:** Tourists appreciate the walking spaces and parks in Tampa, highlighting them as enjoyable aspects of their visit [1].
2. **Welcoming Atmosphere and Vibrant Downtown:** Many tourists find Tampa to be a welcoming city with a vibrant and enjoyable downtown area, offering numerous activities and things to do [1].
3. **Ybor City and Beaches:** Ybor City, known for its nightlife and dining, along with the beautiful beaches, are often mentioned positively by visitors [1].
4. **Friendly People and Good Weather:** The friendly locals and pleasant weather are frequently cited as reasons tourists enjoy their time in Tampa [1].
5. **Exciting Nightlife and Food Options:** Tampa's nightlife, particularly in areas like Ybor City, and its diverse food and shopping options are highlights for many tourists [1].

These positive comments reflect the city's appeal in terms of its natural beauty, cultural vibrancy, and hospitable community.

Summarize negative reviews of a specific hotel

ChatGPT

The top negative comments or reviews about the Hyatt Regency Orlando hotel, as gathered from various sources, include:

1. **Food and Dining Experience:** Guests expressed disappointment with the hotel's dining options. The food was described as not great, and specific restaurants like Fiorenzo were mentioned as overpriced compared to other dining options in the area [1] [1].
2. **Room Issues:** Numerous guests reported problems with their rooms. Complaints included a mildew smell, rooms smelling like mold, particularly from the air conditioning, and problems with room cleanliness. There were instances where guests had to change rooms multiple times due to these issues [1] [1] [1] [1] [1] [1].
3. **Noise and Disturbance:** Some guests were disturbed by noise, particularly those whose rooms were located near the elevators. This was found to be frustrating, especially early in the morning [1].
4. **Service and Responsiveness:** There were complaints about the responsiveness of the hotel staff. Difficulties in altering reservation dates, slow check-in processes due to understaffed front desks, and insufficient attention to guest requests were highlighted [1].
5. **High Costs and Hidden Fees:** Many reviewers commented on the high costs associated with staying at the Hyatt Regency Orlando. This included room rates, food and drinks, parking fees, and additional charges. The absence of inclusive amenities like microwaves in rooms and the necessity of paying for simple services were also noted as pain points [1] [1] [1] [1].

It's important to note that these reviews represent individual experiences and opinions, and may not reflect the experiences of all guests at the Hyatt Regency Orlando.



The agents are coming

"You won't have to use different apps for different tasks. You'll simply tell your device, in everyday language, what you want to do. ... With permission to follow your online interactions and real-world locations, it will develop a powerful understanding of the people, places and activities you engage in. ... You'll choose how and when it steps in to help with something or ask you to make a decision."

- **Bill Gates**



The agents are coming



Do anything



What else?



**Hyper personalized,
dynamic websites**



**Agent to agent
transactions**



Humane AI pin

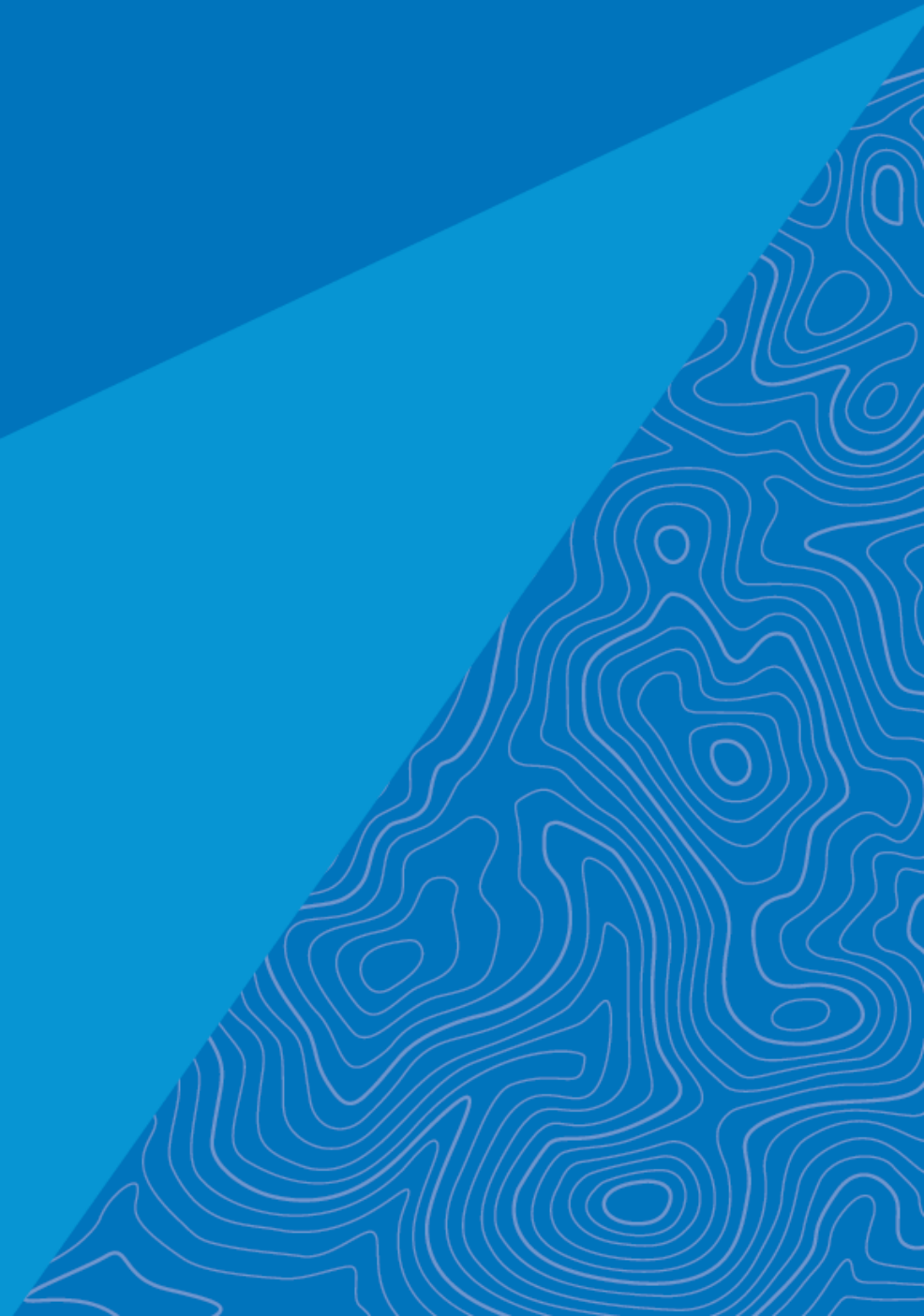
Experiment!

- What are the problems you need help solving?
- What tasks could you outsource to an always-on, smart assistant?



GENERATIVE AI INSIGHTS

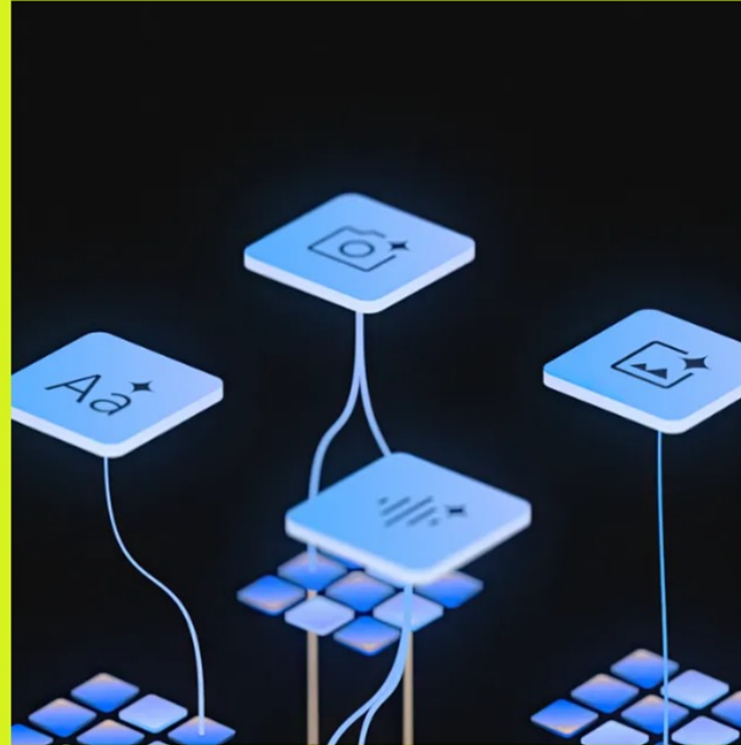
Practical Examples



EMBRACING AI

Google AI Applications:

- Google Search
- Flight Search
- Hotel Search
- Flight Search
- Image Search
- Google Assistant
- Translated Content
- Generating Code
- Cloud Services



Gemini was designed from the beginning to be about much more than just text. Image: Google

GOOGLE

Google launches Gemini, the AI model it hopes will take down GPT-4

Google has been an 'AI-first company' for nearly a decade. Now, a year into the AI era brought on by ChatGPT, it's finally making a big move.

By David Pierce, editor-at-large and Vergecast co-host with over a decade of experience covering consumer tech. Previously, at Protocol, The Wall Street Journal, and Wired.

Dec 7, 2023, 4:00 AM GMT+13 | [77 Comments](#) / [77 New](#)



EMBRACING AI

Google AI Applications:

- Google Search
- Flight Search
- Hotel Search
- Flight Search
- Image Search
- Google Assistant
- Translated Content
- Generating Code
- Cloud Services

Generative AI is experimental. Learn more ⋮

There are many things to do in Denver, Colorado, including museums, parks, and other attractions. ^



17 Fabulous Things T...


25 Oct 2022 — The Mount Evans Scenic Byway is a...

 travelawaits.com ⋮



Things to do in Denv...

Clyfford Still Museum.
Clyfford Still was one of...

 Denver Tours ⋮

Museums ▾



Molly Brown House Museum

A Victorian manor that was saved from demolition in 1970. The museum features period decor and docents who tell stories about the Titanic survivor.

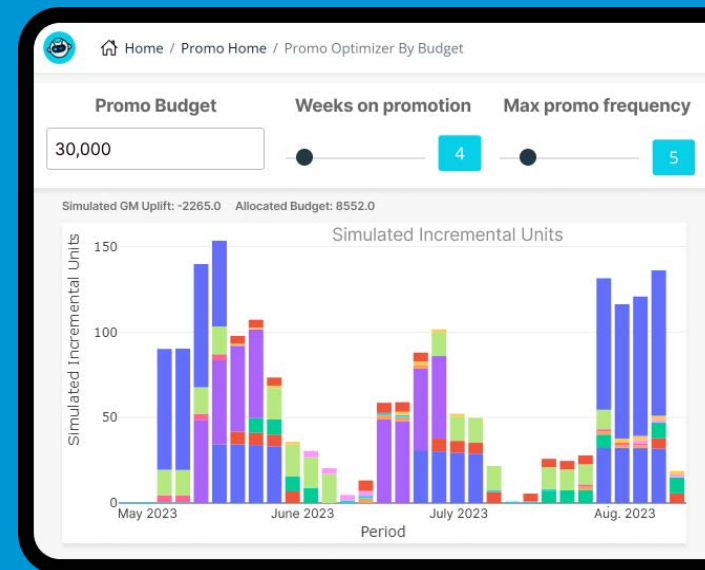
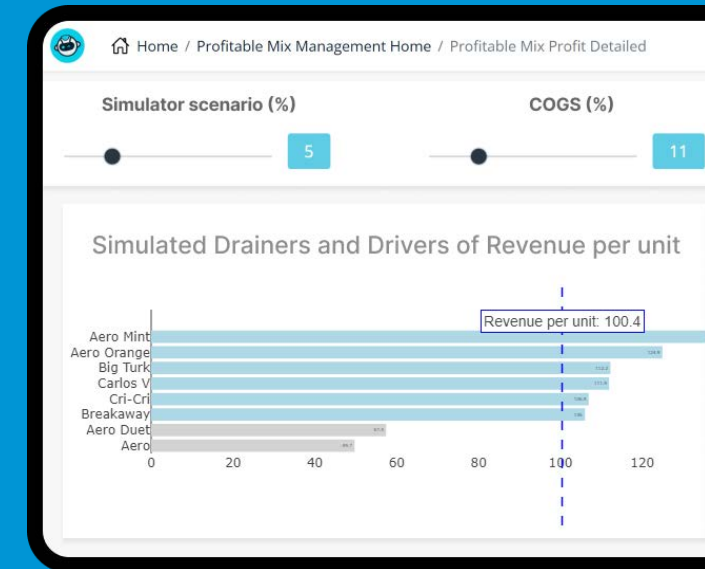
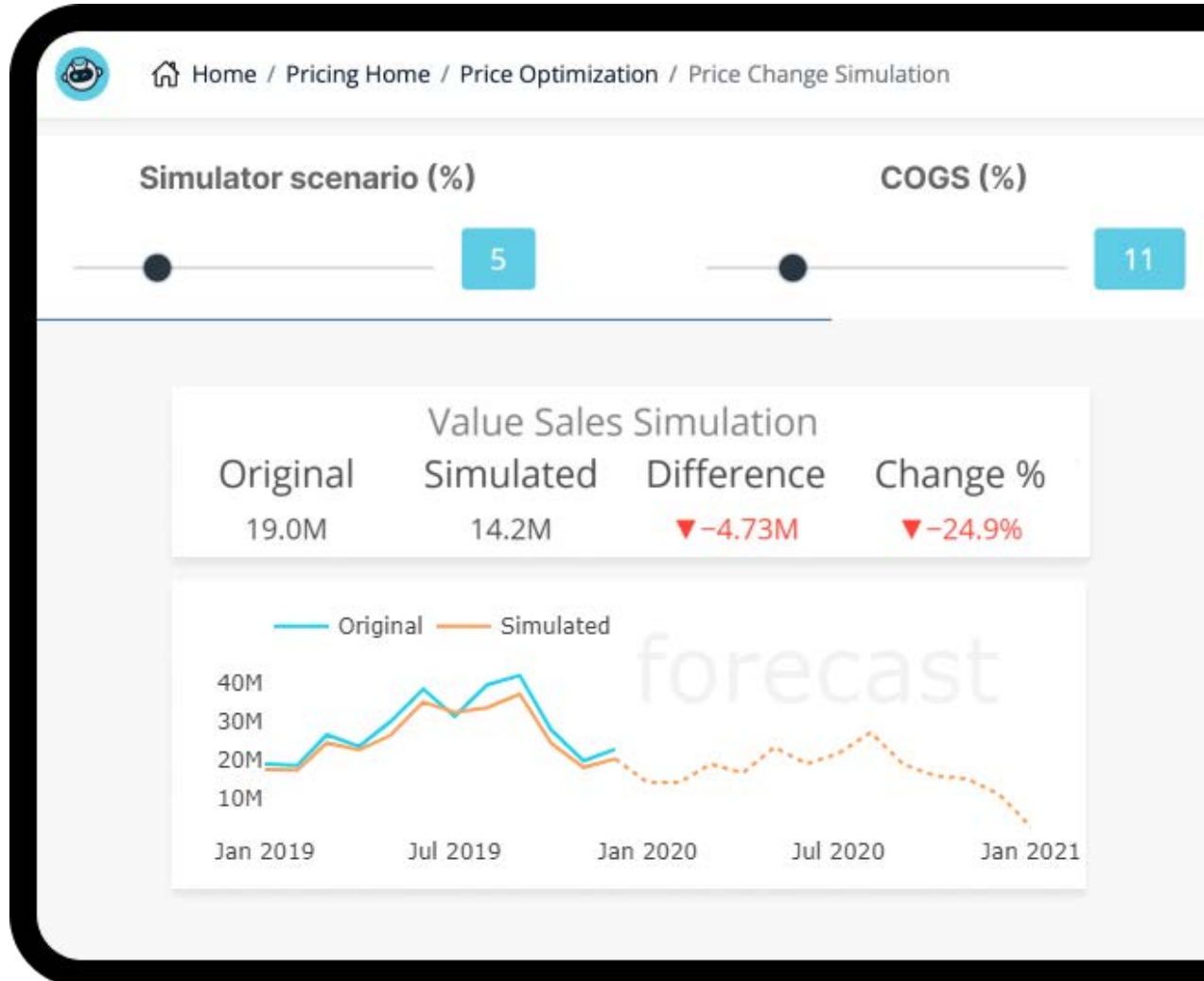


Clyfford Still Museum

Features the work of Clyfford Still, one of the original abstract expressionists.



AI-Driven Revenue Management



Intentful.ai Pilot Partnership

- Pilot program with Miles Partnership and Intentful.ai utilizing OpenAI models
- Model is trained on DMO website content, events, partner listings, and deals to generate the highest quality and most relevant content possible
- Sitemap & Custom API Feed Models

At Intentful, we teach AI:

- Brand information
- Brand voice
- Best-performing ads
- High-ranking (or any) web content
- Industry specifics, and more.



KPIs

- **Primary:**
Consumer satisfaction with the integration and responses they receive
- **Secondary:**
Usage and evaluation of the questions/answers users are looking for to optimize content strategy



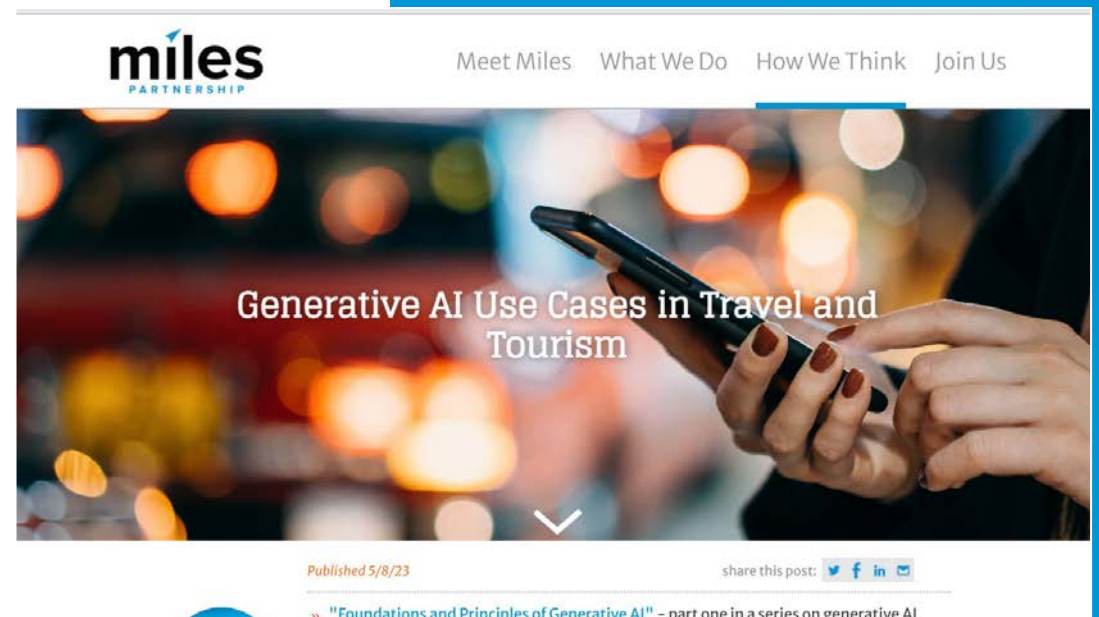
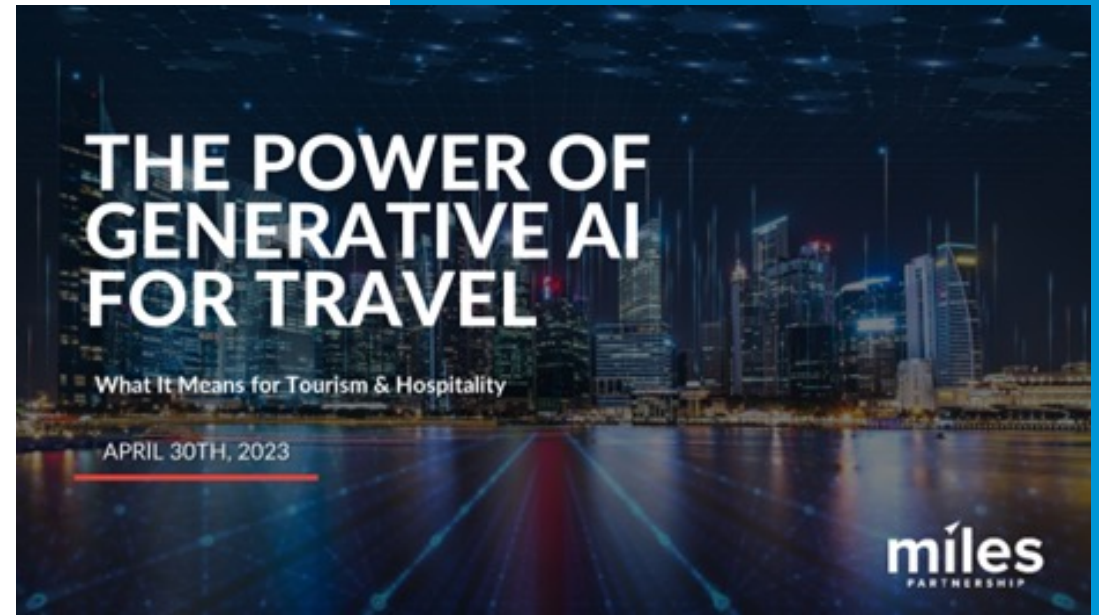
Hybrid Visitor
Center:
**Virtual
Travel
Assistants**



A PERSPECTIVE ON AI

Generative AI Use Cases

1. Content, Marketing, & Advertising
2. Trip Planning & Booking
3. Customer Service
4. Administrative & Operational Support
5. Whatever You Can Imagine...



THREE TAKEAWAYS

1. Test & Pilot

- » Support a culture of testing and trialing new AI tools and solutions

2. Validate & Verify

- » Use AI to help create and curate content, but be sure to proof and review it

3. Empower Businesses

- » Identify and amplify AI solutions that are practical for smaller businesses



Transformational Tech in Travel



Real-Time Revolution in Hotel Operations



Real-time revolution in hotel operations

- Translate data into actionable insights: Forward-looking visibility for property leaders and step-by-step guidance for on-property managers
- Optimize labor: Performance, productivity, predictions
- Make communications work for you: Guest insights and internal alignment can drive revenue



Drive business **up** **and to the right** a GPS for the hotel industry

Minimize labor costs. Optimize operations. Increase long-term asset value. Steer clear of obstacles impacting results. At every turn, Actabl's software suite maximizes profits.

Request a Demo



MEWS

- Property management system

The hospitality system of the future

Mews is a property management system designed to simplify and automate all operations for modern hoteliers and their guests. From the booking engine to check-out, from front desk to revenue management, every process is easier, faster and more connected. And with the integrated Mews Payments ecosystem, every transaction is secure and seamless.





#1 HOSPITALITY MANAGEMENT SYSTEM

Powerful. Intuitive. Unified. One platform to run your property.

Thousands of successful independent properties grow revenue, streamline operations, and enable memorable guest experiences with Cloudbeds.



Web3 is proving its value in travel



Web3 is proving its value in travel

- Digital identity for seamless travel
- Digital twins in the metaverse
- Increasing efficiency and lowering costs of payment/settlement
- Creating a direct distribution environment for airlines, hotels and short-term rentals





ARUBA PREPS FULL LAUNCH OF PASSPORT-FREE ARRIVALS PROCESS

NEWS / TECHNOLOGY

BY MITRA SORRELLS | NOVEMBER 16, 2023

The Aruba Tourism Authority will launch its digital travel credential for all travelers coming to the island nation beginning in March 2024.

The credential enables arriving visitors to complete pre-boarding verification and pass through border checkpoints without providing a physical passport.

The system has been created in partnership with [SITA](#) and Indicio and **launched as a test in late March.**

Indicio
REIMAGINING IDENTITY





HOTELVERSE



25 HOT TRAVEL STARTUPS 2024

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Unlock the full potential of your tour business with our cutting-edge AI technology

Provide your guests with personalised, competitively-priced, and unforgettable experiences
by combining our AI with your human tour guides

AI & human tour guide hybrid

Are you a **tour operator** looking to take advantage of AI, but wondering how it will work with your tour guides?

Incorporate our AI into the real world delivery side of your tour business with our hybrid AI/human tour guide model...

Autonomous vehicles

Are you a **sightseeing bus company** considering transitioning to autonomous vehicles? Are you a **robotaxi mobility platform** looking to operate brand experiences?

We are now trialing robotaxi experiences in San Francisco, Las Vegas, Austin, Houston & Phoenix and can help...



Rein in the chaos of spreadsheets

Put an end to clunky, corrupted spreadsheets with smooth data collection, all in one place. By assigning data capture tasks to colleagues, your property transforms sustainability from an overwhelming one-person job into 'something we all just do'.



Take a science-backed, holistic approach

Weeva's 360° approach builds on the established 4Cs approach and is aligned with the Global Sustainability Tourism Council (GSTC). We've embedded analytics, reports and learning toolkits into our framework so your team can make smarter business decisions on where to cut costs



Get a snapshot of your impact

Transform your data into insight with our predefined reporting template designed by sustainability experts. In one click, you can generate a beautiful Key Impact Summary that matches industry best practices, key legislation standards, association requirements, and more.

We've created tools for brands to capture, transform and enrich new and existing customer data, for hyper-personalization and segmentation.



LEGENDS

Imagine unlocking the preferences of the 5 billion photos snapped each day by travelers around the world. That's exactly what our cutting-edge, patent-pending technology does. It transforms these pictures into dynamic traveler profiles, bringing a whole new dimension to first-party data. Creating a safe space where travelers and brands can connect to share their data, for better personalization.

DHARMA

Brands



ORIGINALS

LOOKING FC
by *Eric Cantona*

Looking FC
FOOTBALL



ORIGINALS

PARIS BY EMILY
THE OFFICIAL TRAVEL BRAND
OF NETFLIX'S EMILY IN PARIS

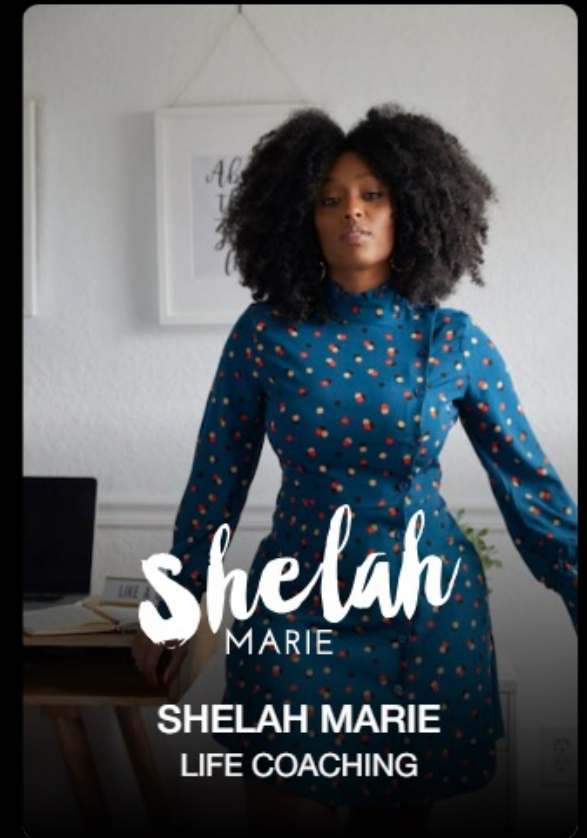
Paris By Emily
EMILY IN PARIS



ORIGINALS

SPIRITED STORIES

Spirited Stories
WINE & SPIRITS



Shelah
MARIE

SHELAH MARIE
LIFE COACHING

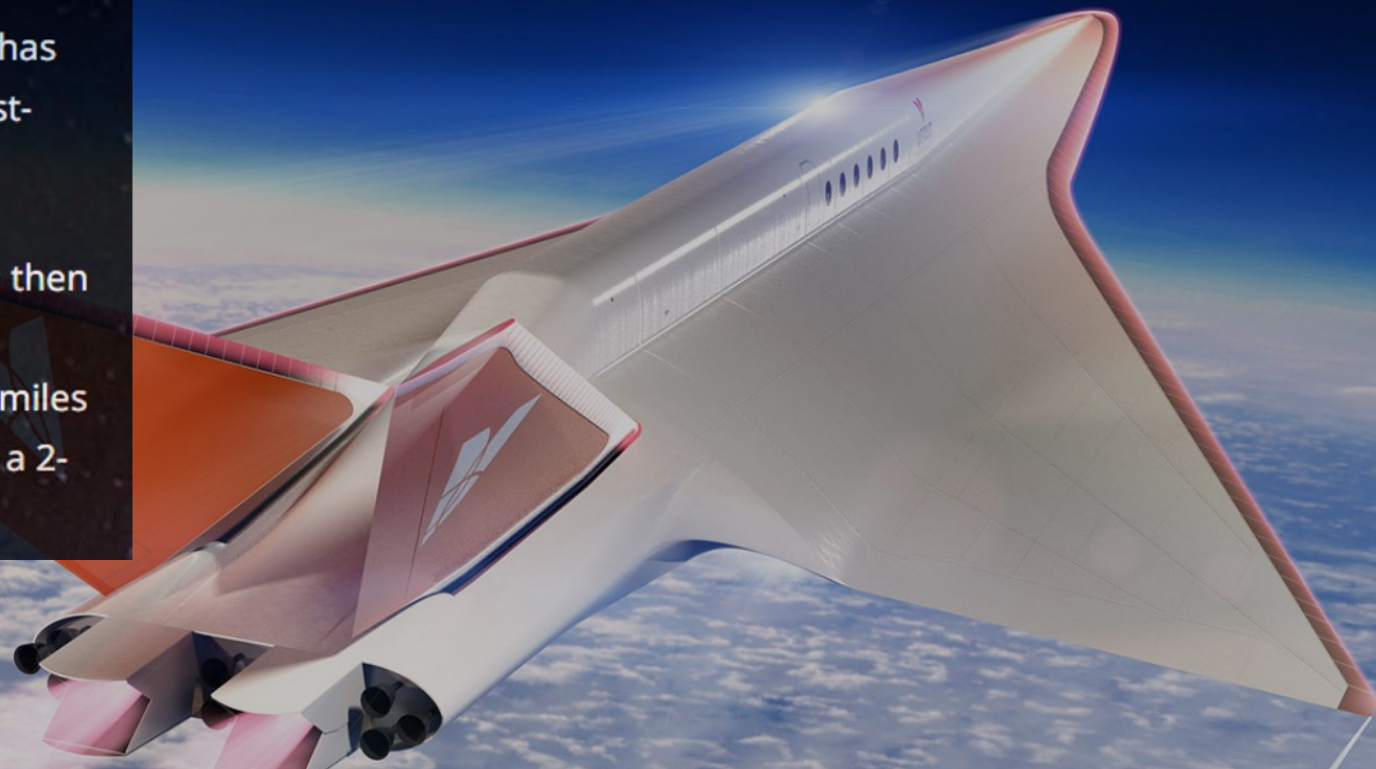


The Future of Hypersonic Flight

Venus Stargazer™ Spaceplane, the future of hypersonic flight.

Stargazer is Earth's first hypersonic, reusable aircraft. No one has ever built an engine that makes one-hour global transport cost-effective. Until now.

Stargazer will take off from a primary airport with jet engines, then when away from city-center, our rocket engine will propel passengers gently to 170,000 feet and Mach 9, crossing 5000 miles in 1 hour. San Francisco to Japan. Houston To London. All with a 2-hour turn-around.



Venus Stargazer™ Spaceplane

The fastest, reusable, hypersonic aircraft ever designed.



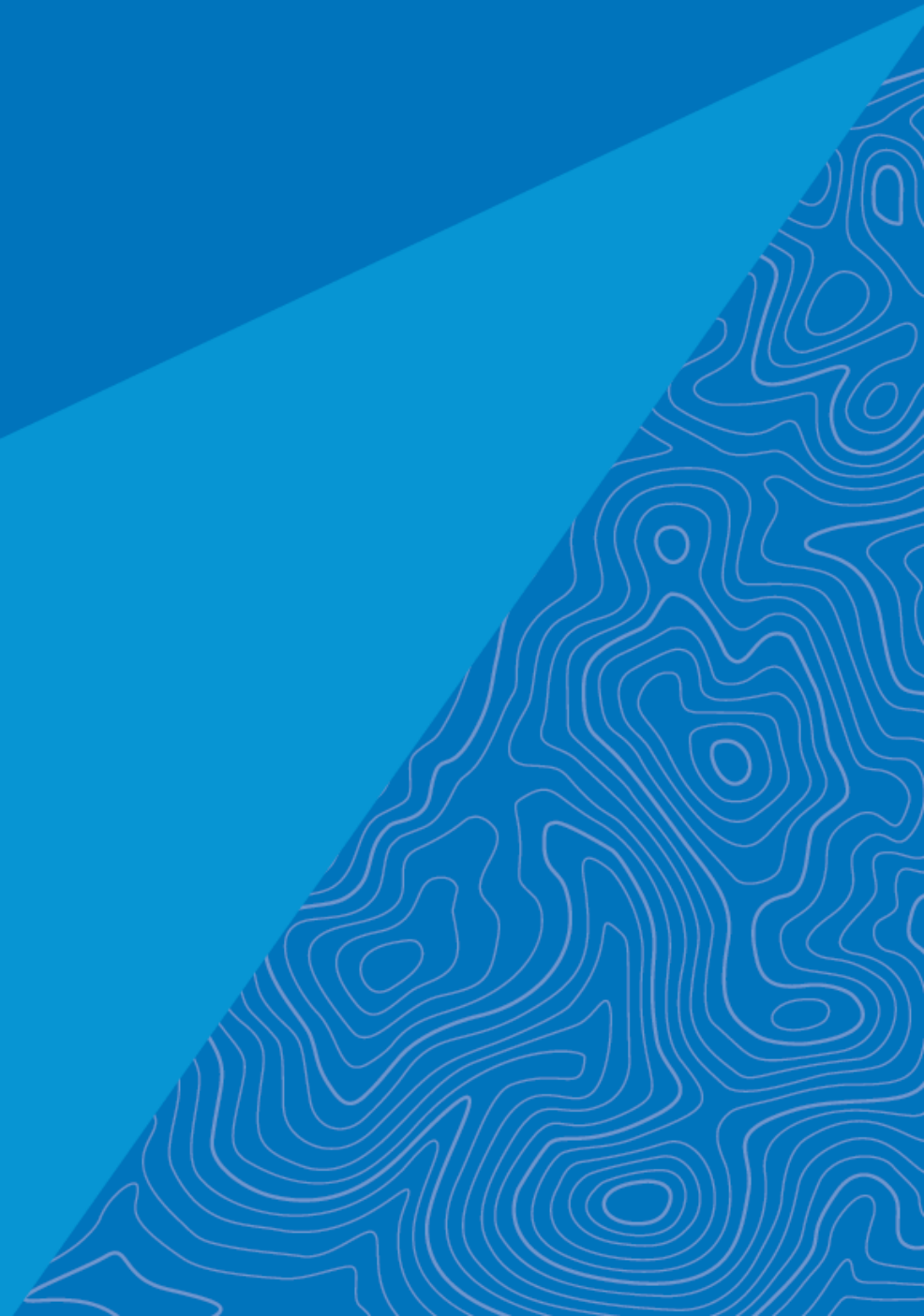
HOT TRAVEL STARTUPS 2024

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TRANSFORMATIONAL TECH INSIGHTS

Practical Examples



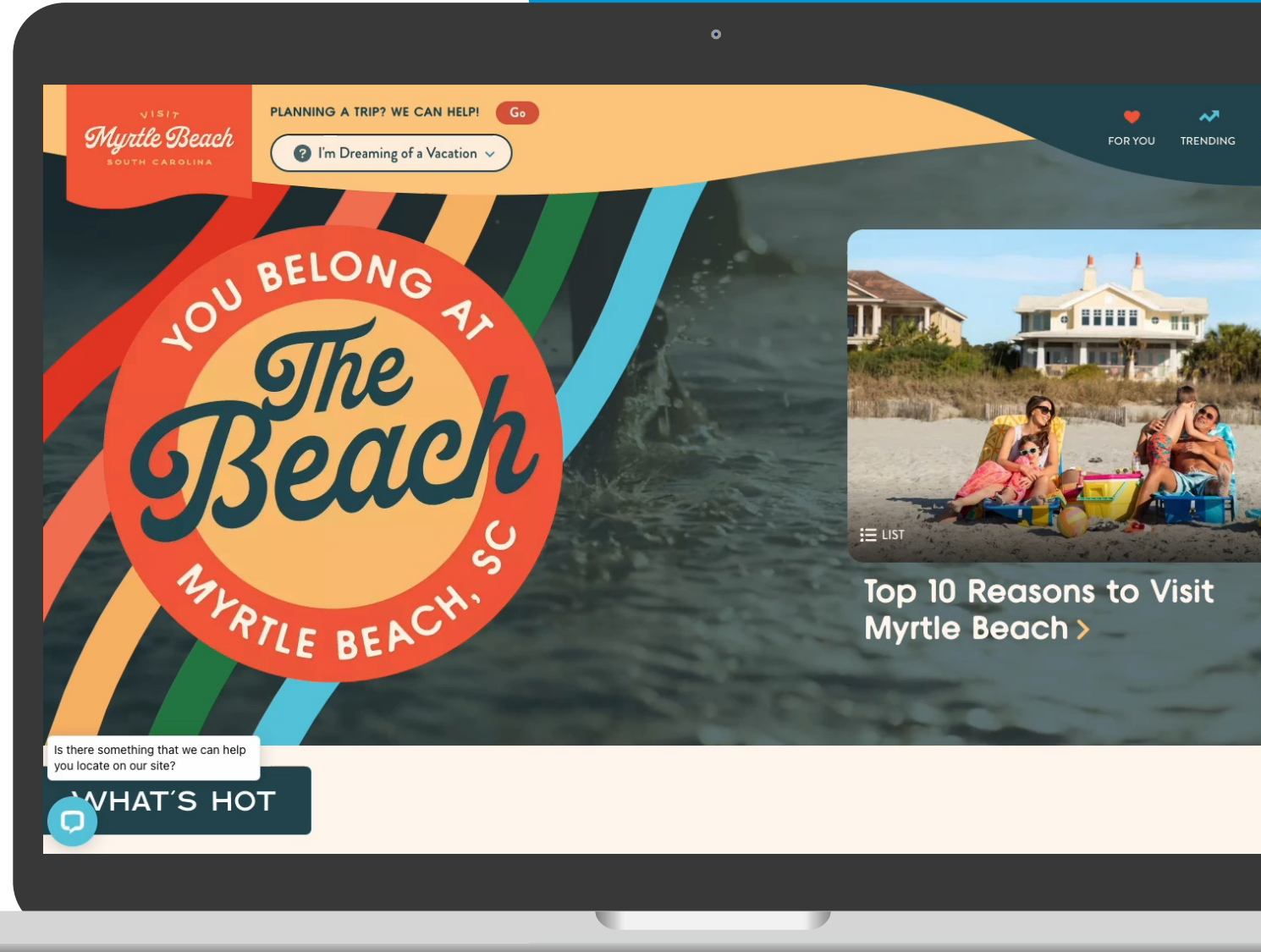
TRANSFORMATIONAL TECH

VisitMyrtleBeach.com

Developing a **user-centric approach to website personalization.**

The website that:

- Creates conversations with users
- Offers better discovery of content
- Designed with focus on usability



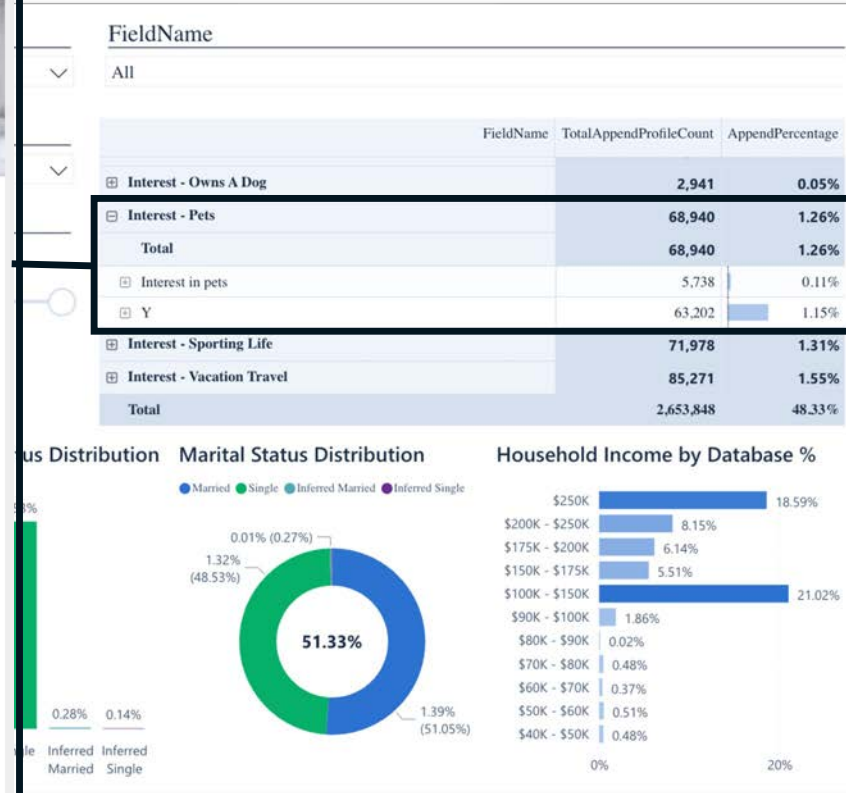
TRANSFORMATIONAL TECH

First-Party Data Strategy

First-party data, vital for personalizing email marketing, gains depth when **augmented with third-party insights**, enhancing customer understanding and campaign effectiveness.

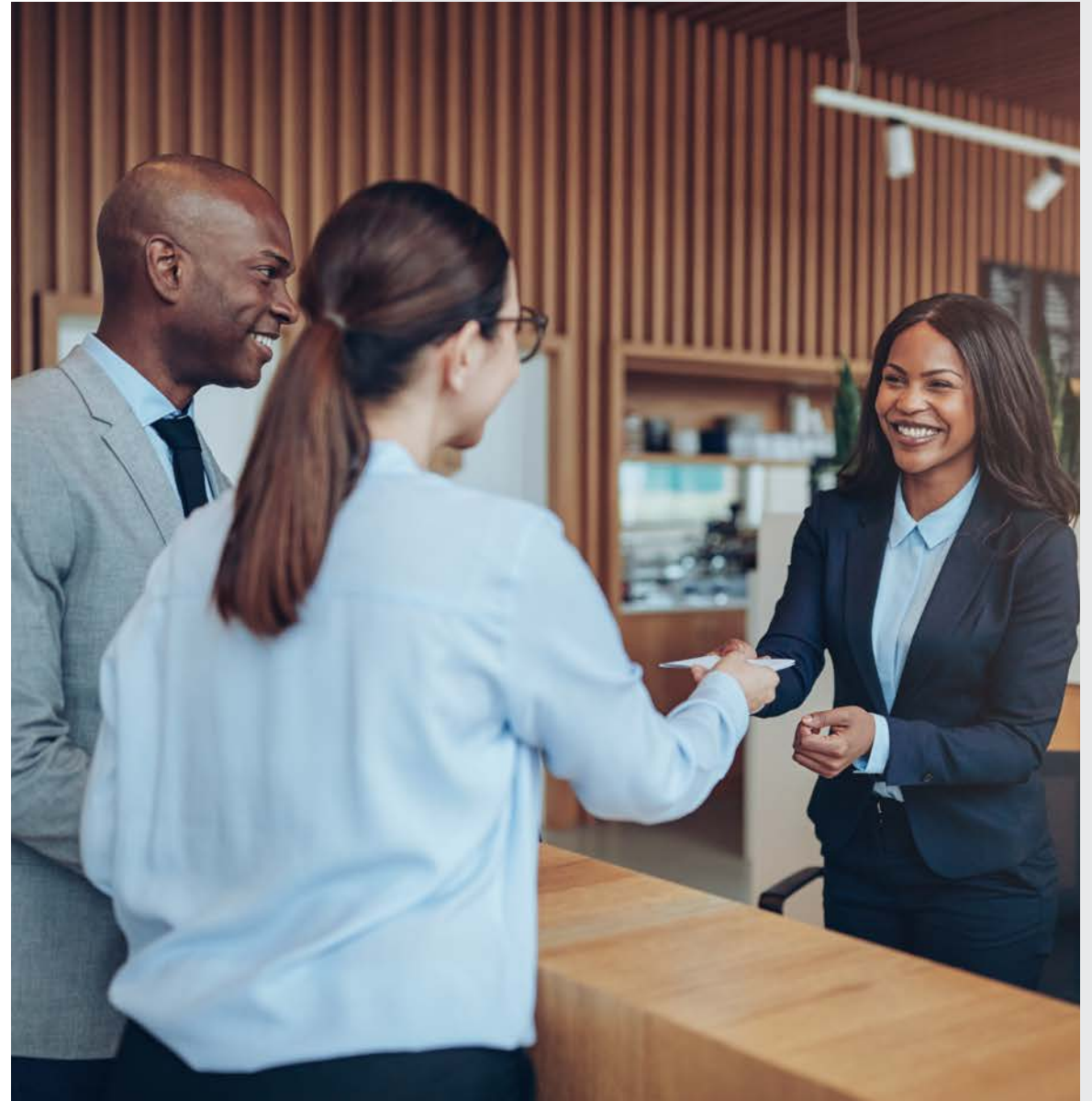
Data Augmentation Includes:

- Demographic Information
- Lifestyle Interests
- Buying Behaviors



Invest in Workforce

- Monitor and understand workforce needs
- Focus on training, upskilling and advancing staff
- Advocate for careers in tourism and hospitality



THREE TAKEAWAYS

1. Invest in First Party Data

» New technology solutions allow you to leverage first party data in new & powerful ways

2. Enhance Personalization

» Leverage third-party data and tools that allow you to segment and target with highly personalized content

3. High Tech & High Touch

» Balance new technology with more investment in your tourism professionals and locals



A photograph of two women sitting on the roof of a silver car. They are silhouetted against a bright sunset sky. The woman on the right is holding a smartphone. A pine tree branch is visible in the upper left corner.

Q&A

Thank you!

Additional Resources



UPCOMING WEBINAR

The Power of Generative AI & ChatGPT: What it Means for Tourism & Hospitality 2024

Thursday, April 25, 2024



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GREAT
DECISIONS.**



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form the backbone of
travel and digital.**

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Resources

Resources (sourced in this webinar):

- [Sustainability Dissonance: What Travelers Say vs. What They Do \(and What to Do About It\)](#)
- [U.S. Consumer Travel Report 2023](#)
- [Europe Consumer Travel Report 2023 \(Series\)](#)
- [Canada Consumer Behavior and Travel Market Report 2022-2026](#)
- [Travel Innovation and Technology Trends 2023](#)
- [Real-Time Revolution in Hotel Operations](#)
- [Roundup: Web3 Is Proving Its Value in Travel](#)
- [Presentation: Hotelverse](#) (video - free)
- [Panel Discussion featuring Indicio](#) (video - free)
- [Presentation: Autoura](#) (video - free)
- [Presentation: Weeva](#) (video - free)
- [Presentation: Legends](#) (video - free)



Free Resources

- **Analyst Insights:** <https://www.phocuswright.com/Analyst-Insights>
- **PhocusWire** – daily news: <https://www.phocuswire.com>
- [A different type of sustainability research](#)
- [Travel rewards vs. loyalty – what's the difference?](#)
- [Will these 5 U.S. consumer trends continue into 2024?](#)
- [U.S. online channel share expected to remain unchanged through 2026](#)
- [7 key takeaways from the latest U.S. travel market research](#)
- [Watch now: Travel Innovation and Technology Trends 2023 online event](#)
- [There's a real-time revolution happening in hotel operations](#)
- [Generative AI in every stage of consumer travel](#)
- [Under the influence: Social media's role in trip planning](#)
- [5 things to know about the travel experiences market](#)
- [Beyond greenwashing](#)
- [8 biggest trends in tech and innovation in 1 minute](#)
- [Influencers and Social Commerce in Travel](#)



Generative AI Resources

- [Generative AI coverage on PhocusWire](#)
- [PhocusWire's AI Insights](#)
- [AI is about to completely change how you use computers](#) (GatesNotes)
- [Marketing AI Institute](#)
- [Everything AI in Travel](#)
- [TNMT](#)

People to follow

- Janette Roush/NYC Tourism & Conventions: <https://www.linkedin.com/in/janetteroush/>
- Conor Grennan/NYU: <https://www.linkedin.com/in/conorgrennan/>

