

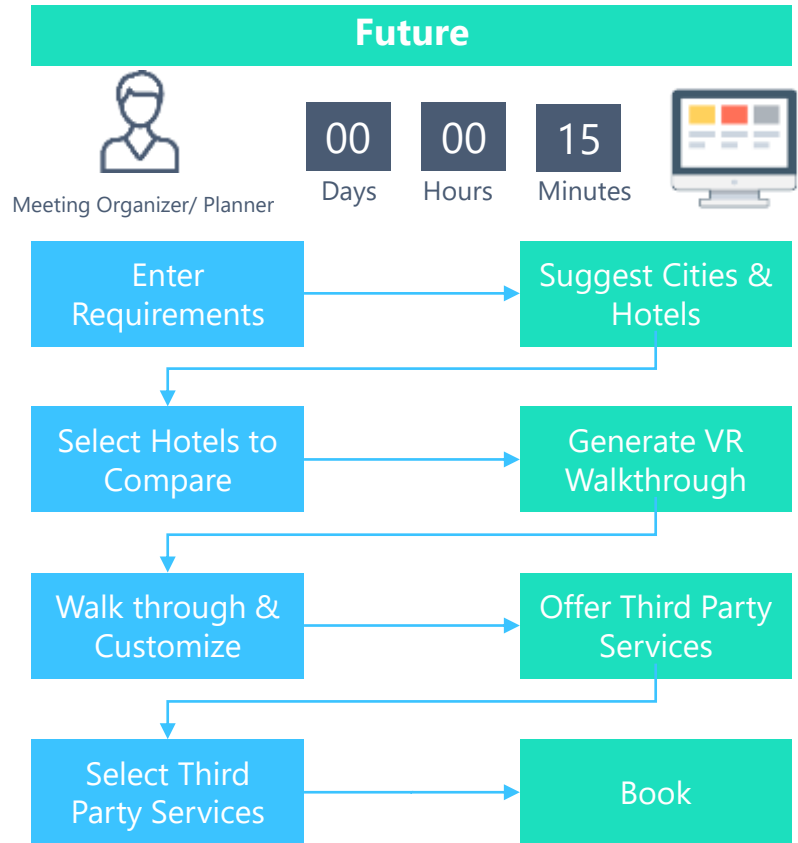
# The Digital Purchase

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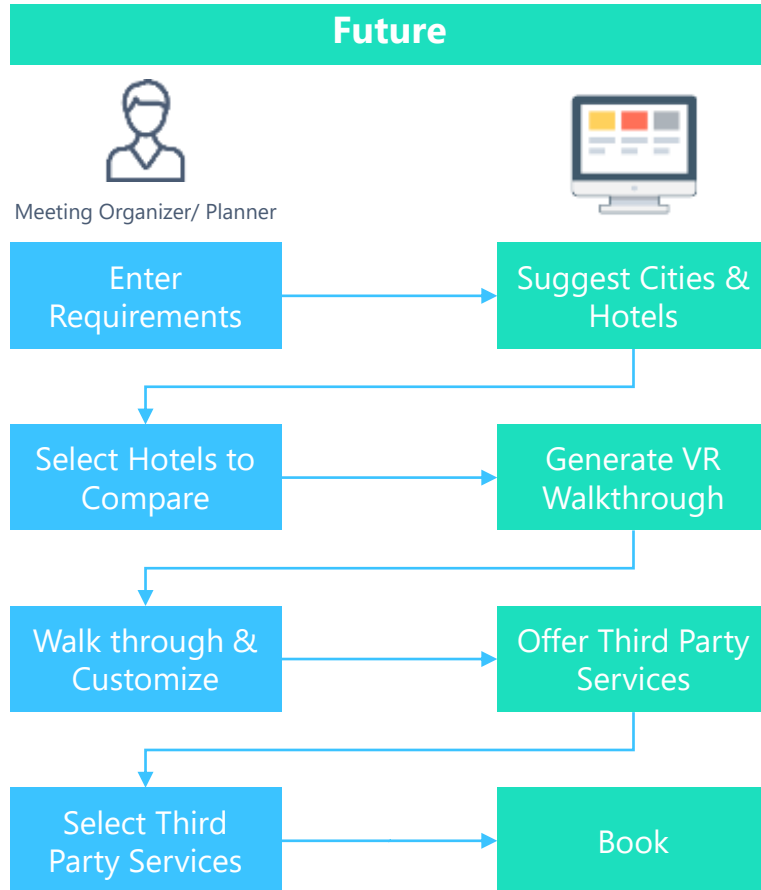
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# What is the Future for Digital Purchase?



# Is It Possible?



- ✓ Automated Pricing Based on Input
- ✓ Virtual Reality Walkthrough
- ✓ Virtual Reality Customization
- ✓ Third Party Integration

# Why Do We Need Digital Purchase?

- **The demand exists**
  - 41% of planners agree or strongly agree they'd book events online, if they could
  - Only 19% disagreed
  - Over 80% will use or can be persuaded to use
- **It's efficient for hotels**
  - Less load on sales teams
  - Objective pricing is a good thing
- **It can drive much better meeting planning**
  - Planner software integrated with meeting marketplaces
  - Seamless budgeting to booking

# What are the Implications for Hoteliers?

- **Expect OTAs to Jump In**

- Expedia is testing meetings in Germany
- Other portals are coming to the market
- Commissions will go up, but it's a new distribution channel with little to no sales cost

- **Actions for Hoteliers**

- Get ready to offer direct meeting booking online on your own website
- Embrace Change!

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