

The Big Pivot

How AI can help Thailand Hospitality Evolve?

Aditip (Term) Panupong

Industry Head, Strategic Partnerships, Google Thailand

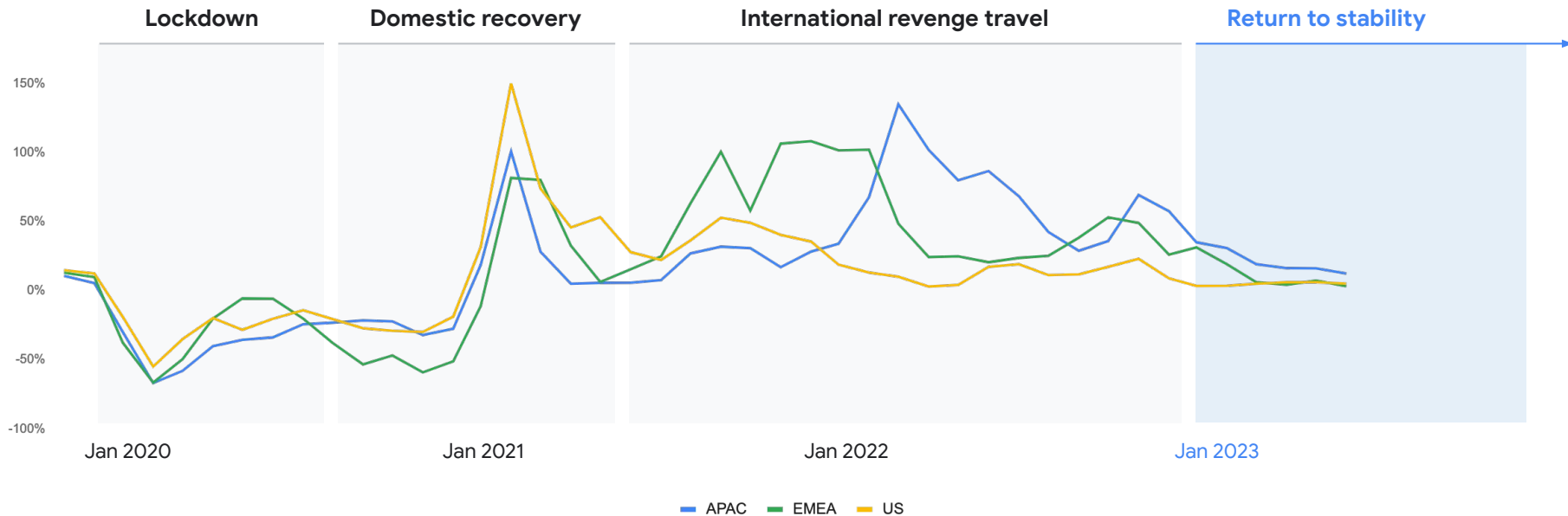


Having weathered the pandemic, the travel industry has now emerged to a place of relative **stability and calm**



Travel search interest

YoY growth rates



As a result, the way travelers research and plan their trips has become **more discerning**

They are...

1

... more meticulous

Travelers plan their trips in greater detail, and want to feel they are making the right decision

2

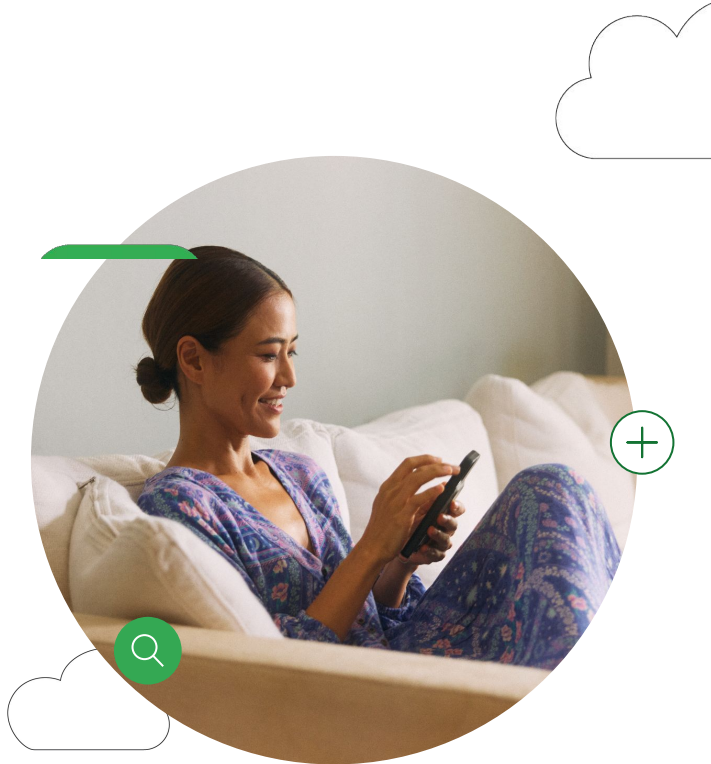
... better informed

Cost and currency fluctuations, as well as macroeconomic events, are top of mind for many travelers

3

... more dynamic

Traveler booking journeys are increasingly non-linear, with it being common for travelers to change their minds along the way





So what does this mean?

Decision
making in 2024
has become
a lot harder.

People in APAC now have way more on their minds and sometimes feel that they are **journeying into the unknown.**





AI is the next big shift

01 Internet

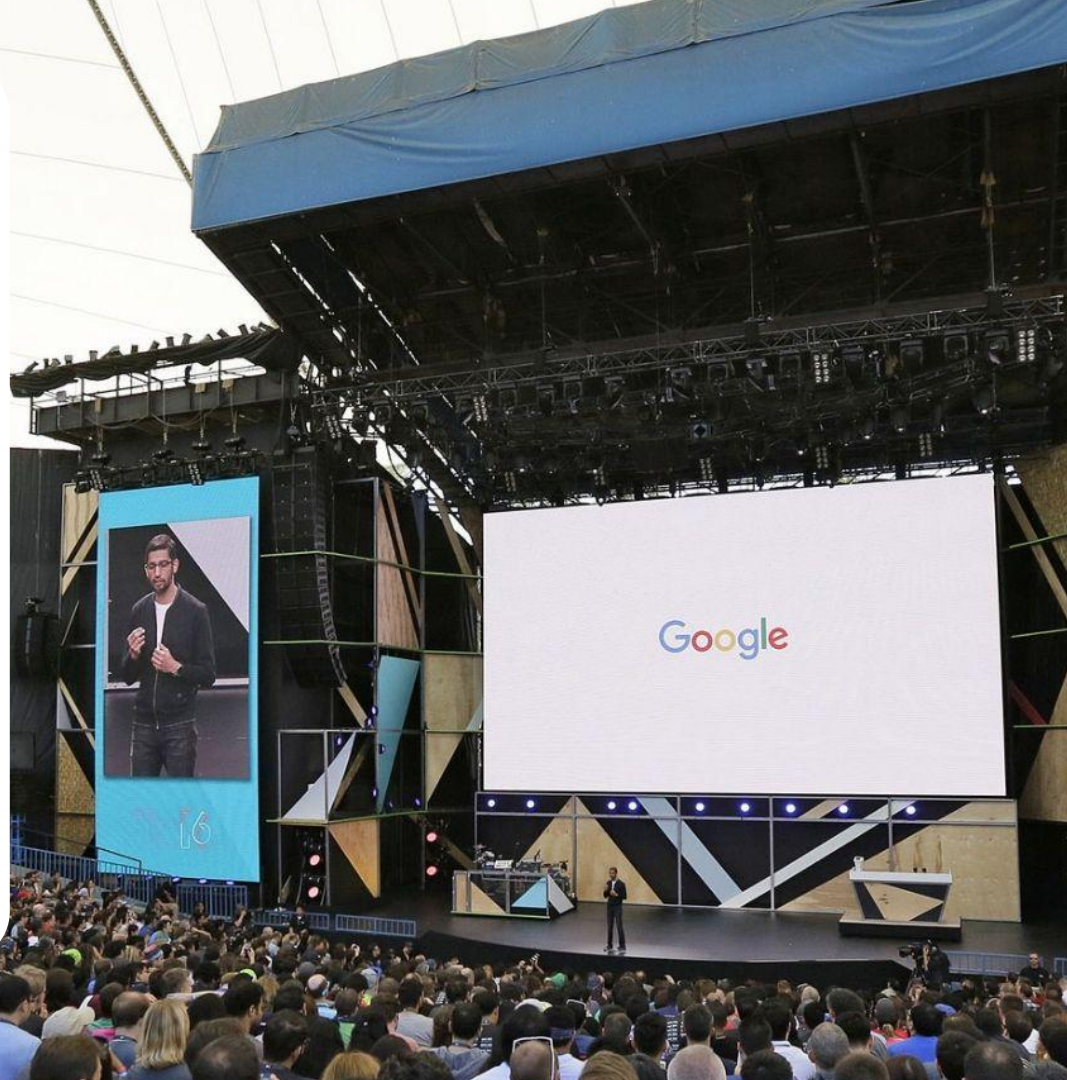
02 Mobile

03 AI

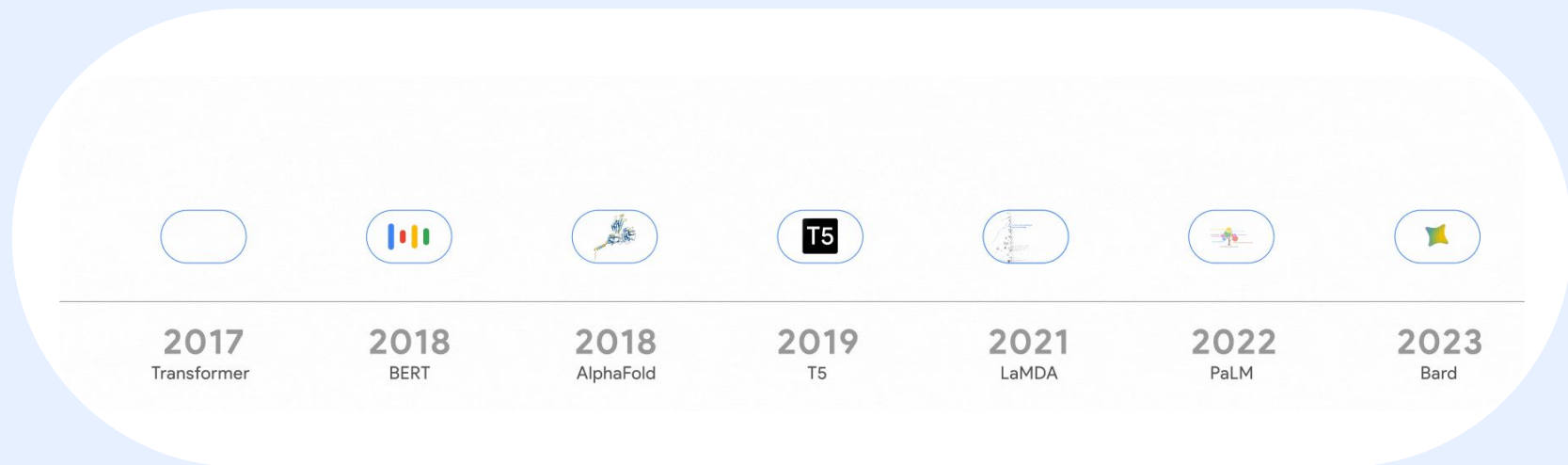


An AI-first Company

Sundar Pichai
2016



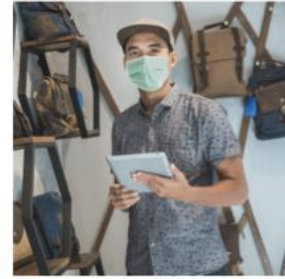
Google pioneered AI advances for a decade



Responsible AI at the foundation

AI Solutions

Powering millions
of businesses



AI Solutions

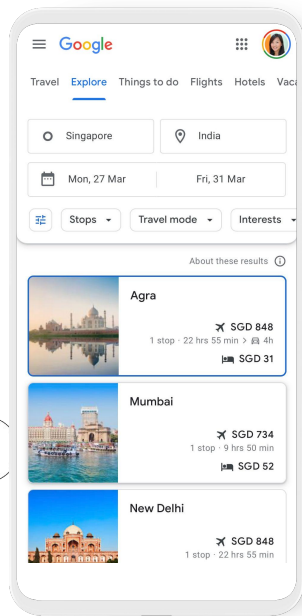


The biggest reported revenue effects of AI are found in **marketing** and **sales**

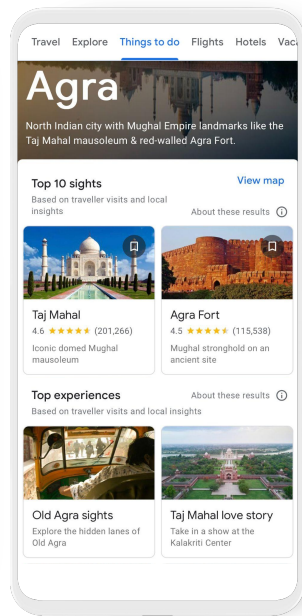
Source: McKinsey, The State of AI in 2022 report



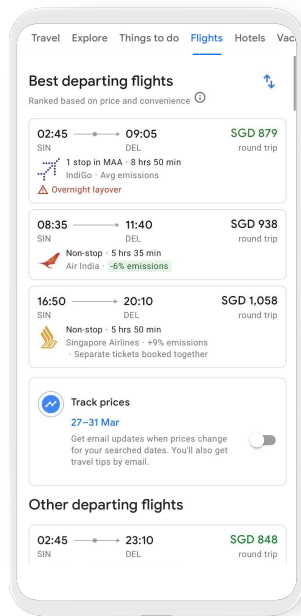
Google assists travellers throughout the journey



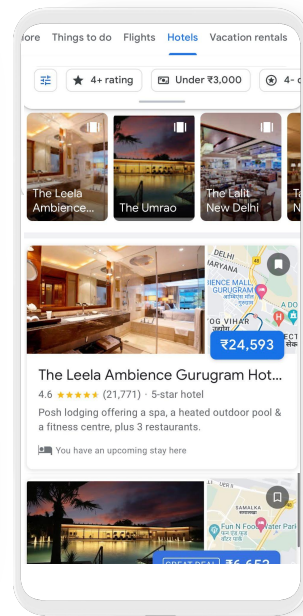
Explore



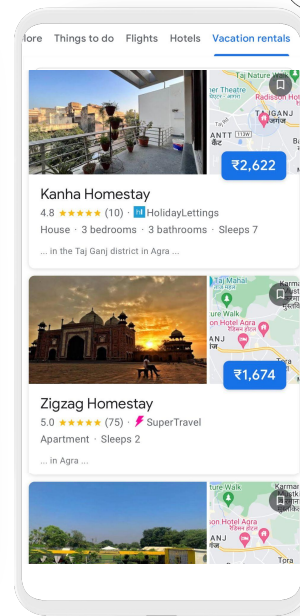
Things To Do



Flights



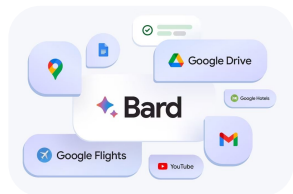
Hotels



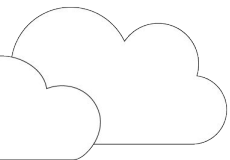
Vacation Rentals



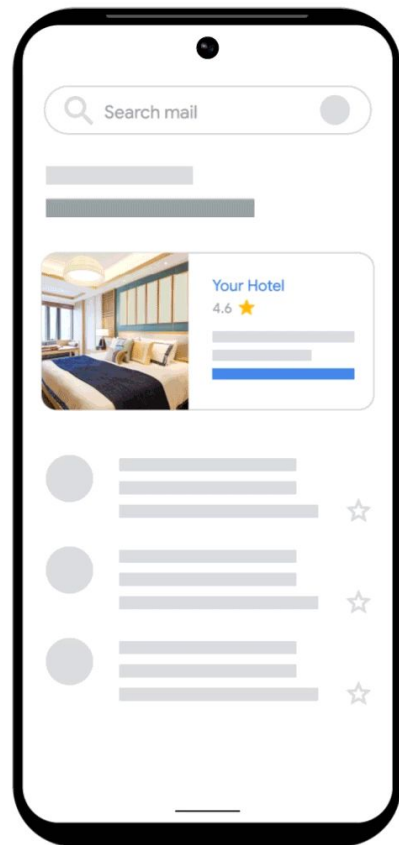
Connect to Google Flights & Hotels **using Bard**



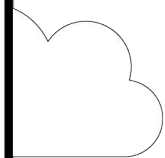
Bard may display inaccurate or offensive information

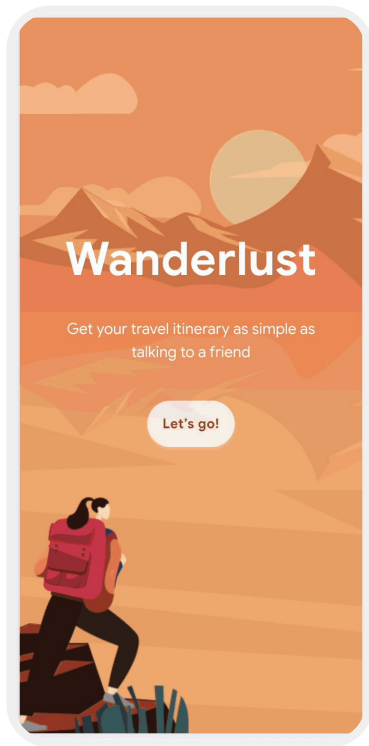


Performance Max for Travel Goals, serves ads across **7 Google channels** with one simple set up:



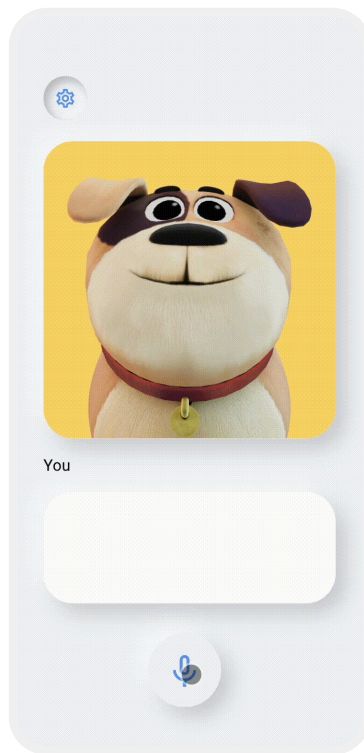
Hotel Ads





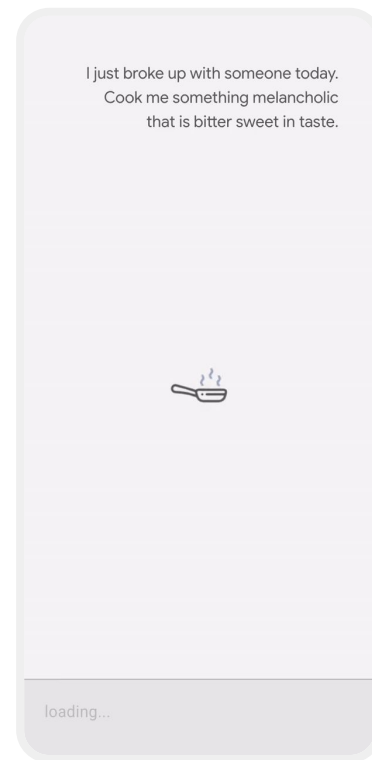
Travel Planner

A Generative AI Conversational Concierge for Itinerary Planning



Talking Agent

A customizable Agent Maker for Generative LLMs

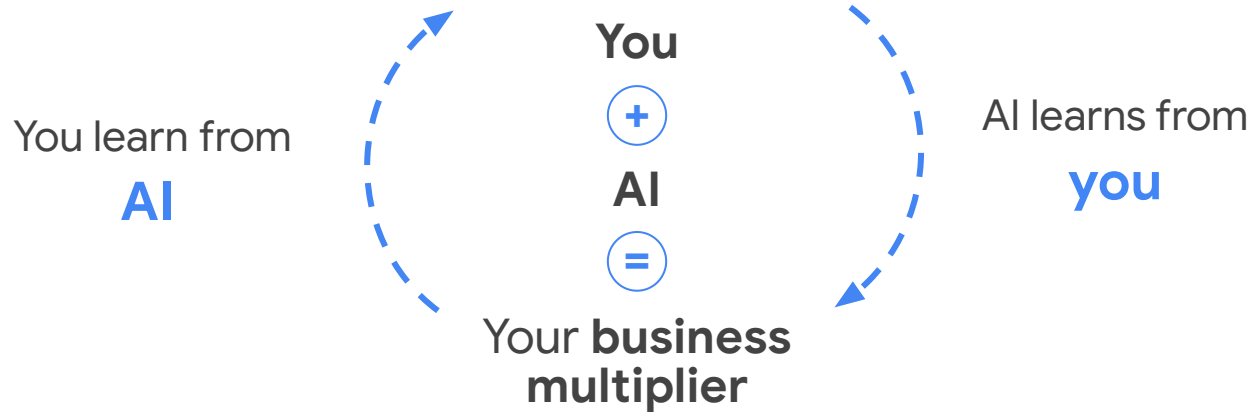


Mood Food

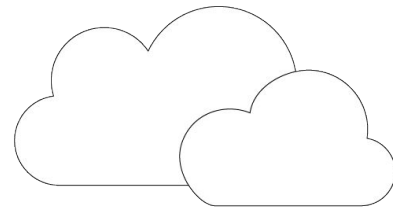
An AI-powered Food Therapist that helps you get through your day

You are not competing with AI

You are competing with Businesses & Marketers using AI



AI Essentials



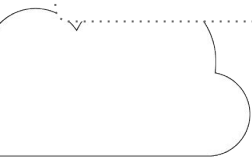
Get ready with
the right
measurement
foundation



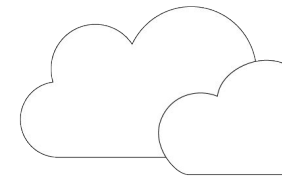
Take action to
maximize results
with **AI-powered**
tools & solutions



Shift **mindsets**
to set your
organization up
for success



By 2030, 80% of
marketing will be AI



augmented

Personalize with AI
Not a question of “if”, but “when”





- Fly from your home city to Ngurah Rai International Airport (DPS) in Denpasar.
- Take a taxi to your hotel in Seminyak.
- Relax at the hotel pool or beach.



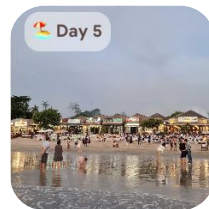
- Visit the Uluwatu Temple, a Hindu temple located on a cliff overlooking the ocean.
- Hike to the top of the cliff for stunning views.



- Visit the Tegallalang Rice Terraces, a beautiful rice field terrace located in Ubud.
- Take a walk through the terraces and enjoy the scenery.



- Visit the Monkey Forest, a nature reserve home to over 700 long-tailed macaques.
- Hike through the forest and observe the monkeys in their natural habitat.



- Visit the Jimbaran Beach, a beautiful beach located in south Bali.
- Go for a swim in the ocean.
- Have lunch at a seafood restaurant on the beach.





Thank you

