

Duff on Hospitality Law

## Online Travel Update: Do We Really Need Digital Hotels?

By Greg Duff on 6.24.22 | Posted in Online Travel Update

This week's Update features a variety of stories, including updates on Sabre's attribution sales efforts and the growing importance of Booking.com's mobile application in the U.S. Enjoy.

### Sabre Moves Forward With Attribution-Based Sales

*("Sabre on Hospitality Marketplace Development, Attribute Selling," June 14, 2022 via Phocus Wire)*

For some time now, clients have complained that Sabre's (and other GDS providers') innovation efforts have largely been focused on airlines, leaving hoteliers to fend for themselves with the old legacy GDS platforms. According to Sabre, that "airline-first" approach may soon change as Sabre continues its efforts to launch its new intelligent retailing platform. According to Sabre's Senior Vice President of Sabre Hospitality Solutions, Frank Trampert, Sabre's new platform will allow hoteliers to create personalized offers like those found on traditional retail websites (e.g. Amazon). Hotel rooms will remain central to the platform, but other ancillary amenities and services will be available for booking at the same time. This month, Sabre plans to introduce 23 features as part of the platform's initial product test. Pilots of the platform will begin in October with a general release of the platform scheduled for early 2023.

### Do We Really Need Digital Hotels?

*("Metaverse Hospitality to Launch Three Digital Hotels," June 14, 2022 via Lodging Magazine)*

According to its recent announcement, Tampa-based Metaverse Hospitality, will soon launch three new digital hotels (the "Genesis Collection") that will offer users a variety of experiences, events and digital "outposts," all from the comfort of their home. The first hotel, NFT House, will offer weddings and conferences. The second hotel, the Hotel Euphoria, will be a social hotel. The third hotel, the Wrlds Resort and Spa, will offer golf, tennis, diving and conference facilities. Later this month, Metaverse will release proprietary NFTs that provide users access to the hotels and such services as dedicated guest rooms, concierge services and complimentary event planning services and "real world" benefits such as gym memberships and spa services. Will these elaborate digitized "properties" prove to be the next "thing" in travel industry sales and marketing? Will they become critical to a successful loyalty program? To whom do these efforts most appeal? Time will only tell.

### **Paisly Expands Its Online Offerings**

*(“JetBlue’s Trip Booking Platform Adds Peek, Vacasa Inventory,” June 13, 2022 via Phocus Wire) (subscription may be required)*

Paisly, the online booking platform launched by JetBlue in early 2021, is expanding. The platform, which uses a JetBlue passengers’ air itinerary to offer up rental cars, hotels and activities, is adding new activities from Peek and vacation rentals from Vacasa. The platform is available in all markets that JetBlue services, other than London. Bookings made on the platform give passengers reward points under JetBlue’s loyalty program. Other announced platform updates include 24/7 customer service and proactive passenger communications should itineraries be canceled or changed.

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### **Other news:**

#### **Booking.com Says Mobile App Is Key to U.S. Growth**

*June 14, 2022 via Travel Weekly*

As Booking.com continues its push into the U.S. market, it is taking a mobile-first marketing approach, seizing upon the growing number of hours Americans spend on their phones.

#### **Trip.com Launches Integrated Carbon Program**

*June 13, 2022 via TravelDailyNews International*

Trip.com is launching its integrated carbon solution to enable users worldwide to address the CO2 emissions of their travel.

**Tags:** Hospitality, metaverse, online travel companies, OTAs, sales, travel, Travel and Technology, travel industry