

Media Release

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Great Guest Experiences Begin with Data

WYSE Travel Confederation is pleased to announce David Turnbull, COO and Founder of SnapShot GmbH, as a keynote speaker at the 2017 World Youth and Student Travel Conference (WYSTC), taking place in Montréal, Canada 26 - 29 September 2017.

David Turnbull views his company as a disruptive force in hospitality, busy changing the mindset of how to acquire new business and retain existing. One of the big goals of his Berlin-based IT startup is for hospitality businesses to stop focussing on reservations and bookings and hone in on customer experiences.

WYSE Travel Confederation recently talked with David and asked him if and how his technology applies to the business of hostels and cultural exchange.

“Hospitality businesses see multifaceted travel experience technology as a binary asset and not from a focus on technology. Most hoteliers and hosteliars will tell you that they know what they want and need technology suppliers to provide that,” he said.

“SnapShot wants to put the Research & Development back into the hands of technology suppliers and app developers to the advantage of all hospitality providers.”

SnapShot offers cloud-based analytics tools via an intuitive, actionable dashboard. The company’s Snapshot Demand Management Platform is an open, neutral middleware platform that makes it easier for developers from outside the hospitality experience to engage with data collection and help hotels improve the customer experience.

For example, a property collects real-time data by placing sensors into their public areas. If the restroom door then opens 50 times in 15 minutes, it could trigger an alert to housekeeping. That many visits in such a short amount of time means it’s time for it to be serviced. It also means the hotelier can focus on the positive communications with guests, pre-empting situations at risk of guest complaints.

“The aim is to remove some of the issues of running a property and business and instead focus on connecting with the guest, making communications with guests pleasurable, not painful,” he said.

SnapShot’s mission is to educate its clients on data collection and storage; it offers businesses live education programmes and boot camps to aid commercial strategy.

“Look at Booking.com, Expedia and other IT players. They are technology companies first and travel and tourism companies second; they know they are selling travel experiences and do so by creating seamless and frictionless experiences for customers,” said Turnbull.

On the issue of whether the end game is to move beyond the business of accommodation and apply his thinking and success to broader tourism and cultural exchange, he said, “I take the attitude that business is business, so if you’re not looking at whatever kind of data your business has, then you’re not doing smart business.”

David Turnbull will speak at WYSTC 2017 on Wednesday, 27 September. The leading trade event for the global youth, student, and educational travel industry will take place at Palais des congrès in Montréal, Canada 26 - 29 September 2017. To register, visit www.wystc.org

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About the World Youth and Student Travel Conference:

Now in its 26th year, the World Youth and Student Travel Conference (WYSTC) is the leading trade event for the global youth, student and educational travel industry.

Since its inception in 1992 as the annual event of WYSE Travel Confederation, youth and student travel professionals have been gathering annually to trade, network and take part in seminars and workshops.

WYSTC is organised by WYSE Travel Confederation and travels to a different destination each year to ensure that attendees get first-hand experience of the topics and trends affecting youth and student travel in the host country and region.

For more information, visit www.wystc.org

About WYSE Travel Confederation:

The World Youth Student and Educational (WYSE) Travel Confederation is a global not-for-profit membership organisation dedicated to promoting and developing opportunities for the youth, student and educational travel industry.

Founded in 2006 and created from the merger of the Federation of International Youth Travel organisations (FIYTO) and the International Student Travel Confederation (ISTC) - both formed after World War II to inspire young people through international travel and to help remove cultural barriers - the Confederation brings together 60 years of youth travel expertise.

Providing international travel experiences to over 30 million youth and students each year, WYSE Travel Confederation’s global community of over 600 members spans more than 120 countries from a diverse range of sectors.

From adventure tour operators to au pair agencies, cultural exchange programmes to language schools, hop-on-hop-off buses to student insurance and youth hostels to volunteer programmes, WYSE Travel Confederation is the world's most powerful network of youth and student travel professionals, connecting key industry players with decision makers and government officials.

WYSE Travel Confederation is committed to understanding the ever-changing characteristics, motivations and needs of young travellers. By gathering, analysing and sharing important market intelligence with members, academics and government decision-makers, the unique fast-changing needs of the youth market is at the forefront of its activities as it seeks to accelerate the development of youth travel.

For more information, visit www.wysetc.org