



E-Turismo, Distribuição e Inovação

Nuno Pimenta

Industry Head Travel, Retail & Start Ups

Maio 2019

A Google tem procurado contribuir para o desenvolvimento do eco-sistema digital em Portugal



Transformação Digital

80's



90's



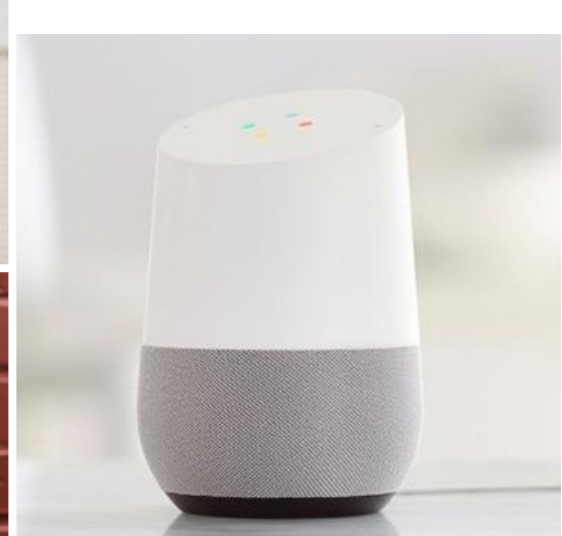
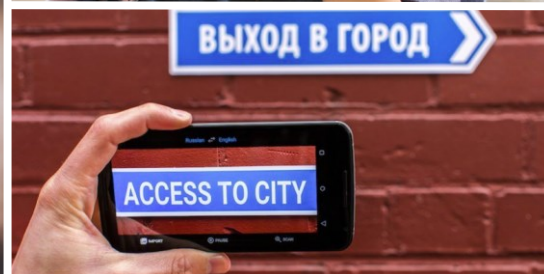
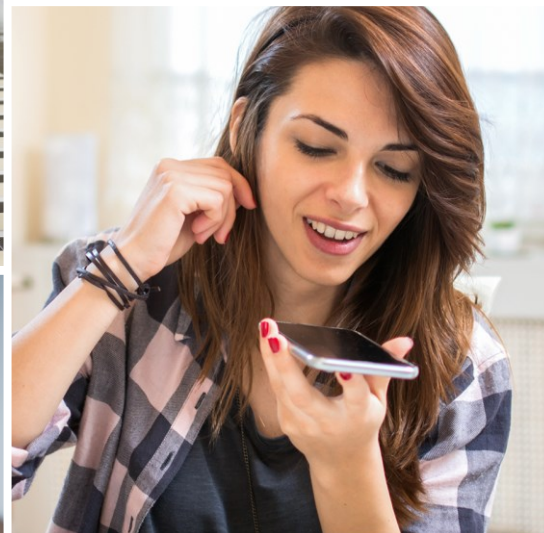
05's



15's







Viajantes recorrem a dispositivos móveis para pesquisa relacionadas com Viagens:

3x mais frequência

Que a família/amigos

4.5x mais frequência

Que a fontes offline.

Curiosos



Exigentes

Impacientes

Curiosos



Exigentes

1 em 4

Consumidores pesquisam termos relacionados com viagens pessoais com uma frequência diária.

Consumidores “ativos” fazem **1.5 pesquisas por dia.**

Apenas

9%

De quem vai viajar tem
uma marca em mente
antes de começar a
pesquisar.



Exigentes

92%

De quem viaja mudaria de site ou app caso a que estão a utilizar não satisfaça as suas necessidades.



Impacientes

Apenas

1 em 4

Viajantes continuaria a marcar viagem com uma marca que tenha um site ou app lento.

Mais de

50%

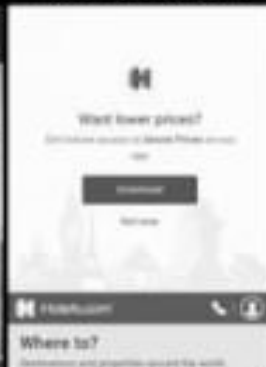
dos viajantes dizem ter
uma percepção de marca
negativa caso a sua app ou
site sejam lentos.

www.booking.com



7.7

www.hotels.com



4.6

www.trivago.com



7.0

www.marriott.com



12.6

www.logitravel.com



12.3

www.booking.com

www.hotels.com

www.trivago.com

www.marriott.com

www.logitravel.com

The screenshot shows the Booking.com search interface. At the top, there is a navigation bar with the Booking.com logo and a 'Sign in' button. Below the navigation bar, there are tabs for 'Hotels', 'Flights', 'Packages', 'Rental Cars', and 'Apartments'. The main section is titled 'Search' and includes a sub-header 'Destinations, properties, even an address'. There is a search input field with a magnifying glass icon. Below the search field, there are two date pickers: 'Check-in Date' set to '21 November 2018' and 'Check-out Date' set to '22 November 2018'. Below the date pickers, there are three columns for 'Adults' (set to '2'), 'Children' (set to '0'), and 'Rooms' (set to '1'). There is also a checkbox for 'On traveling for work' and a blue 'Search' button at the bottom.

2.6

2.6

2.6

2.6

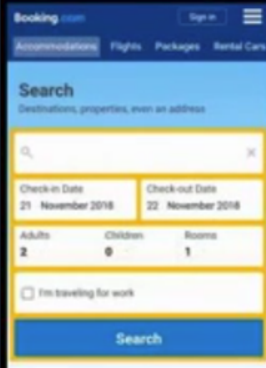
2.6



0:02 / 0:15

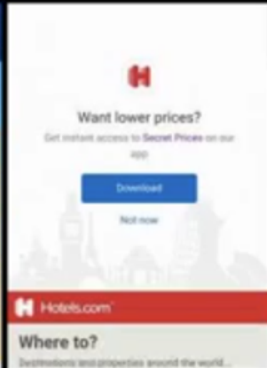


www.booking.com



3.8

www.hotels.com



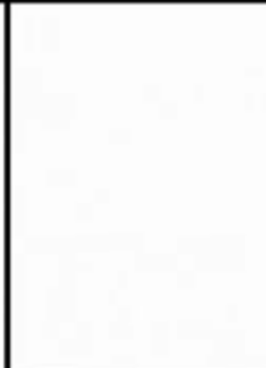
3.8

www.trivago.com



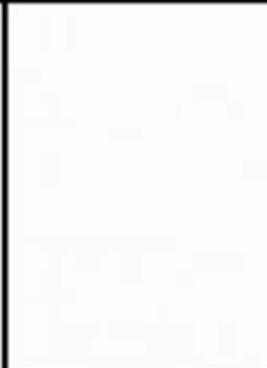
3.8

www.marriott.com



3.8

www.logitravel.com



3.8



0:03 / 0:15

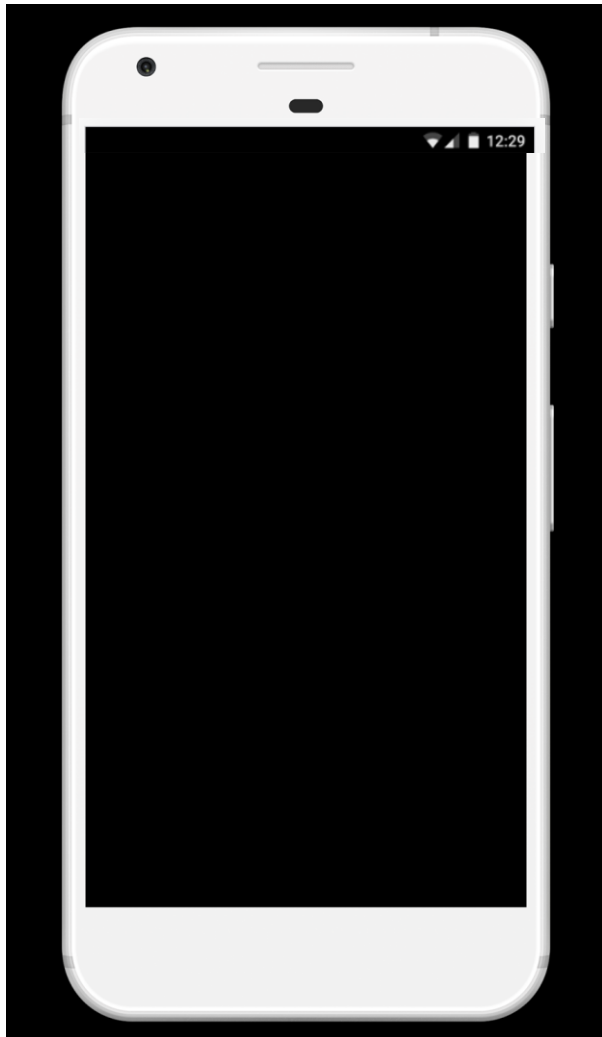
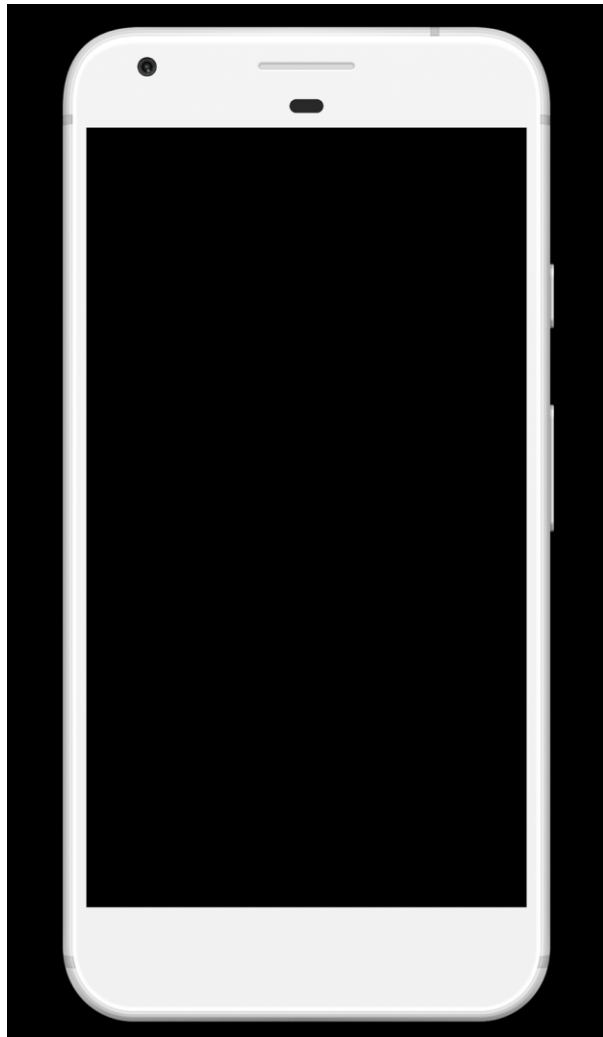
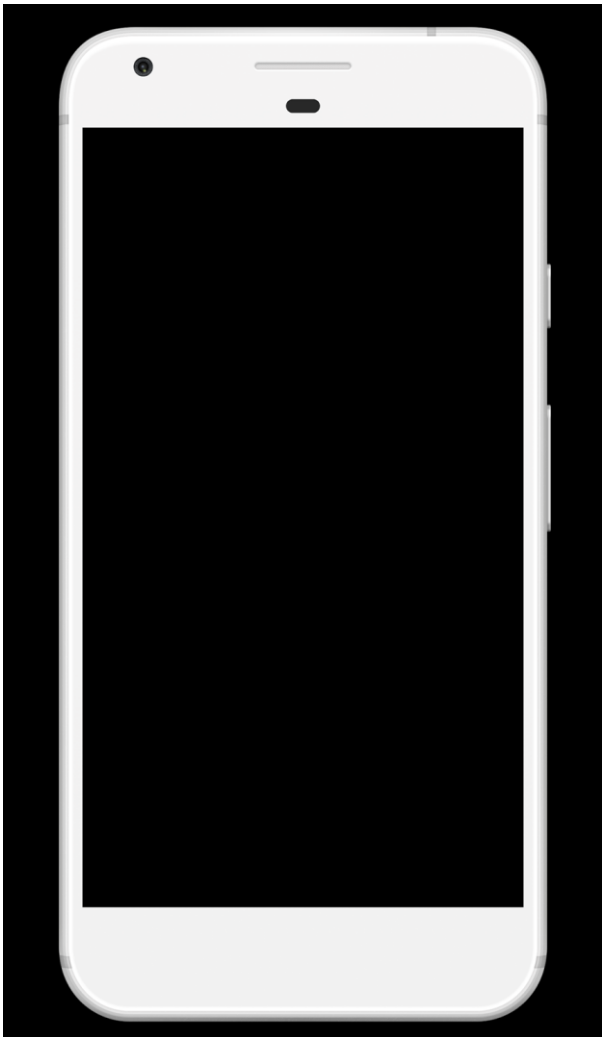




Curiosos

Exigentes

Impacientes



Como ver tudo isto em ação?



https://www.youtube.com/watch?time_continue=8&v=ryR6jb4I3OI



Marketing
+
Technology
=
Competitive
advantage



Google

Obrigado