

THE
HOTELS
NETWORK

Ebook

Disruption, Innovation, and Evolution for Hotel Marketing 2023



We'll cover

EVOLUTION: gradual changes and improvements to existing strategies and tactics

The TWT Hybrid Workweek	> p.3
Short-Form Video	> p.5
Converging Roles	> p.7
Microsecond First Guest Impression	> p.8
Google Changes	> p.10

INNOVATION: the introduction of new and unique ideas and methods

Privacy	> p.13
Currency & Pricing	> p.16
No-Code Updates	> p.18
Super KPIs	> p.19

DISRUPTION: a radical change that alters the traditional ways of doing things and creates a new market

Mixed Reality/Metaverse - Virtual Advertising	> p.22
Generative AI	> p.24
Super-Apps	> p.26

Introduction: a time of change

The tech industry is going through a period of rapid change driven by a number of interrelated factors. Among these are technological developments, consumer behavior changes, and the pandemic's complex aftershocks. It is a period of disruption, innovation, and evolution that holds both challenges and opportunities in how we respond to our industry's changing landscape.

Hospitality marketing is undergoing a spectrum shift of change. The last few years have taught marketers to be uncomfortable with being comfortable. Change is here, with more on the way, and its arrival won't necessarily be slow. As more people get accustomed to adapting to incremental changes, they need to keep their eyes wide open for the more drastic changes that will impact their lives. **Preparation will be key.** Make sure to get ready and strategize how to position your hotel and brand as we enter what might be the most pivotal year we've seen in recent times.

This year will see small and large changes around evolution, innovation, and disruption. All three trends are important for companies to be aware of in order to stay competitive. **Evolution** allows companies to make incremental improvements and stay relevant, **innovation** allows them to differentiate themselves and stand out, and **disruption** forces companies to adapt and potentially create new markets.

While some of these changes are coming more quickly than others, taken together, they amount to a wholesale transformation of how hotel marketing will function.



The background of the slide is a photograph of a modern dining room. It features large, multi-paned windows that let in natural light. There are several round tables with white tablecloths, and some have bottles and glasses on them. The room has a clean, minimalist aesthetic with light-colored walls and modern furniture.

EVOLUTION

gradual changes and
improvements to
existing strategies
and tactics

The TWT Hybrid Workweek

With the hybrid Tuesday, Wednesday, & Thursday (TWT) workweek, hotels now have the opportunity to market every weekend as a holiday weekend.

During the pandemic, **remote working** opened up a new world of opportunity. People fled urban areas to the relative safety of rural communities and destination locations like the beaches and mountains. While the pandemic didn't invent digital nomads, it radically extended the remote work mindset.

As the pandemic waned and people started to go back into the office, some remote work flexibility persisted. **Hybrid working** was codified into company HR manuals as they adopted required in-office days from Tuesday to Thursday and allowed employees to work remotely on Mondays and Fridays. In turn, this has allowed more workers than ever before to embrace the **concept of workations**, leaving on Thursday evening for a vacation and returning home Monday evening.

Workations allow the person to relax and enjoy an extended change of scenery with the ability to maintain their professional commitments. A key benefit of this type of vacation is that it allows people to **travel on off-peak weekends**, where they can save money and have smaller crowds. Hotel marketers can now fill the ever-challenging Sunday night as workations extend the weekend from Sunday into Monday.



The TWT Hybrid Workweek

To respond effectively to this change, hotels should **study stay patterns** to see if this new segment is appearing at their hotel. If it is, it makes sense to investigate how to drive more revenue by making more services available. If it is not, they should explore ways to push messaging out to attract more guests that fit this profile to stay at the hotel.

The flip side of the workation is the “**Bleisure trip**”, where a work event prompts the choice of destination, and the person stays on afterwards by themselves or with their family. So whether prompted by a desire to take a longer leisure trip in a destination and work part of the time or take a longer work trip and have fun for part of the time, hotels need to be ready to think of new ways to message this type of opportunity and stay window.

Most hotels have robust processes to sell the shoulder nights of an event, but it's new to encourage business travelers to stay and work while the rest of the family plays. Yet this emerging segment **offers a prime opportunity** to attract additional guests and increase the length of stay.

For example, when visitors are in the booking engine, and they select weekend dates for a Friday to Sunday stay, [personalized messages](#) can appear encouraging them to add Thursday or Monday with larger discounts and explaining some amenities the hotel has available to make it comfortable to work remotely. While the potential guest may not be available the first time they see this message, they learn that the hotel is a good choice if they choose to extend their stay.



Short-Form Video



Meta CEO Mark Zuckerberg stated that he failed to anticipate a recent trend in social networking that contributed to the success of rival TikTok: people are increasingly using their social networking “feeds” to discover compelling content instead of viewing the media shared by their friends that they follow.

Hotels should not make Zuckerberg’s mistake with their advertising spend. It’s critical for hotel marketing teams to understand how social media use has changed as they seek to grow discovery and inspiration at the top of the customer journey funnel. In a Hubspot survey, 85% of marketing respondents said the **short-form video is the most effective content driving engagement**. Apart from changing social media consumption habits, hotels should understand that previously successful paid social searches on Facebook and Instagram are faltering based on privacy law changes.

TikTok has become the leader in this segment because of its powerful algorithm; by monitoring and tracking viewing habits, it can very quickly deliver highly relevant, engaging, customized content. **TikTok is becoming more commercial** by adding features that will make it more attractive to hotel advertising.

The soon-to-be-released **“Nearby” feed** gives the app the ability to display personalized and relevant content near its users. This makes it easier for hotels to market themselves on TikTok to people considering staycations or traveling to discover a new hotel in their area. TikTok has also recently added a dedicated **“Shop” feed**, which serves as a hub that enables merchants and creators to showcase and sell products directly on TikTok.

Short-Form Video

Some of the benefits of short-form videos include the following:

- Low cost
- Low production value
- Low commitment
- Easy to create
- Brands can easily and quickly choose which trends to follow and be fast to respond

Overall, short-form video is “**flawesome**”, meaning it combines flaws to make it real and authentically awesome.

Whether it's TikTok, Reels, or another platform, short-form video is the new standard for online engagement, and **hotels need to adjust their video budget** from long videos that can be only used in a few places to shorter videos that can be used just about everywhere.



Converging Roles



Hotels are constantly seeking ways to improve their operations and drive revenue. One way that they are increasingly doing this is by combining the functions of the sales, revenue, and marketing roles into a new type of role called the commerce director.

Essentially, the commerce director is responsible for overseeing and managing the disciplines of **sales, revenue, and marketing** to drive the hotel's revenue and occupancy from maximizing revenue through effective pricing and inventory management to promoting the hotel and its services to potential guests.

By combining these disciplines, hotels are able to create a comprehensive strategy to drive revenue and occupancy. A typical division of a commerce director's time might be **60% revenue, 30% marketing, and 10% sales**. While some might argue finding an individual with the skills to manage all this is a unicorn, if you look back and see how hotel teams have evolved, not one of the existing marketing or revenue roles existed 20 years ago. A single, proactive point of contact working across all three disciplines is a key asset as we emerge from the pandemic with staffing shortages and the requirement to do more with less.

This role **solves the disconnect** that often exists between corporate teams and the hotel team. It provides the Chief Commercial Officer with a single direct report at the hotel that is fully accountable. In addition, just as the goals of the Chief Commercial Officer cascade at the corporate level to their directors, the Director of Commerce will also have to receive these cascading goals that will lock in their goals on a daily, monthly, quarterly, and yearly basis.

We can expect other examples of **role convergence** as hotel team roles continue to develop to match the needs of guests and to reflect new realities.

Microsecond First Guest Impression

People expect website content to be **available immediately** (an expectation that will only grow with 5G networks), and what people see on their phones or laptops shapes an immediate impression of your brand and hotel. A strong microsecond impression can **engage users and encourage them to explore** a hotel's website further, while a weak microsecond impression can lead to users quickly leaving the page and seeking out other options.

Hotel marketing teams spend a lot of time on the **homepage**, refining the look and feel, the top navigation structure, and copy. They tend to put less effort into the "**inner pages**", which aim to deliver information rather than a feeling for the hotel or brand.

The reason behind this is simple: the vast majority of people that visit a hotel website land on the homepage. That is where the website is set up to deliver **customized messaging** that can redirect them to the information they need to lead them down the booking path. However, with SEO, every page on the hotel website is indexed so that people can land first on just about any page on your website – or your booking engine, for that matter. The question is: what is their impression of your hotel if they come in via an unplanned entrance?



Microsecond First Guest Impression

Think of a website like a house. Every house has a front door. When you are expecting guests, **you expect them to arrive at the front door**, so you clean up and make sure everything is ready in the entranceway to create a special impression. But what if they came in through a side door in the laundry room or back door? What impression would they get of your house?

Nowadays, hotels can set up a **smart “greeter” message** to display a pre-determined message no matter what page the guest lands on. The message can appear just once on their first visit, or it can recur as the hotel desires. A greeter message delivers a micro-homepage experience by conveying a look/feel/message that the hotel wants to ensure every person visiting the hotel website experiences.

Greeters can be constructed **leveraging personalization to target the visitor** based on their device, location, and source of entry, allowing hotels to win a greater proportion of positive microsecond impressions. When people have abundant choices and make instant decisions, anything a hotel can do to improve their first impression online will help them **improve conversion and drive more revenue**. As internet access and speeds increase and users’ expectations rise, staying ahead in the battle for users’ attention will be key to success in the future.



Google Changes

A lot has changed for Google this year. Their near-monopoly on search functions was imperiled almost for the first time, as 40% of Gen Z internet users now search on TikTok and Instagram versus Google. Then there are the pending threats based on Generative AI and Microsoft's incorporation of it into search.

In the face of these challenges, Google continues to enhance its services. They offer a variety of features that will **help travelers select the best vacation experience**, providing them with opportunities to continue driving more advertising revenue. Some of these changes have been in the works for a long time and will come to fruition in 2023.

Search Results

When it comes to quality content in their search results, Google continues to update its algorithm to enable people to find high-quality content. The new **ranking improvements** aim to reduce the low-quality or unoriginal content people find in search engine results pages (SERPs) and guide them toward useful, credible, and original content. It is not hard to imagine that a new feature will be rolled out in the coming months that penalizes sites that use AI-generated text in their copywriting. Making sure not to get on the wrong side of these and other changes will therefore be crucial for hotels to retain their search results rankings.

New Search Features

Google has also introduced new features aimed at making it easier for people to **book tickets and experiences** directly from the search engine, as well as giving businesses the ability to connect with potential customers. Visitors can also quickly compare admission prices across different partners. Google search had expanded its grid layout option labeled "more hotels." This allows people to do a **carousel-type search** to seek out additional hotels that meet their preferences.

Google Maps

On Google Maps, new icons are available that represent transportation, dining, attractions, and shopping. Google calls these "**interest layers**", and they allow users to, for example, overlay a public transportation map to see where transit lines are relative to hotels. And Google's **Explore tool** identifies destinations within a few hours' drive. Clicking on a road-trip destination brings up attractions, hotels, and directions.

Google Changes

Google Analytics 4

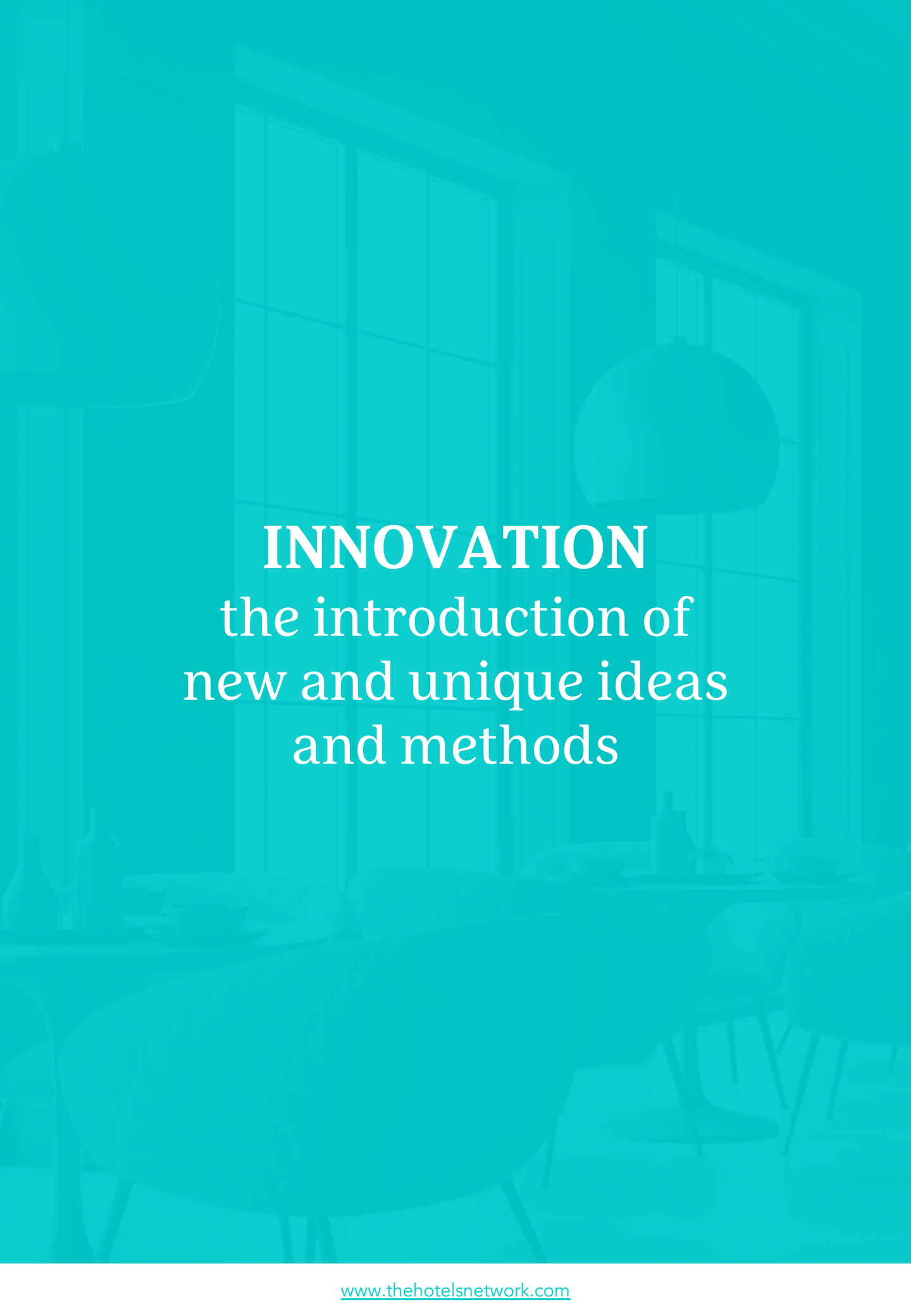
There are also updates visible to the hotel marketing teams. Google Analytics 4 (GA4) is the latest version of Google Analytics, a web analytics service offered by Google that **tracks and reports website traffic**. It was announced on October 14, 2020, and is designed to provide a more unified and integrated approach to data collection and analysis, with a focus on cross-platform and cross-device measurement. July 1, 2023, will be the last day the system processes hits, and it is not backward compatible.

GA4 will replace the prior version of Google Analytics called Universal Analytics. Some of the changes in this platform include the following:

- Improved **data privacy** options, including the ability to limit data collection and the ability to delete data on demand.
- Enhanced **machine learning algorithms** to provide more accurate and detailed insights into user behavior.
- **Integrations** with other Google products such as Google Ads and Google BigQuery.
- Increased data collection and **analysis flexibility**, including customizing data collection and using third-party data sources.
- Users can track more types of events and set up **custom events**, which can provide a more detailed understanding of user behavior.

This last point, **event tracking**, is one of the most noticeable changes and a clear shift from Universal Analytics, which used session tracking. Event tracking is generally considered superior to session tracking because it provides a **more detailed understanding of user behavior**. By tracking specific actions that users take, marketers can gain insights into what users are interested in and how they interact with the website or app. This can help hotel marketers to optimize and make informed decisions about their website user experience.

Hoteliers can exploit GA4 by learning what is different in terms of metrics and what it can and can't measure for the hotel. So while the analytics can compare the hotel's results against itself, it still can't benchmark these results against the competition. But combined with a strong **benchmarking solution**, GA4 can give a full view of the hotel's performance.

The background image shows a modern dining room with large windows, round tables, and chairs. The entire image is overlaid with a semi-transparent teal color. The text is centered in the upper half of the image.

INNOVATION

the introduction of
new and unique ideas
and methods

Privacy

A number of innovations in 2023 relate to privacy and its impact on a hotel's ability to provide a fully frictionless booking-to-arrival-to-departure experience.

For years, digital businesses relied on what is known as "third party" tracking. Companies such as Facebook and Google deployed technology to trail people everywhere they went online. As there is a push to **eliminate third-party cookies** from browsers, this may hamper marketers as they create their marketing campaigns.

One new technology that is becoming widely available in 2023 and offers interesting possibilities is **fingerprinting**. Fingerprinting works by collecting information about a user's device and browser as they access a website. This information can then be used to identify and track the device as it accesses different websites and online services. Fingerprinting collects the following type of data:

Data collected by fingerprinting

- The type of **operating system** the device is using, as well as the version number.
- The type of **browser** the user is using, as well as the version number.
- The **technical details** about the device and browser, such as the screen size, processor, and the list of installed plugins and extensions.

Marketers can use fingerprinting to acquire traffic by targeting specific types of devices or users with personalized advertisements or to track user behavior on their websites in order to **optimize their marketing efforts**. Fingerprinting can also be used to track the effectiveness of different marketing campaigns or to identify and target users likely to be interested in a particular product or service. Apart from the above, fingerprinting is different because it doesn't track the user's devices; it is done at the server level. This makes it a better choice for marketers.

Privacy

Numerous laws have been passed around the world to protect identity. While hotels work to be compliant, there are initiatives that will empower people to control their identities. This might have serious repercussions on how hotels use their database to market to people, particularly when it comes to email marketing, which has long been an important part of hotel marketing efforts.

Digital identities

Digital identities are important when it comes to privacy because they provide a way for individuals to **control access to their personal information**. A digital identity can authenticate a person's identity and control access to their personal information, such as their name, address, and financial information. By using a digital identity, individuals can share only the information necessary for a specific transaction or interaction rather than sharing their personal information with every entity they interact with online.

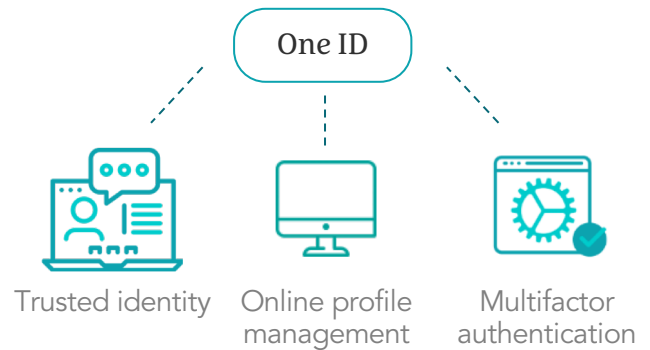
Additionally, digital identities can also help to **prevent identity theft**, which is a growing concern in the digital age. By using digital identities, individuals can ensure that their personal information is only shared with entities that have been verified and authenticated and that their personal information is kept secure.

Digital identities are also important for **complying with data protection regulations** such as GDPR, which give individuals the right to control how their personal information is used and shared. Having a digital identity can help organizations to comply with these regulations by providing a way to obtain explicit consent from individuals and to demonstrate that they have taken reasonable steps to protect personal data. An added bonus for creating these digital identities is that they can help remove additional friction in the overall booking and check-in processes of hotels.

Privacy

Here are a few initiatives underway that hotels should know about:

One ID allows users to use a single login credential to access multiple websites and online services rather than having to remember multiple usernames and passwords. One ID is designed to be secure and easy to use, but it requires users to trust a central authority to manage their identity information.



DECENTRALIZED

DID (Decentralized Identifier) is based on blockchain technology and is designed to be decentralized and self-sovereign. DIDs allow users to control their own identity information and share it with others as needed without relying on a central authority. It also means that users are responsible for managing their own identity information and ensuring that it is accurate and up-to-date.

SSI (Self-Sovereign Identity) systems are designed to be decentralized and secure, and they can help to increase privacy and security by allowing users to selectively reveal only the information that is necessary for a particular transaction or interaction.



Whether its privacy is protected on the browser via the elimination of third-party cookies or the introduction of new digital identifiers, the goal is to **improve privacy and reduce friction in the direct booking process.**

Currency & Pricing

There are a number of new ways for hotel guests to pay for hotel rooms that are likely to grow in popularity in 2023 and into the future. These alternatives are removing various types of **friction in payment and tipping**, as well as allowing customers to pay for exactly what they want.

Currency

Virtual cards are poised to become a much more dominant force in the payment sphere. **Virtual credit cards** are digital versions of traditional credit cards that can be used for online payments. One potential issue is that some hotels may require guests to present a physical credit card or debit card at check-in for incidentals or security purposes. As virtual cards become more popular, ensuring these requirements are effectively communicated to guests will be crucial.

Dynamic Currency Conversion

Whether people pay using physical credit cards, virtual credit cards, or leverage a buy-now-pay-later solution, an area where all these payment methods are being expanded is being able to use not just one's preferred language but also the ability to pay in **one's preferred currency**. To take this step forward, this needs to be integrated both on-site and online. Dynamic Currency Conversion (DCC) on hotel websites will allow customers to pay online and avoid paying higher exchange rates.



Currency & Pricing

Cryptocurrency

An area that has received a lot of bad press this year is cryptocurrencies. They can be used to make payments or purchases online or through mobile apps and offer the potential for anonymity and security. While systems are being updated to accept virtual cards, there are only a few that are configured to accept cryptocurrency. As regulations are set up that protect users in the coming year, cryptocurrency will likely be a larger contributor to hotel purchases. To make cryptocurrencies easier to use at hotels, special **digital wallets** are being devised that allow the easy conversion of cryptocurrency to the native currency to pay for purchases.

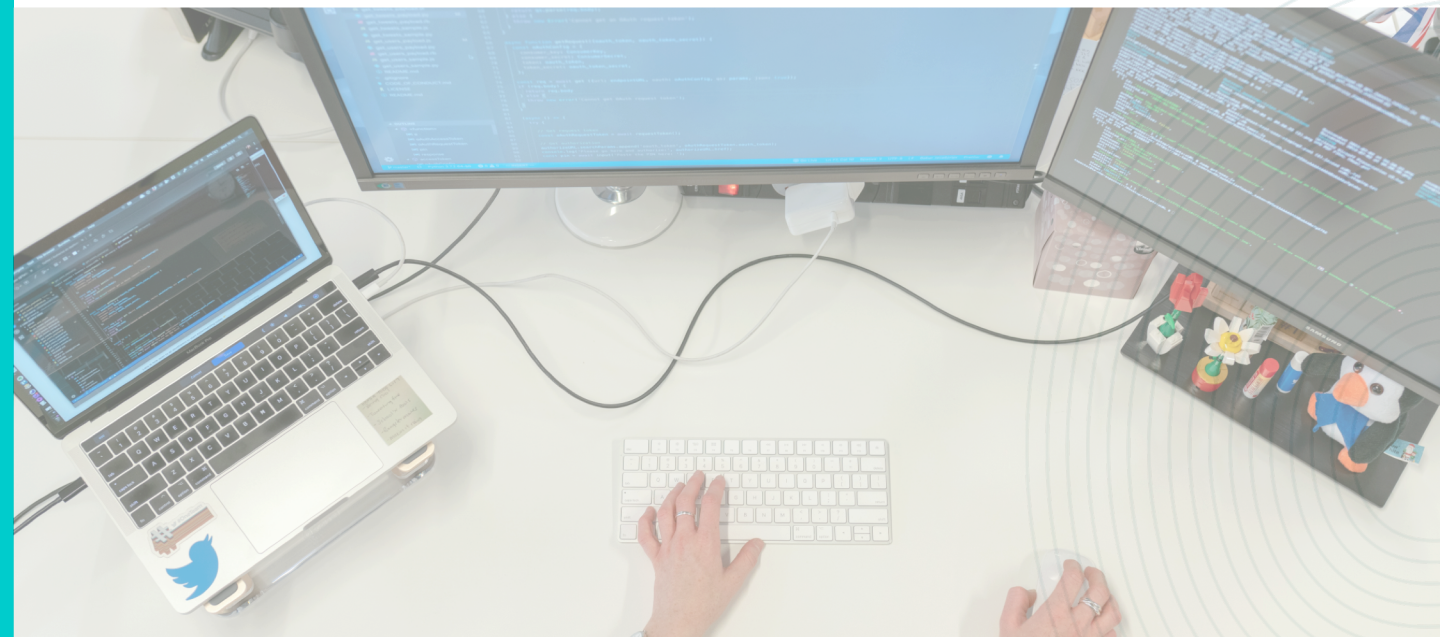
Tipping

One of hospitality workers' challenges, as digital payments increase and people carry less cash, is a decline in cash tips from guests. Now, a few services have been set up to allow guests to easily tip workers by leveraging QR codes and their smartphone cameras to leave a tip for good service or reward people that go above and beyond. This is another win/win solution for the guest to reward good service, for the employee to increase their earnings and get more tipping opportunities, and for the hotel to increase staff retention and gauge staff performance based on the recognition of the guests.

Room Selection

Airlines set the standard of pricing seats based on many parameters, a pricing strategy now expanding to other industries, including hotels. Even some select restaurants are starting to charge on table location. **Attribute-based pricing** lets the hotel set up distinct pricing of rooms based on its amenities. For shoppers, it allows them to define the exact room experience they want by customizing features (view, bedding, room size, high floor, late check-out, etc.). This way, they only pay for the services and amenities they want. This helps keep costs down for more price-conscious travelers. It also guarantees that the room they purchased will have the attributes they paid for and saves the hotel from providing amenities that go unused. Attribute-based pricing will occur on a larger scale as systems that enable this functionality on the PMS, and the booking engine will be rolled out.

No-Code Updates



If there is one trend from 2022 that is sure to continue into 2023, it will be the need to **do more with less**. No-code automation is a key way to help hotel marketing teams achieve that goal.

No-code automation refers to the use of tools and platforms that allow non-technical users to automate business processes and tasks without the need to write code. No-code automation tools typically have a user-friendly interface and pre-built templates and components that can be used to create custom automation workflows.

Businesses can use no-code automation to save money and time by **automating repetitive or time-consuming tasks**, freeing employees to focus on more value-added activities. For example, a business could use a workflow automation tool to automatically send clients invoices, freeing employees to focus on more strategic tasks. Or, a business could use a chatbot platform to handle customer inquiries, reducing the need for customer service staff. No-code automation can also improve efficiency and accuracy by reducing the risk of errors and eliminating manual data entry.

Hotel marketing teams that perform repetitive, non-value daily, weekly, or monthly tasks can have **significant time savings** with these platforms. They are even being built into marketing technology. All the marketer has to do is determine a set of rules based on which messages will be displayed on the hotel website. The tedious necessity to publish and unpublish content is eliminated.

Super KPIs

Data-driven decision-making often encounters resistance in hotels where intuition-based senior marketers rely on their past knowledge to make strategic business decisions. While this approach might have been effective in the past, digital marketing is changing so quickly that making decisions based on past experiences can be at best ineffective and at worst catastrophic in terms of generating the maximum ROI as well as reaching the desired targeted community.

Data-driven decision-making cannot eliminate the uncertainty. However, data can form the **solid basis of highly refined strategies**. Most hotels are accustomed to allocating budget to certain channels on a monthly basis and reviewing the ROI and adjustments to campaigns for the subsequent months. This pattern needs to change. Hotels need to be more proactive; they need to anticipate and document the expected results before the campaign goes live. When the campaign is in progress, the marketers then need to validate the results as they occur.

This process of documenting expected results before a campaign and then reconciling the expectations based on results as they come in is critical to **reducing known unknowns**. Why were the results good, or why did they underperform? The wealth of available data will help marketers fully understand what went right and wrong and adjust the strategy in a timely fashion.



Super KPIs

KPIs

Marketers use many KPIs to track and validate success, ranging from website traffic, conversion, bookings, ADR, cost per booking, and lifetime value of guests. In addition to KPIs, hotels have embraced the need for benchmarking tools to monitor their success **against the competition**. Typically, the tracked KPIs can be overlayed with the benchmarking tools to dig even deeper into determining the campaign's overall success. These tools range from production to consumption and OTA to direct channel.

Crucially, there is now a new tool, [BenchDirect](#), that takes both the KPIs and the benchmarking and correlates the KPIs together while benchmarking the correlation against the competition. It is able to compare typical indicators for success to uncover where the marketing is doing better than expected and areas where it might be faltering even though the general indicators look either positive or negative.

This tool works by automatically taking two KPIs (adding a series of parameters based on date, device, and location) and comparing them to dig deeper and succinctly **pinpoint the areas of success and opportunities to improve** each KPI.

Imagine comparing Conversion and Demand, Bookings and Revenue, or LOS and Booking Window (or any combination you want). Then imaging takes it a step further by picking the date of search or searched dates by device by a specific location. SKPIs can truly help determine why a campaign delivered better than expected, provide the support that it delivers expected or provide explanations of why the campaign or channel missed achieving its pre-identified goals. This new tool is available through a powerful **Build Your Own KPI platform**.

When leveraging data to drive decisions, SKPIs are a critical tool. They allow marketers to become more sophisticated in their anticipation of the success of a campaign by providing them with tools that can dig deeper into each KPI to learn more about what is contributing to success.

By using these SKPIs in combination with the marketers' proactive documentation of expectations of a campaign or channel performance, marketers learn to optimize campaigns and even open up markets previously unseen in digital marketing.

The background of the slide is a photograph of a modern dining room, overlaid with a semi-transparent teal filter. The room features large windows, round tables, and contemporary chairs. The text is centered in the upper half of the image.

DISRUPTION

a radical change that
alters the traditional
ways of doing things
and creates a new
market

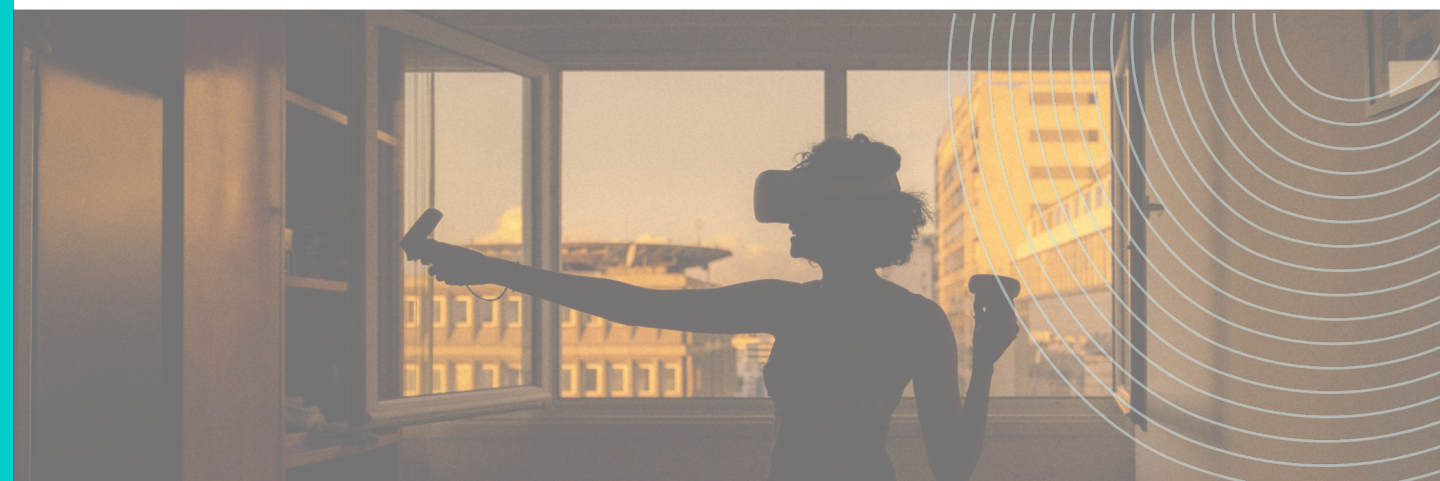
Mixed Reality/Metaverse – Virtual Advertising

All of the bad press late last year on Meta and the crashing of the crypto and NFT markets made people feel that the digital metaverse is more hype than reality. However, while excessive eagerness to dive into the deep end led us to Meta's cartoonish land of Horizon World, with its bizarre avatars and clunky devices, the industry is now repositioning itself to be more a bridge to the digital world than a full-scale leap. This will be done by leveraging more augmented reality applications and using devices that can handle mixed reality, a **combination of augmented and virtual reality**. Even so, the coolness factor is lacking to drive real enthusiasm for these innovations.

However, that might soon change with a number of devices showcased at [CES](#) this year as well as the new Apple Mixed Reality device. If Apple does to virtual reality what the iPod did to the MP3 player, this might be the year that we all take more than just a few steps into the virtual world. There are several other reasons why this mixed reality world will increasingly take hold.

First of all: **Zoom**. Zoom has become the de facto standard for virtual meetings, and while it is undeniably effective, everyone has Zoom fatigue. Something has to change. Zoom fatigue is the result of prolonged intense close-up eye contact, the distracting ability to see yourself during the call, reduced mobility, and increased cognitive load. All of these together drain us, but these meetings are not going away. There is a vital need to improve how we gather and exchange ideas online.

When we think about augmented reality, some of us are already taking small steps in that direction by changing our backgrounds as we talk on Zoom. Furthermore, Gen Z, the first totally digital generation emerging from lockdown with extensive virtual skills, will use their digital chops to make the digital space far more friendly and amenable as they enter the workforce.



Mixed Reality/Metaverse – Virtual Advertising

Hotel marketers need to think about not if it will happen, but how it will eventually happen, whose vision it will be, and whether it will all be interoperable. There is a significant opportunity for companies to get in and start exploring and learning how to advertise in this **emerging media landscape**.

Today, the metaverse industry is valued at more than \$61 billion. This is expected to increase rapidly, with some projecting a total market value of over \$400 billion in the next five years. As the metaverse is far from a fully-formed platform, we can't predict the full scope of opportunities, but a few trends are emerging. Many are an extension of real-world, tried-and-tested strategies, including:

Metaverse Opportunities

- In-metaverse Advertising
- Virtual Influencers
- Metaverse Events
- Metaverse Commerce with virtual goods and services



It is also worth bearing in mind that long-term, the metaverse is expected to have a **native economy**, including digitally native assets and trade. While the internet today has an important relationship to the real-world economy, the metaverse could have its own. The ability to trade effectively in this economy could become a significant advantage. While the metaverse, for now, will remain a long-term consideration for most, there may be considerable first-mover advantages for hotels that take the initiative.

Generative AI

Generative AI is looking to **fully disrupt a range of industries and professions**, from copywriting to coding. In 2019, Microsoft invested \$1 billion in a small company called OpenAI. Last November, the world saw the promise of this technology to transform the digital sphere from web searches to image creation. In 2023, Microsoft is considering increasing its investment to \$10 billion. Hotels should expect Bing, a Microsoft Search Engine, to become a major player again as they look to incorporate AI into their search results.

While Google reportedly has its own version of **ChatGPT**, the most recent and advanced AI language model, whether for reasons related to marketing or otherwise, they have been conservative in unveiling its potential. With Microsoft being the underdog in advertising revenue, if and when they can succeed in shifting consumers to Bing, the world might take notice.



Types of Generative AI

There are a number of different types of Generative AI, too many to discuss all in detail here, but two key examples are explained below:

- **Text generation** produces human-like text based on a given set of inputs or parameters. It can revolutionize how companies create and distribute written content, such as blog posts, social media posts, and email newsletters.
- **Image generation** creates new images based on inputs or parameters. It has the potential to streamline the process of creating visual content, such as images for social media or website design.

Generative AI

Generative AI makes it possible to **automate the creation of certain types of content**, such as blog posts, social media posts, or email newsletters – all key tools in the hotel marketer's arsenal. This could allow hotel brands to produce a larger volume of content more quickly and efficiently, potentially reaching a larger audience and generating more leads and sales. Generative AI can create entire hotel marketing campaigns when given a distinct set of parameters. This is a game-changer for the marketing industry

Hotel guests might start to use this new technology to **search for hotels**. While Google is still the better experience, it won't take long for the chat engine to deliver better results. The one big challenge with the Chat engine versus Google is effort. You need to think closely about your **inputs** to get the best results out of Chat. With Google, you can put in a few keywords and then click around. As Bing incorporates AI into their search queries, it's easy to imagine they will find a balance to deliver optimal search results.

SE

I want you to act as an advertiser. You will create a campaign to promote a product or service of your choice. You will choose a target audience, develop key messages and slogans, select the media channels for promotion, and decide on any additional activities needed to reach your goals. My first suggestion is "I need help creating an advertising campaign for a hotel opening in Barcelona targeting young adults aged 18-30."



Great! Let's get started on creating an advertising campaign for the hotel opening in Barcelona, targeting young adults aged 18-30.

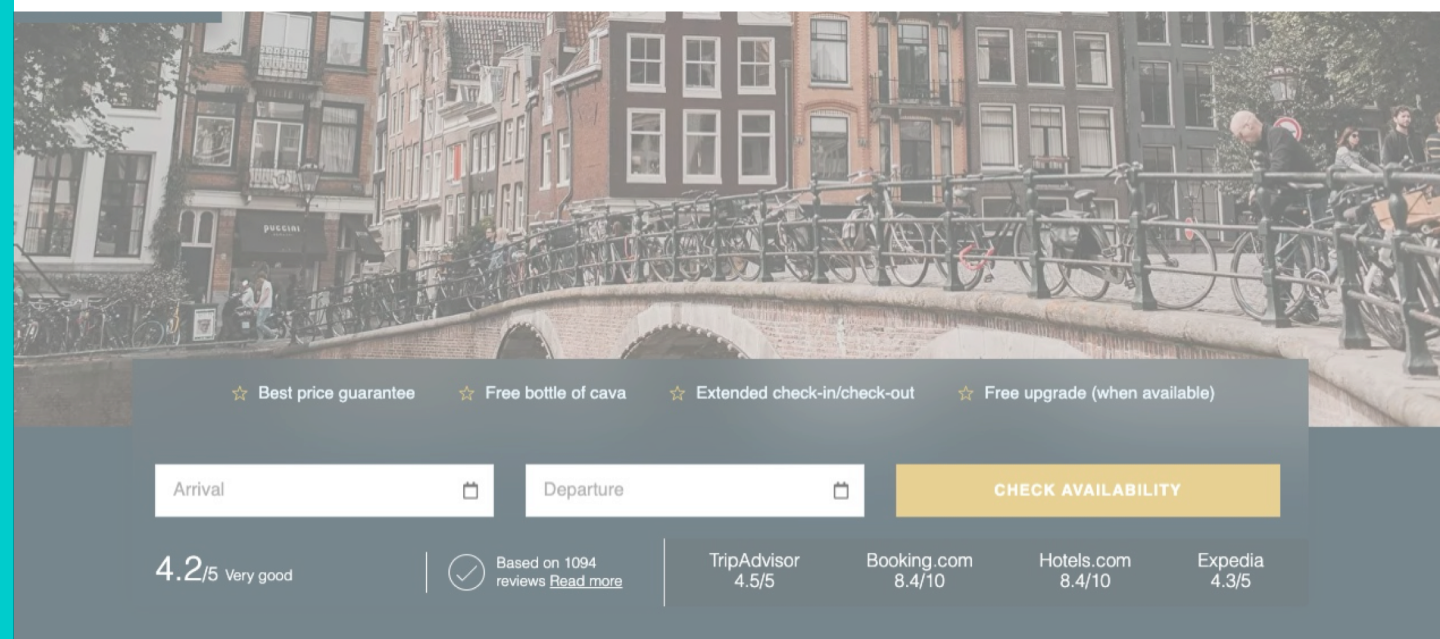
Target Audience:

Our target audience is young adults aged 18-30 who are looking for a unique and vibrant experience when visiting Barcelona. They are seeking a hotel that offers a lively atmosphere, excellent service, and an ideal location that is close to key tourist destinations and nightlife hotspots.

Key Messages:

- "Experience the pulse of Barcelona": This message aims to communicate the vibrancy and energy of Barcelona, as well as the hotel's location at the heart of the city.
- "Stay in Style": We will communicate that the hotel offers a modern and stylish design,

Super-Apps



A super-app helps consumers explore products and complete transactions through social media and content creation platforms in an all-in-one app. This emerging form of shopping **removes friction from the buying process**, creates a more engaging journey for the consumer, and presents new opportunities for brands to generate consumer interest. It represents a paradigm shift in how consumers interact with brands: where, when, and how they shop.

Already popular in markets such as China, social commerce remains a small segment in the United States and Europe but is rapidly growing in areas of the world with fewer regulatory and privacy controls.

Technology providers are leveraging Social Booking to create solutions in the form of mini-apps that bypass traditional booking engines or even the hotel's own direct website and suggest hotel properties and rooms according to a user's behavior on the host social network or digital platform.

But maybe a super-app isn't necessary based on all the evolution, innovation, and disruption we have seen this year.

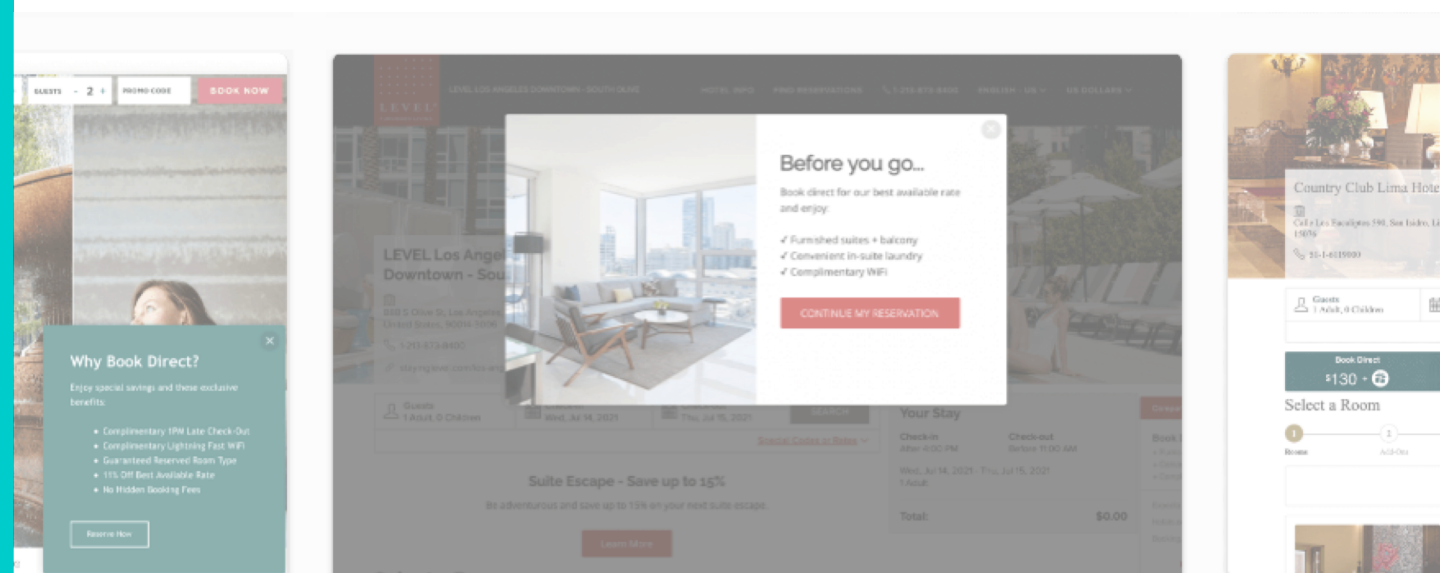
Super-Apps

What if we **combined the innovations** described in this article and merged them together? What if we combined privacy, digital currency, and no-code functionality with an algorithm similar to TikTok's, that truly knows what you like, into a chat-generating AI that we could see visually depicted in the Metaverse that we could ask to search and act on results? What if the AI – whatever it looks like – can be branded in an outfit similar to a NASCAR driver?

Channeling the stuff of sci-fi movies, it isn't hard to imagine all these innovations coming together. Who would have imagined at the beginning of 2022 that generative AI would win art contests, drive English teachers to change their entire lesson plan for at-home essays, or that computer coding could be automated? And yet all these came to pass.

So is it hard to imagine **creating a visual representation of an AI** that you can see in VR and that you can ask it not just to retrieve travel information but also act on it based on a series of parameters? For example, "Please find a list of 5 top-rated hotels within 200 yards of Bryant Park for less than \$300 a night for arrival date X and departure date Y. Send me the list of hotels and rates but book the lowest one." The question in this scenario is, where does the AI go out and book the hotel room? An OTA, direct? Something else? Will the user have to be explicit?

Now that new disruptive technologies are beginning to impact every part of our lives, it will be interesting to see if the promise of the technology to save time, save money, and drive more revenue is successful.



About The Hotels Network

The Hotels Network is an innovative technology company working with over 20,000 hotels around the globe. The company offers clients a full-stack growth platform to power their direct channel. By leveraging a series of integrated tools and analytics, hotel brands can attract, engage and convert guests throughout the user journey.

In addition to price comparison, reviews summary, and a suite of personalization options, THN's Direct AI Suite is deeply integrated in their platform, from predictive analytics to generative AI. Predictive Personalization uses machine learning to predict user behavior and automatically tailor messaging and offers for each user. BenchDirect's benchmarking tool provides unmatched competitive data for the direct channel. Recent innovations include KITT, an AI-powered receptionist, and Loyalty Lite, a seamless guest login tool for personalized booking experiences.

[Contact us](#) today to find out more.

The leading growth platform for the direct channel

THN is proud to have been recognized for the company's product innovations, rapid growth, and unique workplace culture, most recently named the [Best Direct Booking Tool for 2025](#) for the third year in a row in the prestigious HotelTechAwards.

