Air France and Yotel Join Accor, Expedia, Wyndham & Transavia to Debate Data in Travel

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EyeforTravel today announced Air France and Yotel would be part of the upcoming Smart Travel Data Summit. The true importance of data is becoming more apparent to every aspect of the travel market, and now companies need to turn to data experts to drive bottom lines. The Smart Travel Data Summit will tackle all aspects of data, including marketing analytics, revenue management and product development, the key areas that consumer insight can revolutionise.

Fergus Boyd, VP of Digital & IT for Yotel, who joins other experts to discuss utilising User Generated Content stated “I'm very happy to mix with my peers again at the summit and pick up new ideas. As a disruptor in the hospitality industry, YOTEL puts guest feedback and guest behavioural data at the centre of our brand. We design products & propositions for people, and insights from guests and market trends are essential to inform our future strategy.”

Fergus will join the likes of the Chief Data Scientist, Kevin Tran-Dai from Accor Hotels, Alessandra Di Lorenzo, Chief Commercial Advertising Officer of lastminute.com and Fernando Vives, CCO from NH hotels at the Movenpick Amsterdam this November 23-24th. Other experts from Thomas Cook, Choice Hotels, Hertz, Expedia and Skyscanner.

To see the full speaker line-up, along with the two-day agenda, click here:http://events.eyefortravel.com/smart-travel-data-summit/

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