

# Interactive Analysis of Four Emerging Booking Trends



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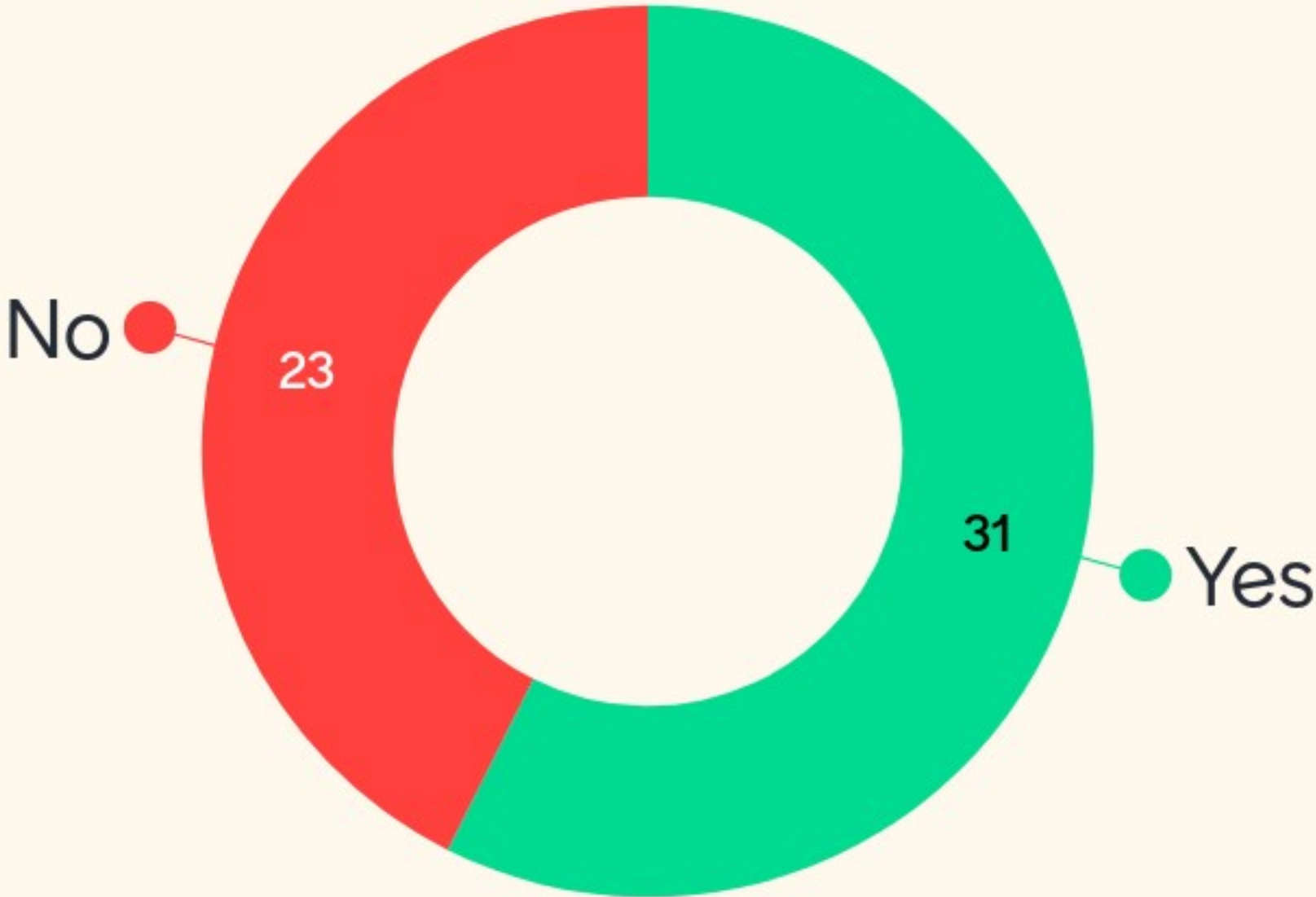
*VP Marketing, Inntopia*

**General Session**

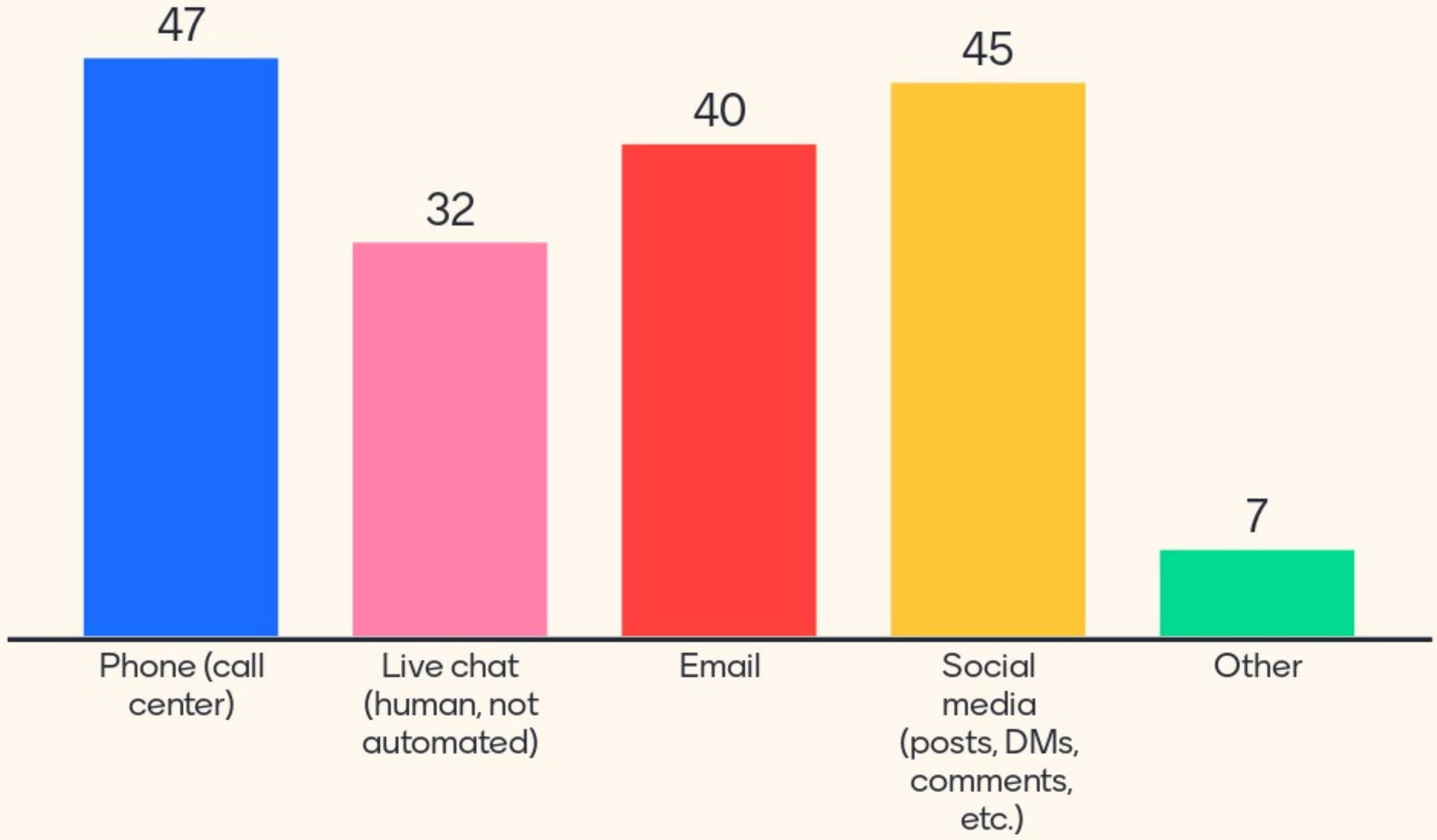
**wifi: ICGuest - pw: Sunshine66!**

# Trend #1) Human Help in the Booking Process

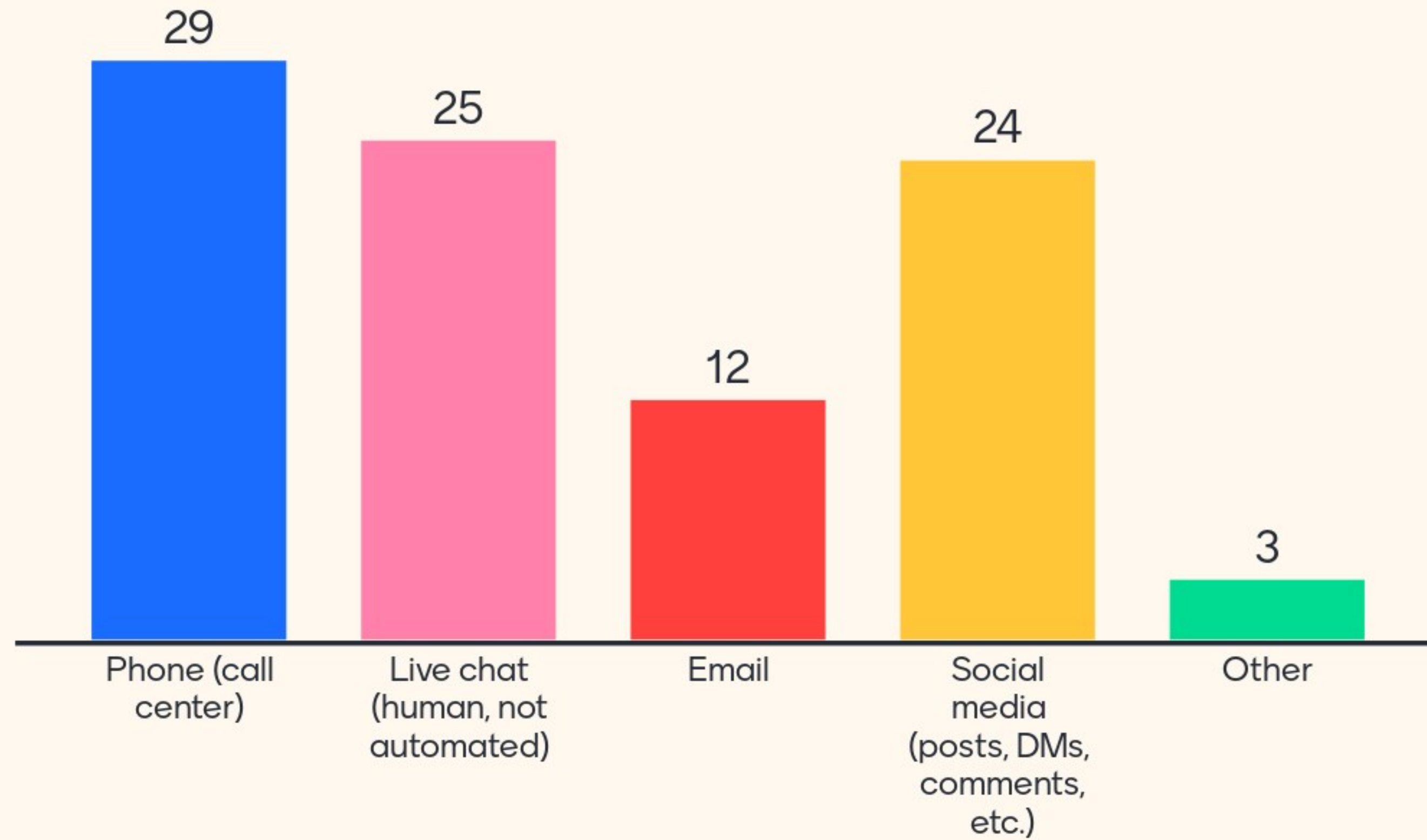
In the last few years have you seen an increase in interest from your guests in getting more human help before/while they book?



# How are you currently allowing potential guests to get human help before they book?

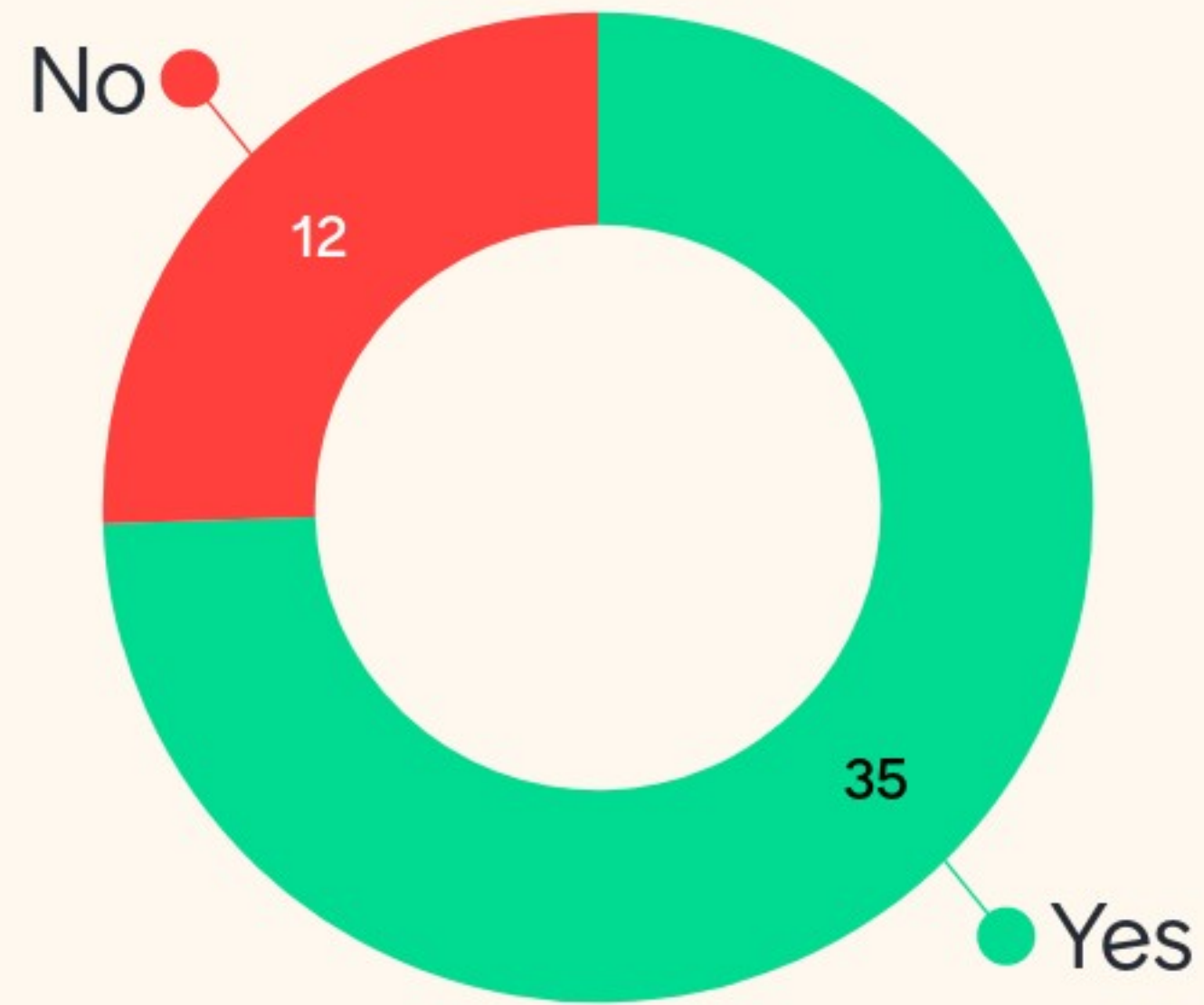


If this trend continues to develop and more people want human help before they book, which channels would you focus on to serve them?

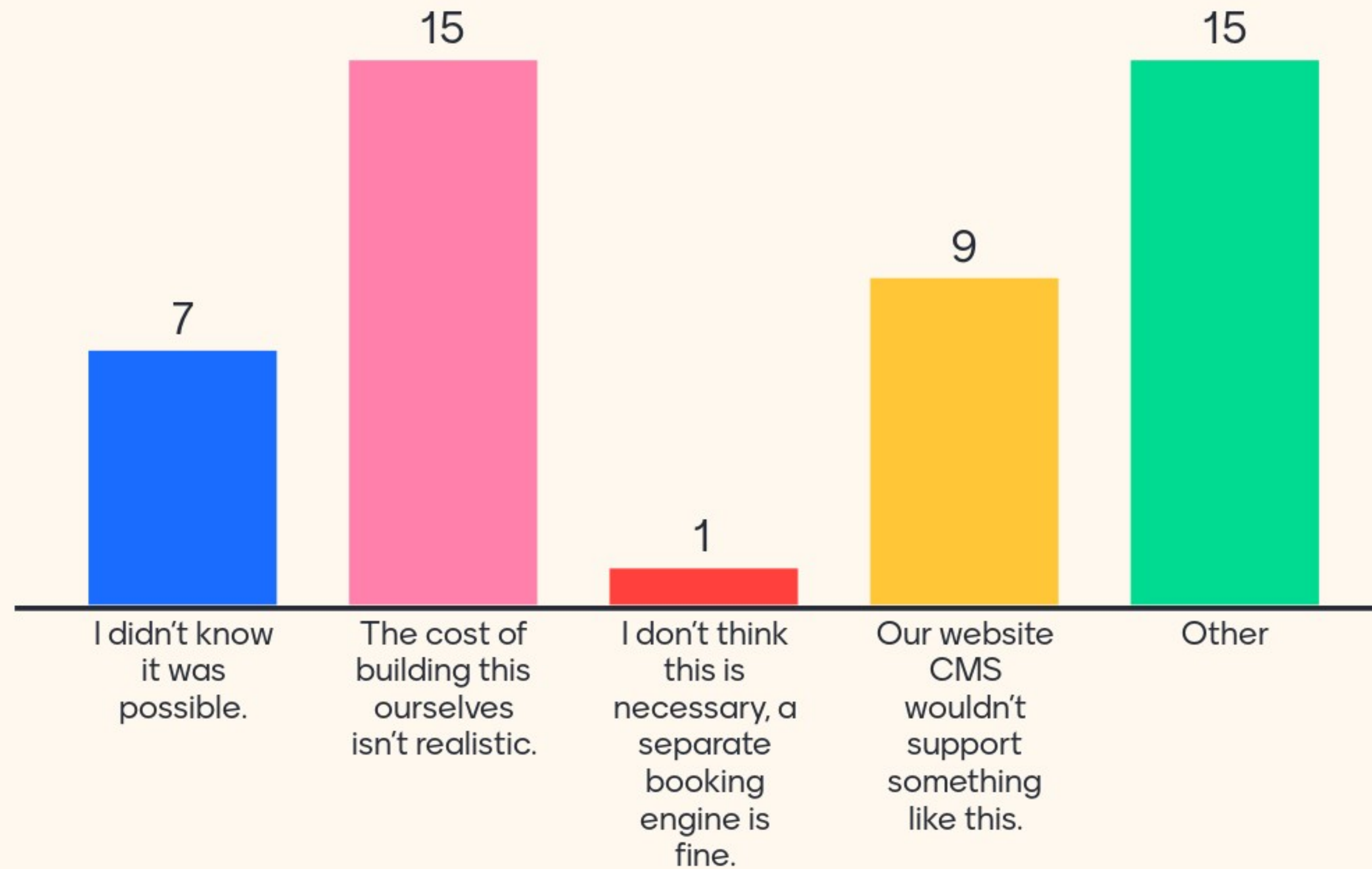


# Trend #2) Ecommerce Functionality Directly on Marketing Website

Have you explored the idea of putting ecommerce, add-to-cart functionality directly on your marketing website?

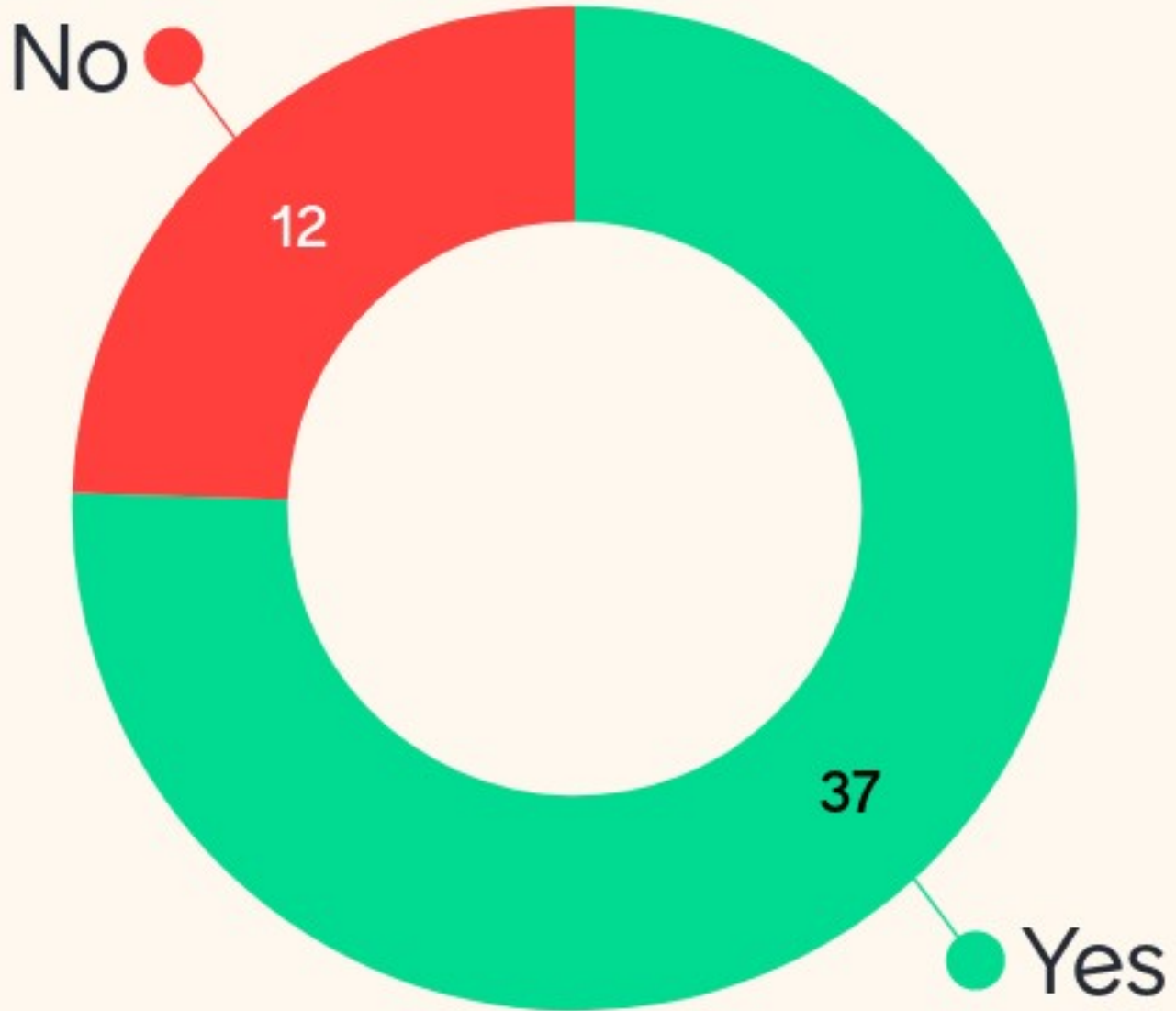


# What are the biggest reasons you haven't tried to add ecommerce functionality to your marketing website?

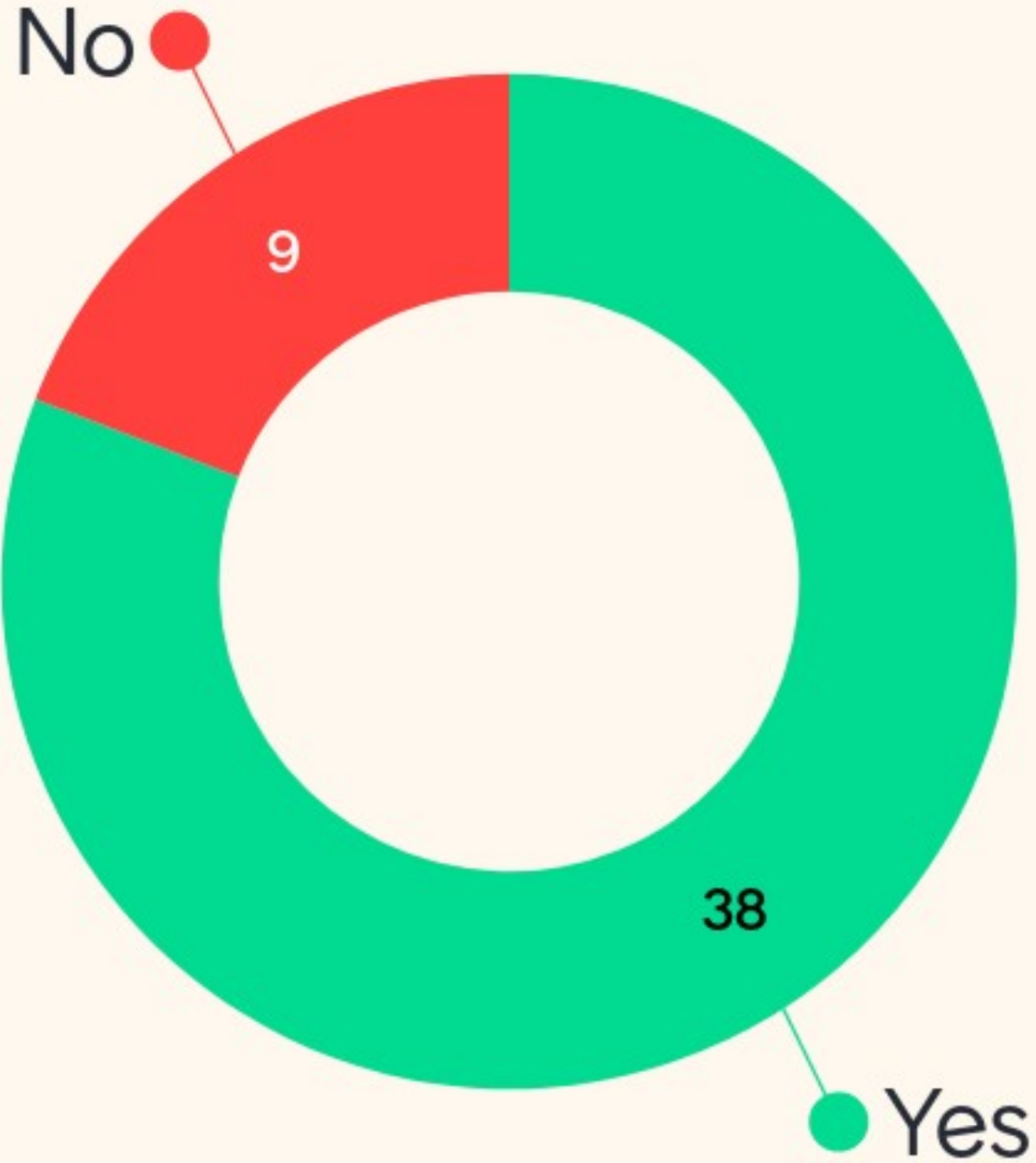


# Trend #3) Staff Turnover, Staffing Challenges

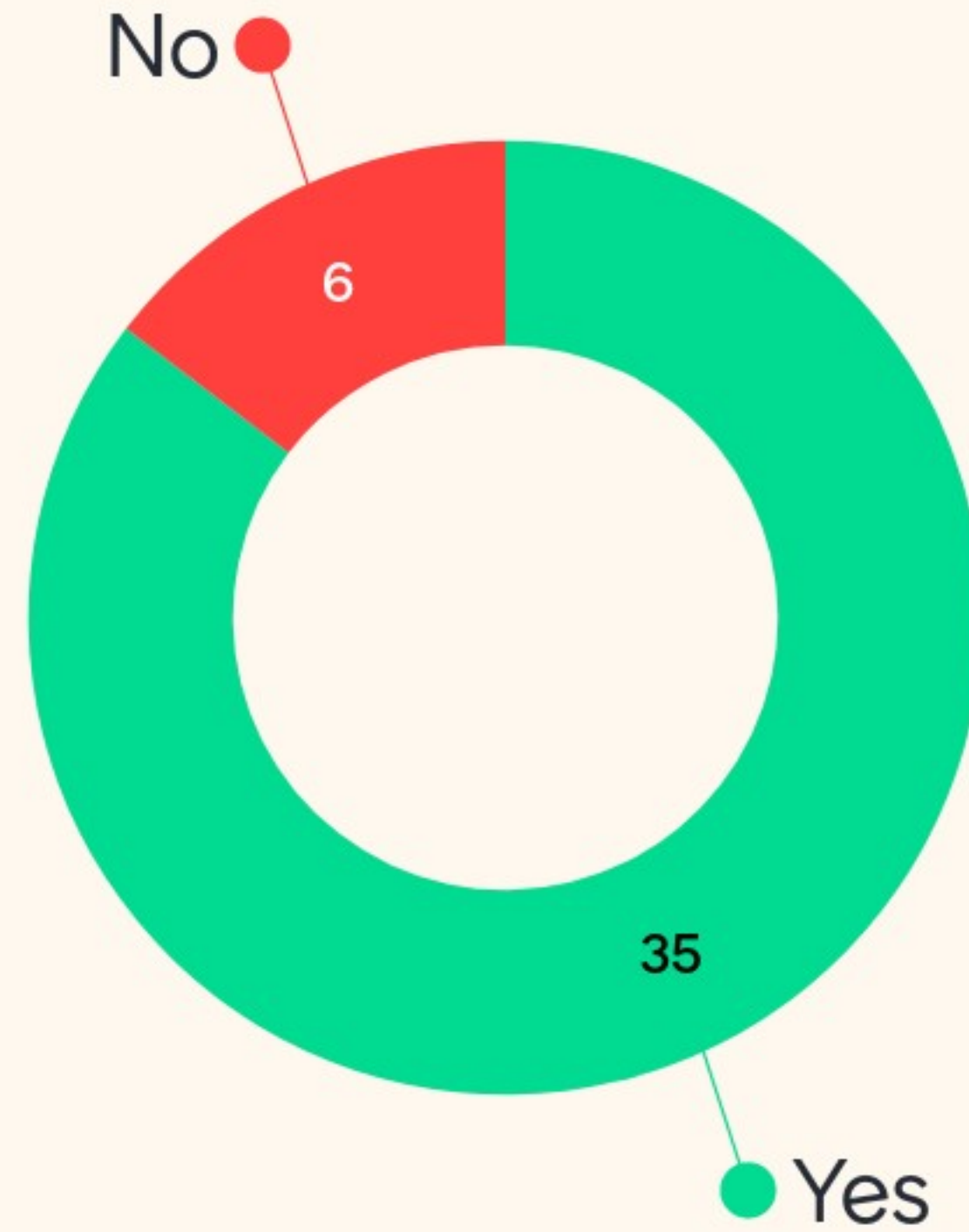
Within your team over the last 5+ years, are you hiring more jack-of-all-trades type roles and fewer specialist type roles?



Within your team over the last 5+ years, are you seeing more frequent turnover in reservation and marketing roles?

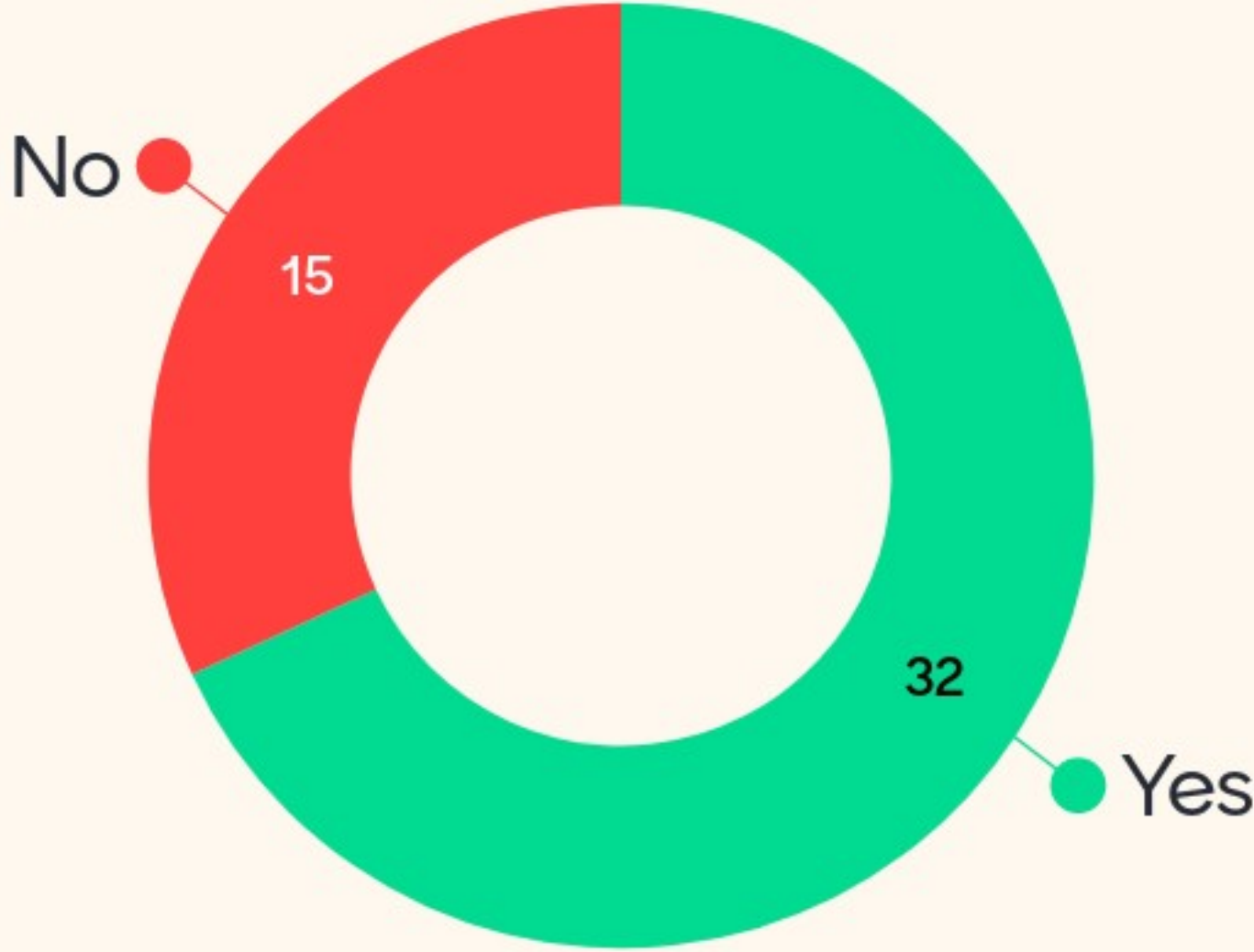


Is the length of time someone stays employed on your team a concern and/or something you're trying to improve?



# Trend #4) Generative AI

# Has your team used any form of AI (ex: ChatGPT) to help you do your job(s)?



# If AI could take over one task for you, which would it be?

36 responses

Respond to customer questions

Live chat

Website maintainer.

Social media captions

Making & editing videos for social media

Update web content

Write and automate All emails

Respond to FAQ and live chat

Customer service

# If AI could take over one task for you, which would it be?

36 responses

Social media caption generator

Chat bot

Live chat

Digital concierge

Email and live chat

Review responses

Responding to social media comments and messages in a personalized and non-robotic way

Email and chat responses

Language Translations

# If AI could take over one task for you, which would it be?

36 responses

Captions/short form copy

Build accurate customer queries

Create quotes

Events scheduling

Live Chat

Write captions for photos on social media

Respond to customer questions

Write the on going content creation - needed to make sure the website creation is growing

Social media scheduling

# If AI could take over one task for you, which would it be?

36 responses

Social media scheduling

Assist with reservations

Respond to FAQs

sit in meetings

writing copy for web/email/social

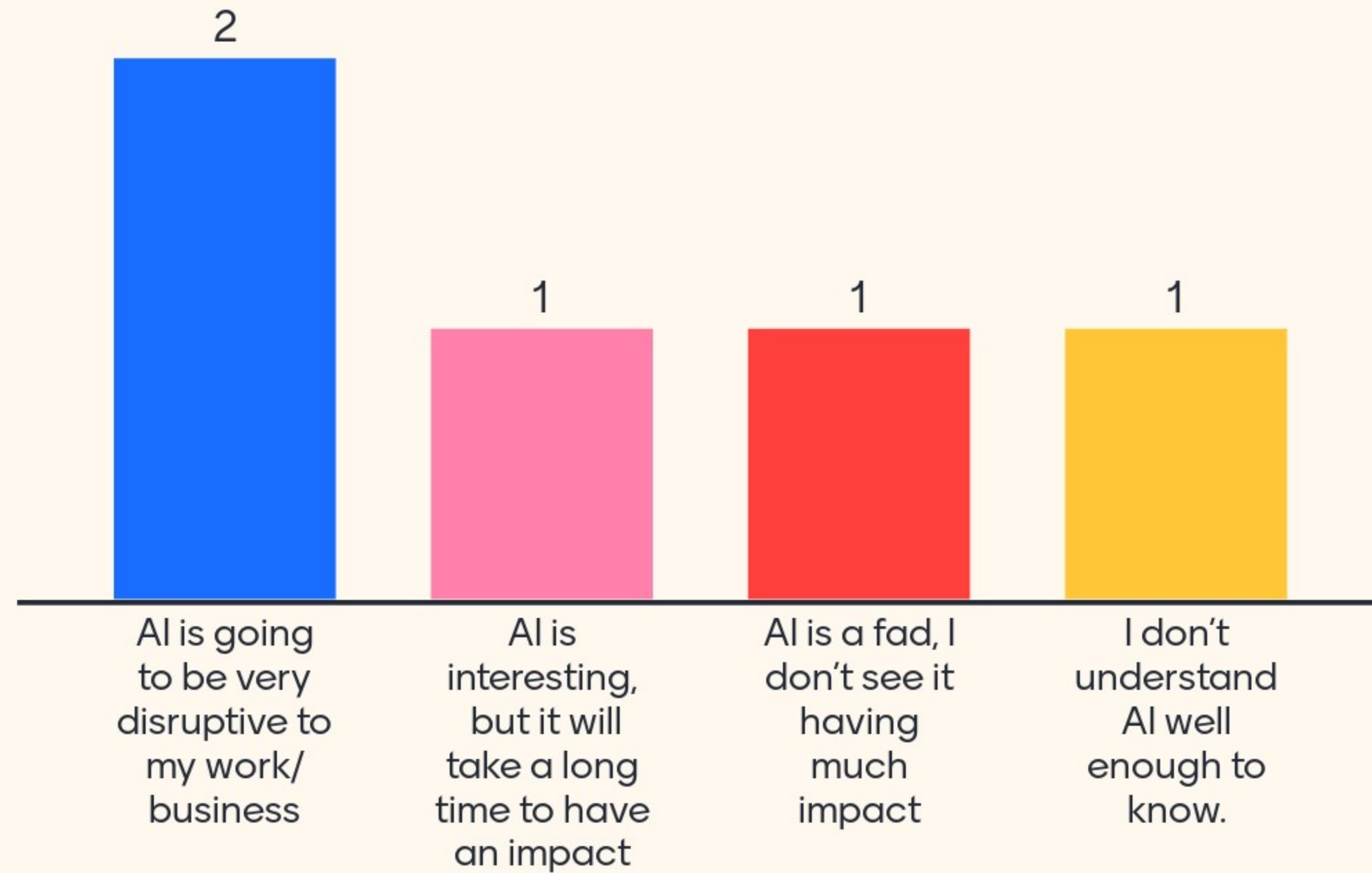
Answer questions

Website Developement projects

Live chat

Spot major changes in recurring reports

In general, how would you describe your feelings about AI right now as it relates to travel and your daily life/work?



# Thanks for participating!

Want to dig deeper on any of these topics? Chat with Kurt.