

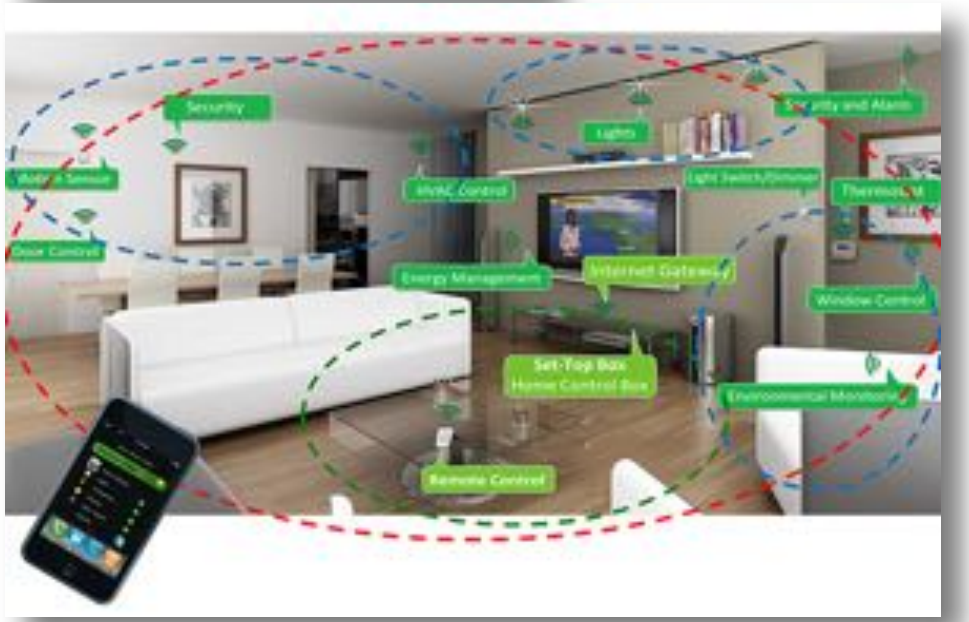

UNPRECEDENTED
CHANGE


ALWAYS ON
CONNECTIVITY

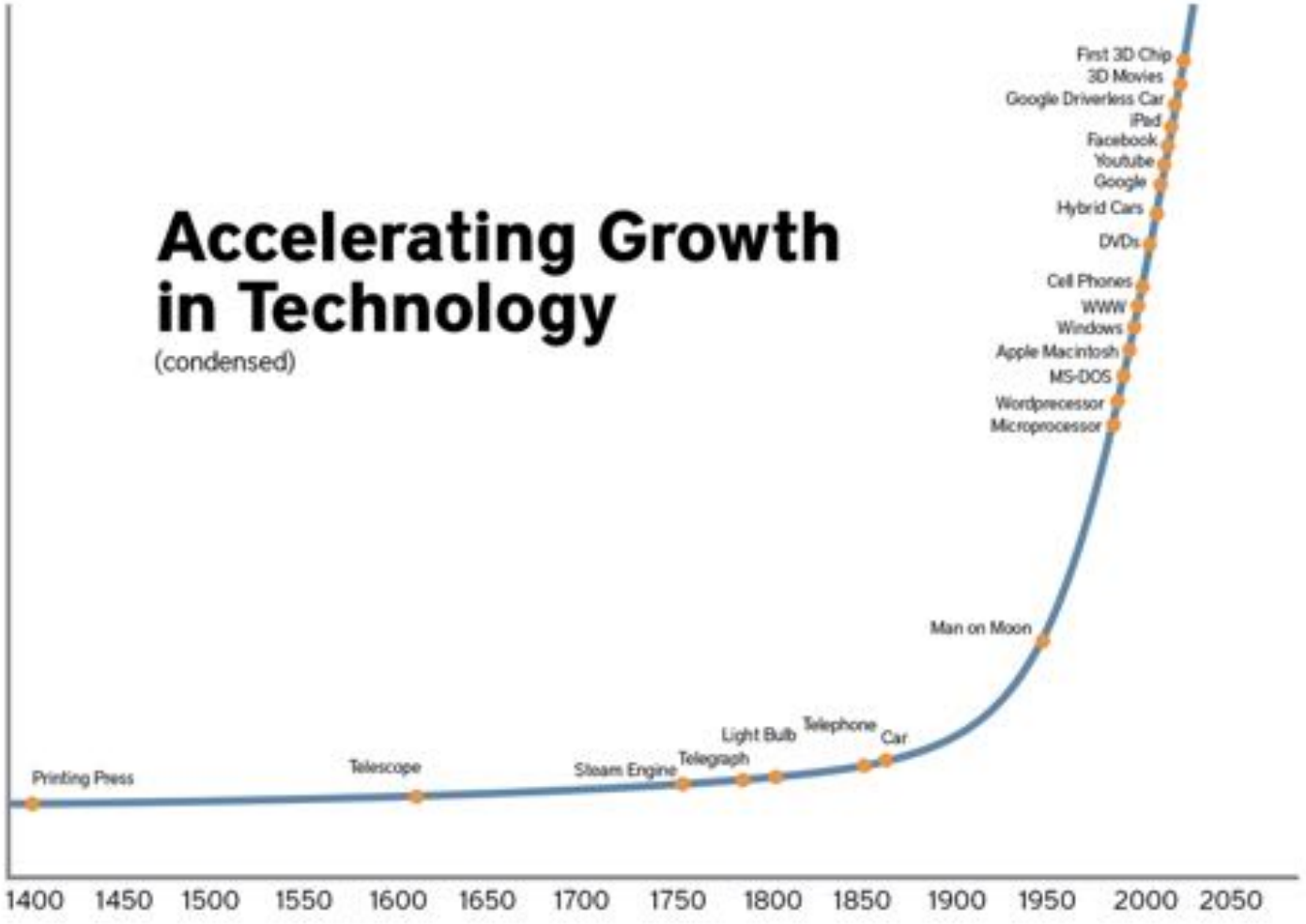

amazon echo
Always ready, connected, and fast. Just ask.
tunein
iHeart RADIO
npr news
UBER
audible



Hilton


Security
Lights
Energy Management
Internet Gateway
Set-Top Box
Home Control Box
Window Control
Remote Control

Hilton


Accelerating Growth in Technology
(condensed)
First 3D Chip
3D Movies
Google Driverless Car
iPad
Facebook
Youtube
Google
Hybrid Cars
DVDs
Cell Phones
WWW
Windows
Apple Macintosh
MS-DOS
Wordprecessor
Microprocessor
Man on Moon
Printing Press
Telescope
Steam Engine
Telegraph
Light Bulb
Telephone
Car
1400
1450
1500
1550
1600
1650
1700
1750
1800
1850
1900
1950
2000
2050


Google


airbnb


ZOZI.com
ACTIVITIES MARKETPLACE
Get Out There
List Your Business in our Marketplace
Get Access to 5 Million Customers
Allow Customers to Book Your Real-Time Availability


ZOZI Advance
ONLINE BOOKING SOFTWARE
Manage Your Business and Reservations
Save with Low 1.99% Credit Card Fees
Accept Bookings 24/7 from Your Own Website


tripBAM
We Shop, You Save

EXPANSION OF EXISTING 3RD PARTIES




INTEGRATED
STRATEGY


CUSTOMERS
AT THE
HEART

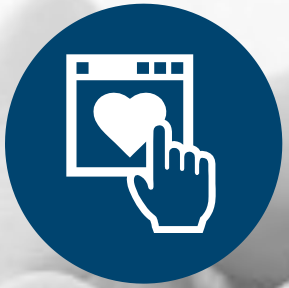


WHY ARE DIRECT CUSTOMER RELATIONSHIPS IMPORTANT?

Hilton



LESS LIKELY TO SWITCH



LESS PRICE SENSITIVE



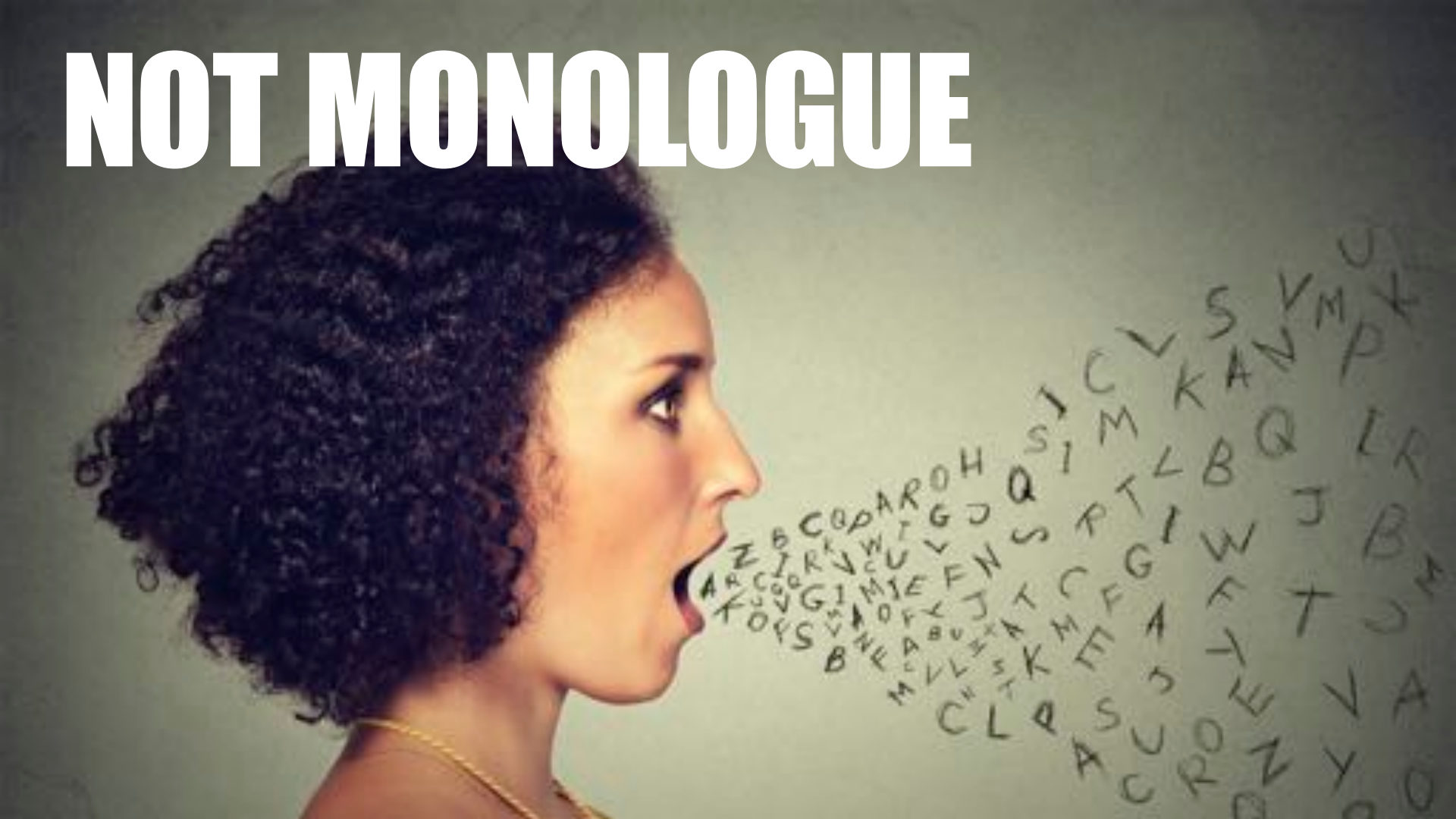
BUY MORE OFTEN



LOWER COST


Hilton

NOT MONOLOGUE



DIALOGUE




CUSTOMER
ENGAGEMENT

Hilton

People will forget what you say, forget what you did, but they will never forget how you made them feel…
























Centre everything around your customer…

Hilton

Dream	Shop	Book	Pre-Arrival	Stay	Depart	Advocate
"Hilton inspires me to find and plan amazing trips and experiences, not just booking a hotel"	"It's so easy to quickly find what I need with confidence and at the best price"	"Booking with Hilton is fast and secure and I can tailor my trip"	"Hilton is seamless, easy and better before I even get there"	"The app gives me an even better experience when I stay at Hilton"	"Hilton saves me time"	"I feel part of a Hilton community of savvy travelers and am rewarded for it"







LEADING APP
DIGITAL CHECK-IN

LOVED BY GUESTS
UNIQUE IN OUR INDUSTRY GLOBALLY
AVAILABLE EVERYWHERE

FIRST AT SCALE
+250 HOTELS
BEST FUNCTIONALITY

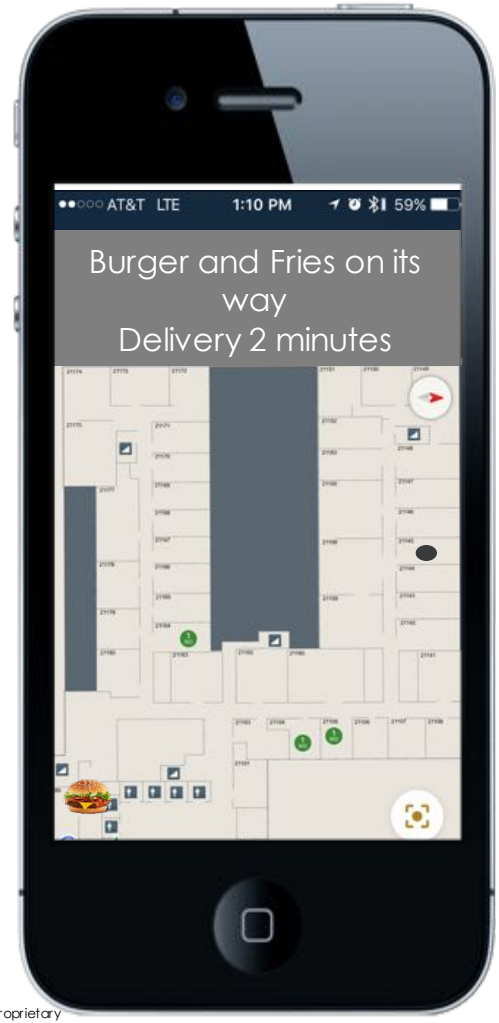


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Your **Burger and Fries** are being freshly prepared right now.
Once it leaves the kitchen we will ping you.
Ping us if you need anything else
Hilton

Hilton



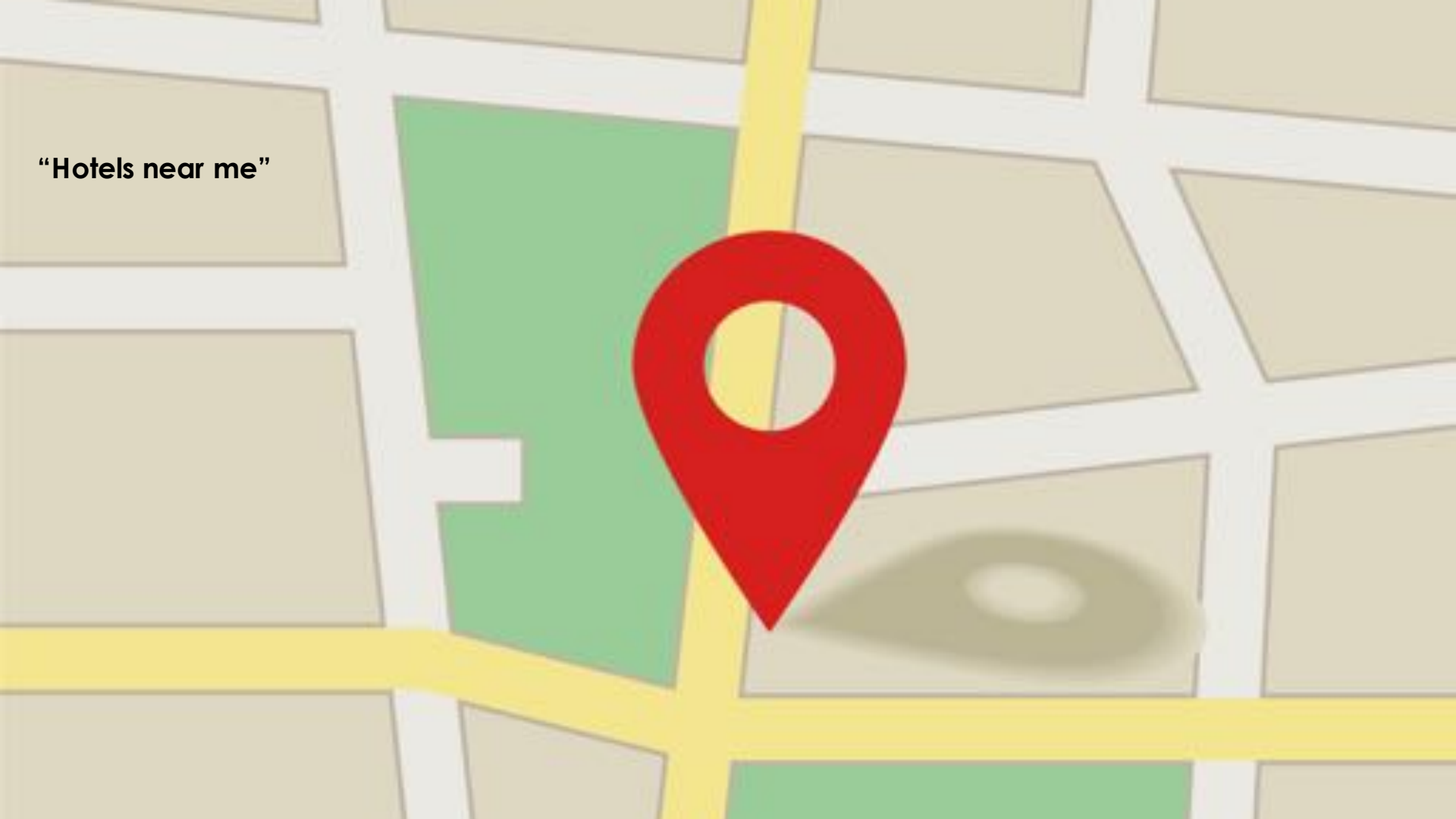
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“Hotels near me”


“Hotels near me”

THE MOST FAMOUS

HOTEL BRAND

IN THE WORLD

THE BIGGEST CAMPAIGN IN HILTON HISTORY

EVERY BRAND

EVERY REGION

EVERY HOTEL

WORLDWIDE

PREMIUM CATEGORY PLACEMENT & POSITION

STOP CLICKING AROUND IS EVERYWHERE


Guests
Check-in
Check out
SEARCH

HOW'S IT PERFORMING…

FIRST EVER BILLION DOLLAR MONTH

2 BILLION IMPRESSIONS

MARKETABLE UNIVERSE HAS INCREASED BY NEARLY

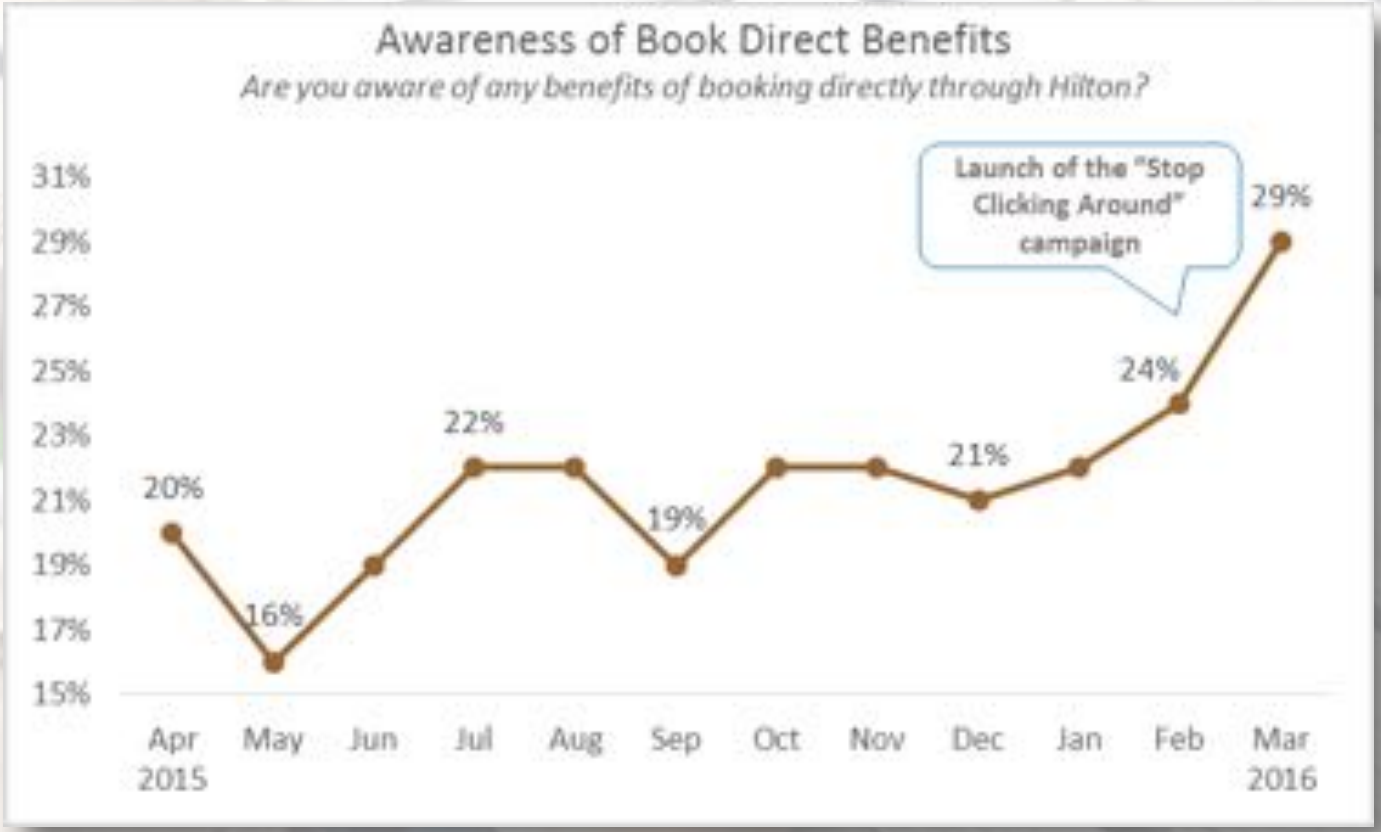
40%

YOY


89% of customers asked if benefits are compelling reason to book direct have answered “yes”
or
“I already book direct”, compared to 82% before launch.


Stop Clicking Around campaign has reached almost a
1/3rd of travelers
...and 53% said they are more likely to book direct.


STOP
CLICKING
AROUND
Hilton


Awareness of Book Direct Benefits
Are you aware of any benefits of booking directly through Hilton?
Launch of the "Stop Clicking Around" campaign
31%
29%
27%
25%
23%
21%
19%
17%
15%
20%
16%
22%
19%
21%
24%
29%
Apr 2015
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
Jan
Feb
Mar 2016

Move Fast

Get attention quickly

Be obsessive about customers

Thank you

