



How Predictive Analytics

KEEP CALM

Reshape the Travel Industry



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Advertising/Digital Marketing/Web Design



Hotel Tech

# #foodforthought



The goal is to turn **data** into information, and information into insight.



{#.} Carly Fiorina  
Former CEO of HP

# Predictive analytics

## WHAT IS PREDICTIVE ANALYTICS? - DEFINITION

Predictive analytics is the practice of extracting information from existing data sets in order to determine patterns and predict future outcomes and trends. Predictive analytics does not tell you what will happen in the future. It forecasts what might happen in the future with an acceptable level of reliability, and includes what-if scenarios and risk assessment.



# HOW BIG DATA ANALYTICS IS TRANSFORMING THE TRAVEL INDUSTRY



DESIGNING BUSINESS  
STRATEGY WITH  
CUSTOMER INSIGHTS



PERSONALIZATION



COMPETITIVE  
DIFFERENTIATION

# HOW BIG DATA ANALYTICS IS TRANSFORMING THE TRAVEL INDUSTRY



IMPROVING PRICING  
STRATEGY



IMPROVING MARKETING  
STRATEGY



TRAVEL MICRO-MOMENTS

**As defined by Google, a micro-moment occurs when people reflexively turn to a device -increasingly a smartphone- to act on a need to learn something, do something, discover something, watch something, or buy something. They are intent-rich moments when decisions are made and preferences shaped**

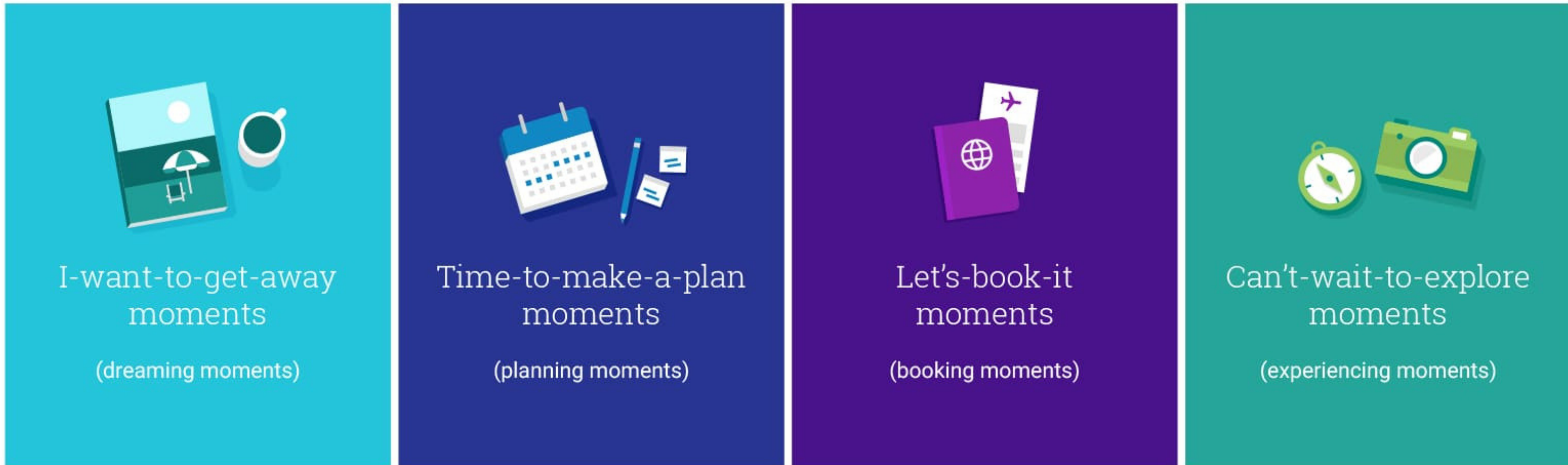
# #micromoments



Travel Micro-Moments



# from How Micro-Moments Are Reshaping the Travel Customer Journey



#data

# Data is about people

"We jump to think that data is about algorithms -- (but) data is about people, when it matters."

Giorgia Lupi - Information designer

It's time to change our minds about data.

Lupi uses slow data, small data, crafted data and data-gathering as personal documentary to become more, not less human.

# it's your turn!



feel free to ask questions

thank you for your attention!





**0802 HotelTech** | **SEM 360 Hoteliers**  
**HER2-2 - 13.00 - 14.00** | **Search Engine Marketing in Hospitality**



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