

GCH | HOTEL
GROUP



Dig
Trave



7 - 9 Nov 2016

**world[®]
travel
market**

London

**Summit
ion**

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Images: pexels.com

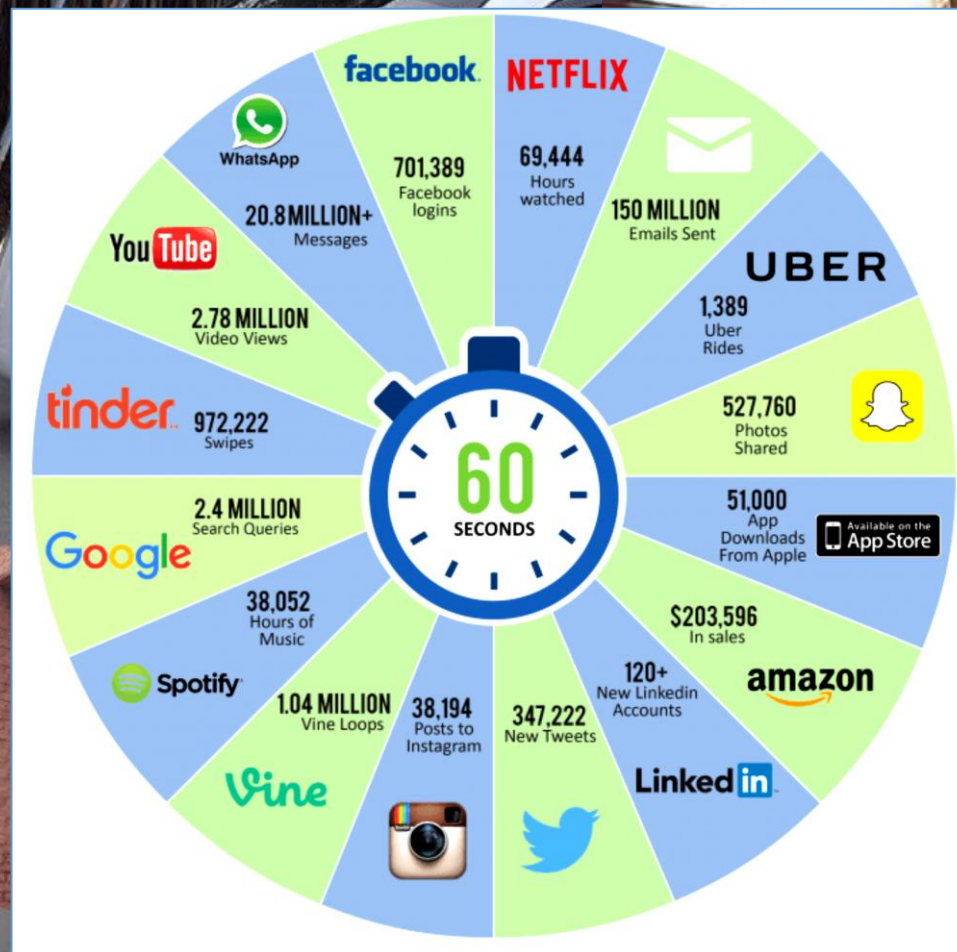
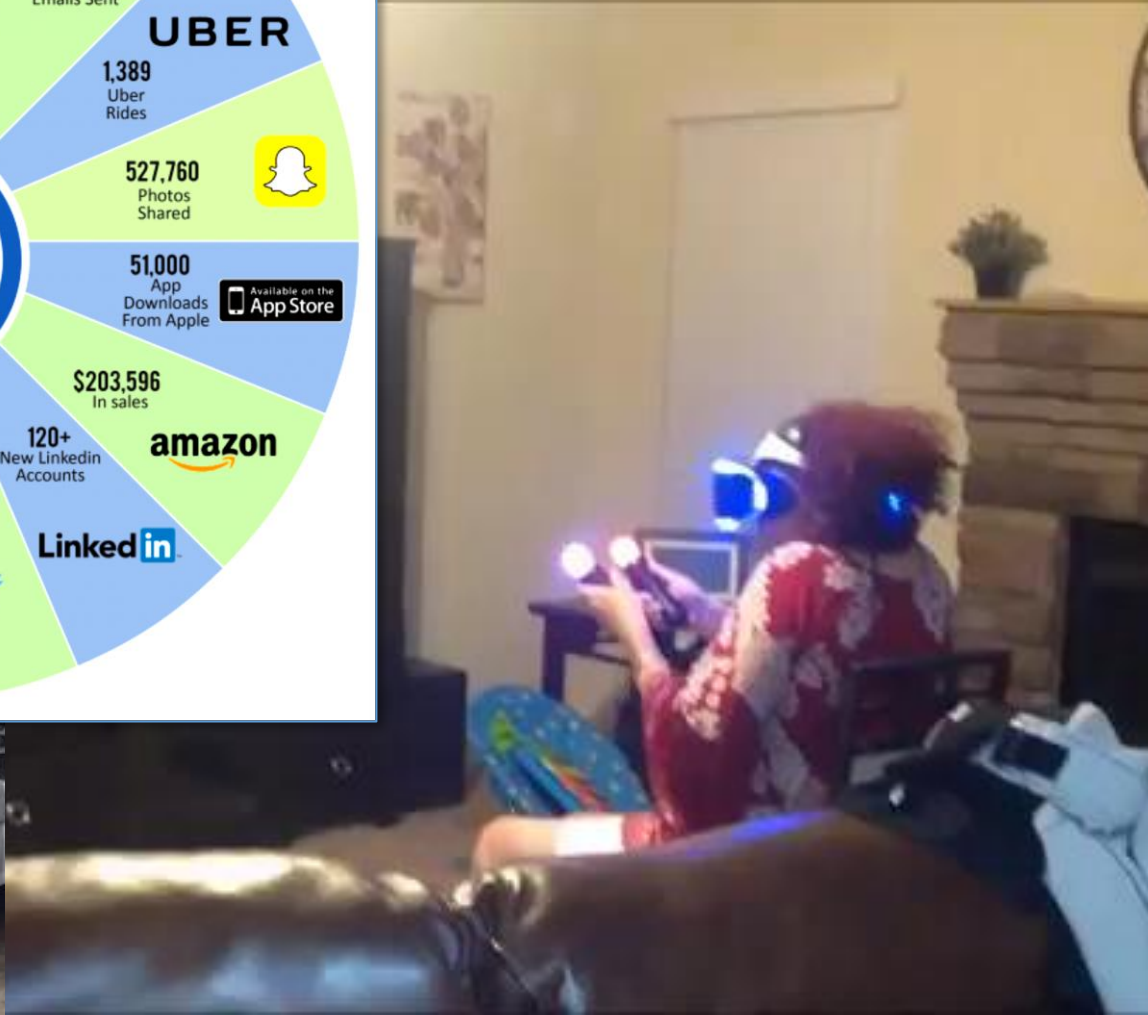
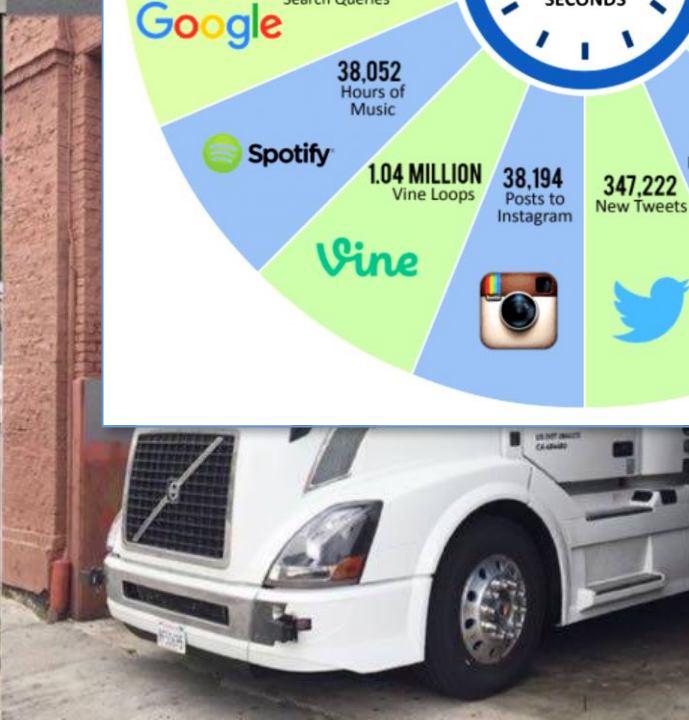
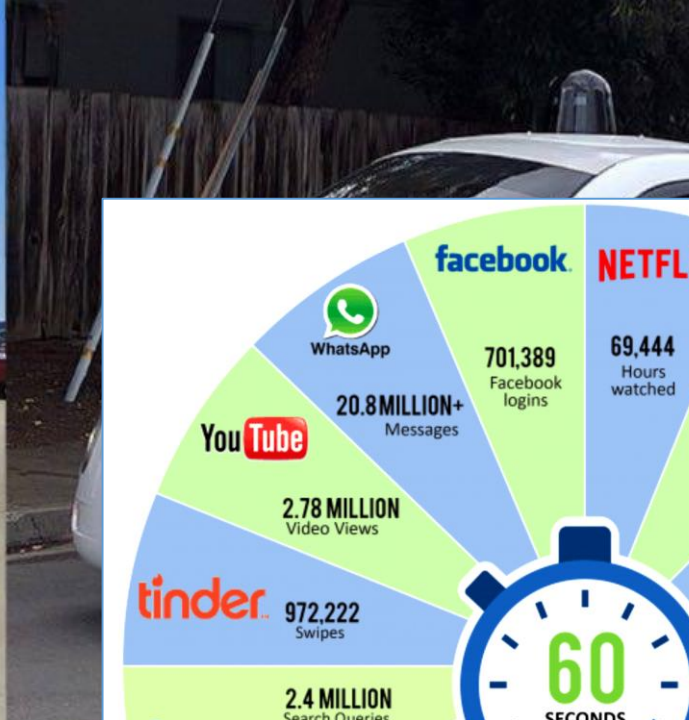


Over 120 Hotels In Europe

With more than 120 hotels in Germany, the Netherlands, Belgium, Austria, Great Britain, Spain and Cyprus, the GCH Hotel Group is one of the leading hotel management companies in Europe. The international company, which has its headquarters in Berlin, Germany, currently holds an AAA TREUGAST Investment Ranking.

Its success is based on strong strategic partnerships, highly qualified personnel and long-term experience. Many hotels within the portfolio of the management company are marketed under brands of renowned franchise companies, such as Accor Hotels, IHG, Carlson Rezidor, Wyndham Hotels & Resorts and Best Western..





Connected World

Exposure and Micro Moments



Waking up

First thing we do in the morning?



Eating

What screen we look when eating?

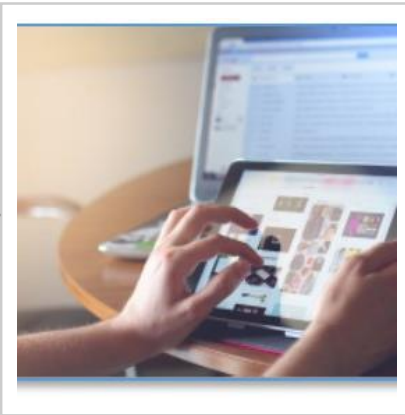


Driving

Where we connect when driving?

Connected World

Exposure and Micro Moments



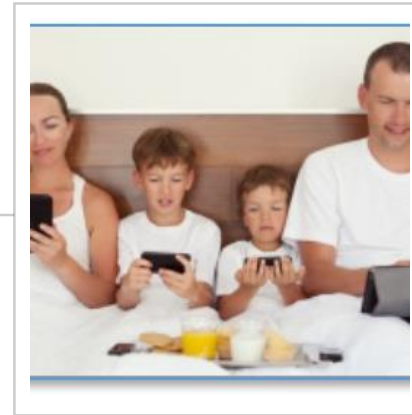
Working

What we search at work?



After Work

Doing GYM, Sharing
Experiences or Enriching?



Going to Bed

???????

Digital Adoption

Digital Sense

T h e P o w e r o f
M o b i l e U s a b i l i t y

Adopting digital methods and devices gives new
ways of experience and decisions making

D

Distanced Connection

WhatsApp, Facebook,
Messenger

H

Higher intelligence
knowledge

Googling

C

Control objects
at a distance

Home Automation, SecMote,
Drone

O

Out-of-body
experience

VR immersion / AR



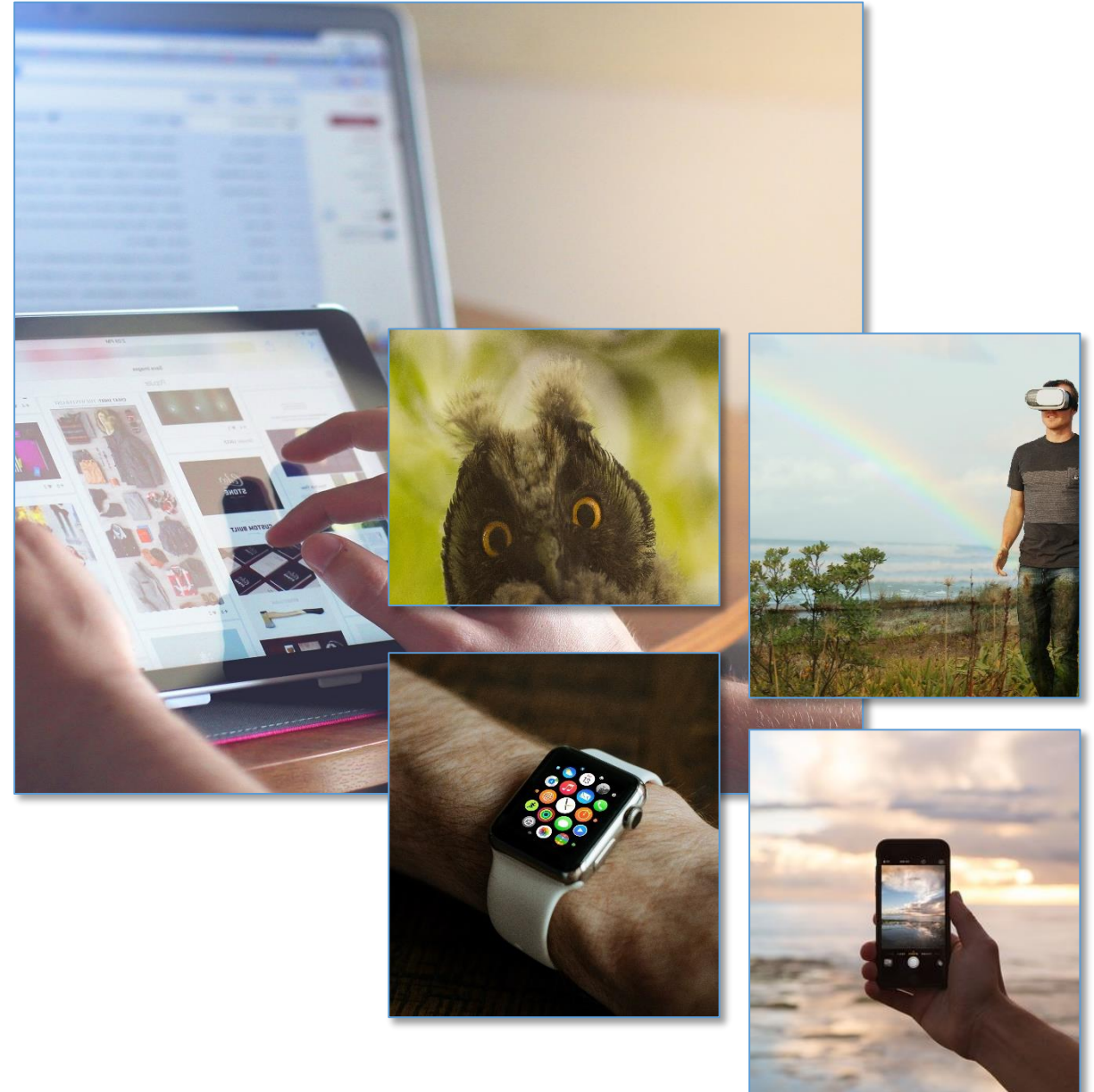
Digital Transformation In Travel

Customer Journey
Wake up pill



Digital Transformation In Travel

P l a n n i n g



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Digital Transformation In Travel

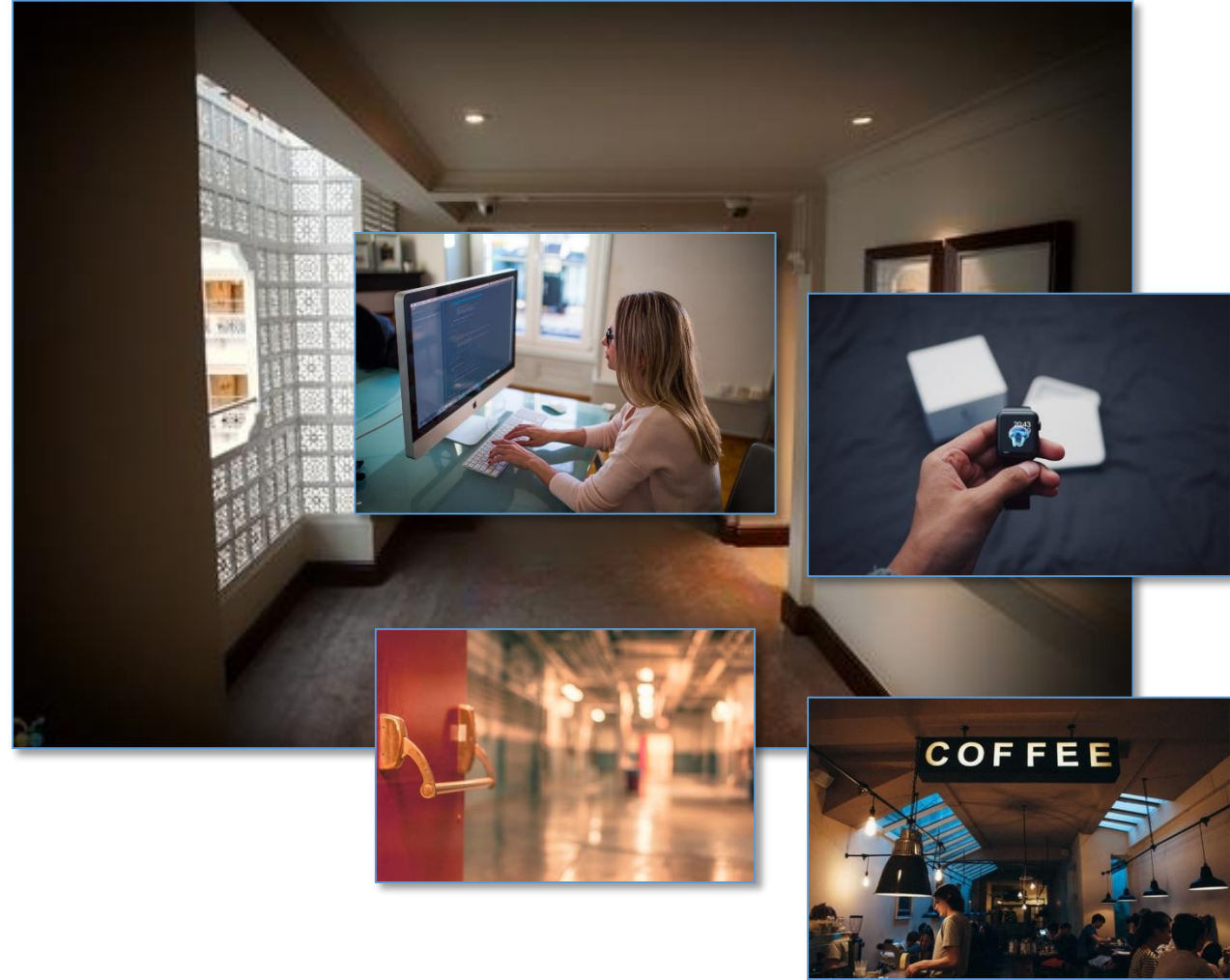
Arriving



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Digital Transformation In Travel

Hotel Check In



12

Digital Transformation In Travel

Hotel - Experiencing



13

Digital Transformation In Travel

Post Stay



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