

## Google launches new service

Google has just released to the general public a fully functional hotel booking site. The impact it can have on existing booking platforms such as Expedia or Airbnb is enormous.

The features allow the user to go to Google hotel search and select a hotel. Once he has done that, a “Book a room” button appears. When the user selects one of the Online Travel Agency or other advertisers, the traveller navigates to the third-party site for booking. However, there is often a choice to make a reservation directly from Google’s site on behalf of Agoda or Travelocity, for example.

According to Eric Zimmerman, Google’s director of travel product management, the new hotel search experience includes better price filtering, easier hotel search and booking information directly from Google. Also, the whole experience has evolved to work better on smaller screens of smartphones.

So if you go to Miami in March and there are more than 300 hotel results for your search, you can now find the right hotel for your trip by applying a new “Deals” filter. This filter, Holden said, “uses machine learning\* to highlight hotels where one or more of our partners offer rates lower than the usual price for that hotel or similar hotels nearby.” Customers can also choose a hotel in a convenient location using Google Maps. In some markets there is now a tab for flights, so hotel booking customers can simply book a flight and vice versa.

Chetan Patel, vice president of strategic marketing and e-commerce for the Onyx Hospitality Group , believes continuous improvements to Google Flights and Google Hotel Search will shake the market:

“ Giving users the option to visit our site and phone the hotel directly by mobile phone or send messages was not available until recently,” said Patel. “This small but important feature gives more ways for users to contact hotels directly, bypassing the intermediaries.”

Another important advantage for vendors, Google now offers a clear comparison of prices, aggregated reviews and photos, making hotel content stand out far more than in the past. All this is provided without any work for operators and without any extra charge, according to Patel:

“There is plenty of data we can see, such as how many visitors clicked on our website listing, how many calls came from the listing, how many visitors requested directions to our site, and which keywords led the users to our listing. Users are also able to ask questions that can be answered directly by the user community or by hotels. This gives one more option for suppliers to engage potential guests and customers directly.

**440 words**

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*(Sparrow is a property management company operating in Greece )*

**FOOTNOTE: \*Machine learning:**

*apprentissage des machines, faisant intervenir l'intelligence artificielle*

**TRAVAIL A FAIRE PAR LE CANDIDAT**

I- **COMPREHENSION**

**10 points**

**A rédiger en FRANÇAIS**

**Après avoir lu attentivement l'article, vous en dégagerez les idées essentielles en 200 mots ( + ou - 10% ).**

**Vous indiquerez le nombre de mots utilisés.  
Toute présentation sous forme de notes sera pénalisée.**

II- **EXPRESSION**

**10 points**

- **CHOISIR la question A) OU B)**
- **Y répondre en ANGLAIS.**

A) L 11: "... **the search experience (...)** has evolved to work better on **smaller screens of smartphones.**

Mobile phones are increasingly present in hospitality today.

Explain giving examples of their uses, advantages and disadvantages both for guests and operators.

B) With the Internet, information search and bookings are very different today.

Do you think it's positive for hoteliers and restaurateurs?