

**TRAVEL TECHNOLOGY EUROPE REVEALS BUYERS BELIEVE MOBILE AND ARTIFICIAL INTELLIGENCE ARE MOST LIKELY TO TRANSFORM THE TRAVEL AND HOSPITALITY INDUSTRIES IN 2018**

- **AI and mobile to feature prominently on Travel Technology Europe conference programme**
- **New “Innovation 20:18” session searches for industry visionary of the future**

**Travel Technology Europe, Olympia Grand, 21-22 February 2018**  
**[www.traveltechnologyeurope.com](http://www.traveltechnologyeurope.com)**

**13 December 2017:** A new survey from Travel Technology Europe shows that buyers are most excited about the impact mobile and artificial intelligence (AI) technologies will have on the travel and hospitality industries in 2018. Both feature prominently on the Travel Technology Europe conference [programme](#), which is now live online, along with other hot topics, including robotics, GDPR, the alternative accommodation sector and blockchain technology.

<b>Rating</b>	<b>Technologies buyers are most excited about the impact of in 2018</b>
<b>1</b>	Mobile
<b>2</b>	AI / chatbots
<b>3</b>	Content marketing
<b>4</b>	Guest-facing experiences
<b>5</b>	Security systems
<b>6</b>	Internet of Things

Visitors to the show in February will have the opportunity to hear about these technologies from companies including Expedia, John Lewis, Apex Hotels, SACO and Contiki.

Additionally, a brand new session - “Innovation 20:18” - will search for industry visionaries of the future. In Pecha Kucha style, the session will give five people the opportunity to present 20 slides on stage on a thought leadership topic. After 18 seconds on each slide the presentation will automatically move on, meaning the presenter must work against the clock to get their

message across. The audience will then vote for their favourite presentation. Anyone working in the travel and hospitality industries can apply by completing the application form [here](#). Applications must be received by Wednesday 10 January.

Over 50 hours of conference sessions will see current and future issues, tools and opportunities discussed at Travel Technology Europe across four streams - Marketing Technology, Travel Technology, Hotel Technology and Innovate.

The hotel theatre will include over 15 sessions about the latest innovations in hotel technology. This will include sessions on removing the front desk, using local services to increase revenues and the technology needs of the alternative accommodation sector.

Ian Richardson, Co-Founder and Principal Consultant - ICE Technology Services said: "AI is one of the most hotly discussed topics of the moment and there's huge potential for it to revolutionise many aspects of the travel industry. I'm looking forward to sharing my thoughts on how travel businesses can apply exponential technologies to their businesses to reduce costs, improve customer relationships and drive revenues."

Ian will be speaking on Monday 21<sup>st</sup> February at 12.30pm.

Daniel Dickinson, Director of IT SACO, said: "Travel Technology Europe offers a great opportunity to explore the latest technologies and gain insights from others in the industry. As the alternative accommodation sector continues to grow I'll be sharing my insights into the specific technology needs of this sector and what others can learn from it."

Daniel will be speaking on Monday 21<sup>st</sup> February at 10am.

David Chapple, Event Director, Travel Technology Europe, commented: "With chatbots transforming customer service and more and more people booking travel on their mobiles it's no surprise buyers are eager to invest in these technologies. We are embracing this content within the 2018 conference programme to help buyers understand what the latest mobile and AI technologies are and how they can be practically implemented."

### **Confirmed speakers and panellists include:**

- Scott Crawford, VP of Product Management & Experience, Expedia: *AI & the Future of the Travel Experience*
- Ian Richardson, Co-Founder and Principal Consultant, ICE, *How to Spice Up Your Travel Business with AI*
- Daniel Dickinson, Director of IT, SACO: *Understanding the Technology Needs of Alternative Lodging Sector*
- Aisha Shuaibu, Airbnb Host: *Going Local to Raise New Revenues*
- Clinton Campbell, Commercial Director, Apex Hotels: *Optimising Channel Mix and Revenue*
- Sean O'Connor, Head of Online Experience, John Lewis: *Automation Plunge-In: the Only Deep Dive You Need This Year*
- Ian Skuse, Lawyer, Blake Morgan: *2018'S Legal Challenges: Opportunities Not Threats*
- Rajat Dhawan, CTO, Contiki: *CTO Question Time*

135 travel buyers took part in the Travel Technology Europe annual survey in December 2017. 66% of respondents worked in the UK, 20% in continental Europe and the 14% were from outside Europe.

Online registration is now open on the brand new Travel Technology Europe website. Visit: <http://www.traveltechnologyeurope.com/visiting/register-for-free> to apply for a free visitor pass.

### **About Travel Technology Europe:**

Travel Technology Europe, held annually in London for 15 years, is Europe's largest specialised exhibition and conference bringing together 6,000+ travel technology professionals. This long established and reputable event connects travel technology buyers and managers with the suppliers, knowledge and contacts to help innovate for the future of travel.

It is the largest travel technology event in Europe, allowing travel technology buyers and managers to evaluate thousands of products and services from over 130 global travel brands and innovative start-up companies across the travel technology sector.

Running alongside the exhibition is Europe's largest conference programme designed to meet knowledge requirements of beginners through to experienced travel buyers. Independently produced and supported by over 120 expert speakers, the 70+ topical sessions cover the full spectrum of travel technology facilitating peer to peer learning and debate to enable companies to drive the industry forward.

Travel Technology Europe provides the opportunity to meet with 6,000+ professionals from across the European travel and technology community. From peer-to-peer and supplier networking sessions to informal social events, the event allows attendees to build new relationships and to share knowledge and best practice.

**For media information:**

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