

Revolutionizing the Hospitality Experience with Hilton's "Phygital" Innovations

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Hilton

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Speaker Introduction



- Expertise in Consumer Identity, Security Architecture, Authentication and related fields
- Speaker, Mentor & Volunteer
- Innovator at Heart with 44 approved patents in fields of Machine Learning/Artificial Intelligence, Identity & Authentication, Social Networking, Location Intelligence & Mobile Engineering
- Granted 10 Patents Consumer Identity & Authentication

About Hilton



CONRAD

LXR

NO MAD



canopy

Hilton

CURIO
COLLECTION

Graduate



TAPESTRY
COLLECTION



TEMPO

MOTTO



spark

HOMEWOOD
SUITES

HOME
SUITES 2



Hilton
—CLUB—

Hilton
GRAND VACATIONS CLUB

Hilton
VACATION CLUB



- Leading Global Hospitality company with portfolio of **24 world-class brands** comprising **8,400 properties** and **1.25 million rooms**
- Presence in over 140 countries and territories
- Welcomed over 3 Billion guests in its more than 100-year history
- More than 210 Million Hilton Honors members

What is Phygital?

Phygital = Physical + Digital



“In the phygital world, our physical and digital lives are no longer separate. They are intertwined, creating new opportunities for connection and creativity.” – Brian Solis

At Hilton, we want to create unparalleled physical (e.g. in property stay) experiences using the power of digital innovations

Hilton Hotels and Resorts - Find a Hotel

https://www.hilton.com/en/bra...
Join Sign In

Hilton
HOTELS & RESORTS

LocationsOffersMeetings & EventsResorts

Where to? (Required)

City, state, location, or airport

When? (Optional)

Check-in
Add Dates

Check-out
Add Dates

1 Room, 1 Guest

Special Rates

Find a Hotel

Hilton Maldives Amingiri Resort & Spa

<

>

1 of 4

A tropical island escape

Surrounded by lush greenery and turquoise waters, our tropical island resort provides gives you a relaxing stay to make you feel at home. Enjoy our beach, private pools in our overwater villas, spa and several onsite

FOR THE STAY

China IOS App



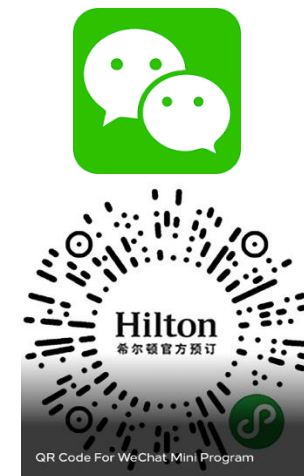
热门城市



The screenshot displays the '热门城市' (Popular Cities) section of the app. It features a search bar with the placeholder text '搜索国内/国外/酒店名称'. Below the search bar is a large image of the Shanghai skyline, including the Oriental Pearl Tower and the Shanghai Tower. The text '上海' (Shanghai) is visible at the bottom of the image.

China Android App

WeChat Miniprogram



Digitizing the Hilton Customer Journey

Where to? (Required)

Search for a destination

When?

Check-in

Add dates

Check-out

Add dates

1 Room, 1 Guest

Special Rates

Find a Hotel

Qoya Hotel Sao Paulo, Curio Collection by Hilton, Brazil



Hilton

FOR THE STAY

Search for a destination



[Marketing Headline]

Welcome
Stefanie-Marie!

560,000 points

Member

Browse by feature



Beach



Casino



Golf



Ski



Spa



Tennis

Browse by hotel types



All-Inclusive



Boutique



Hotel Residences



Luxury



New Hotels



Resort

See Offers

Search

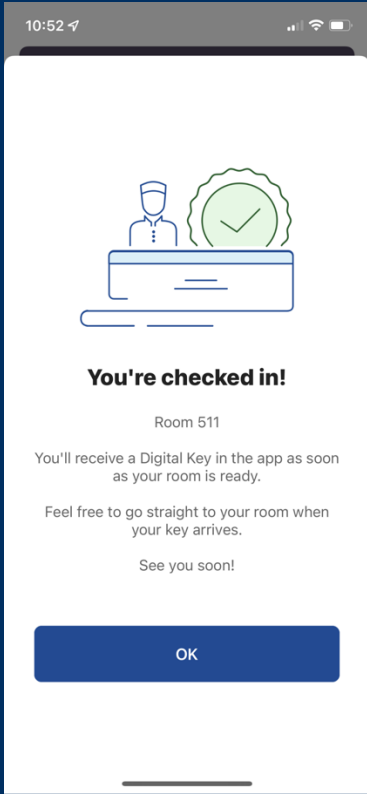
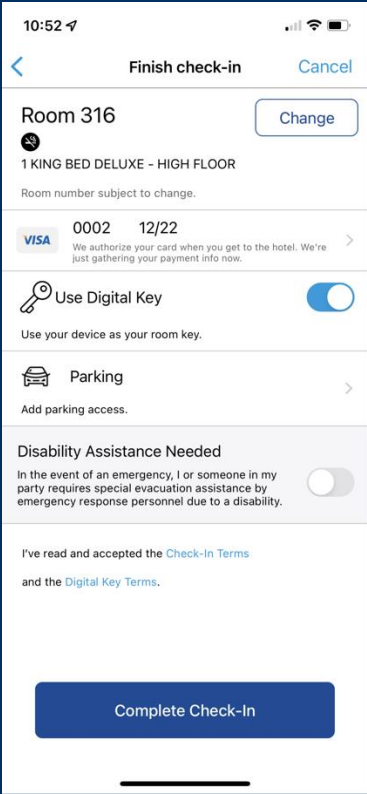
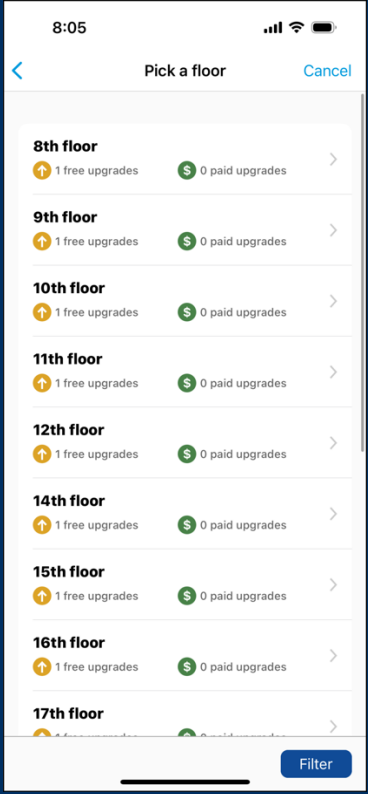
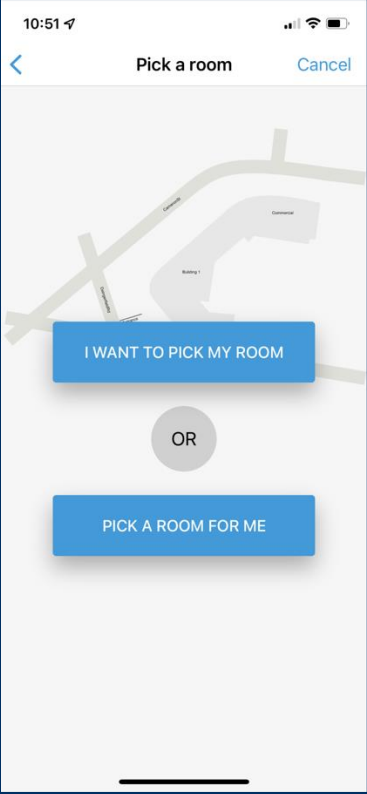
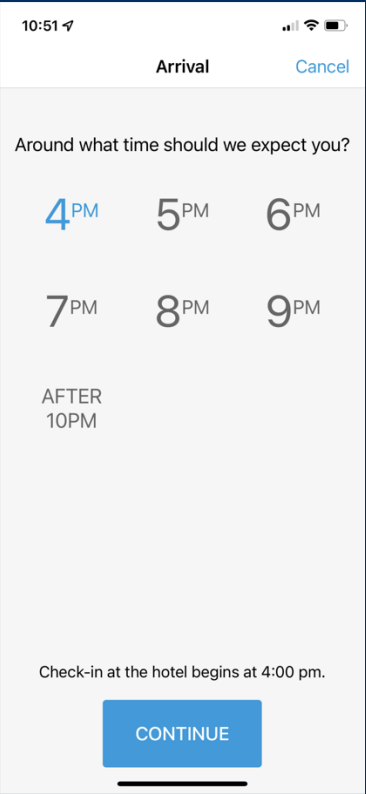
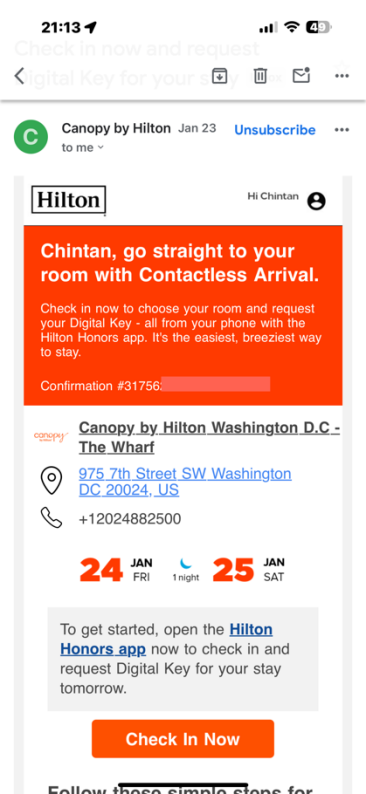
Stays

Account

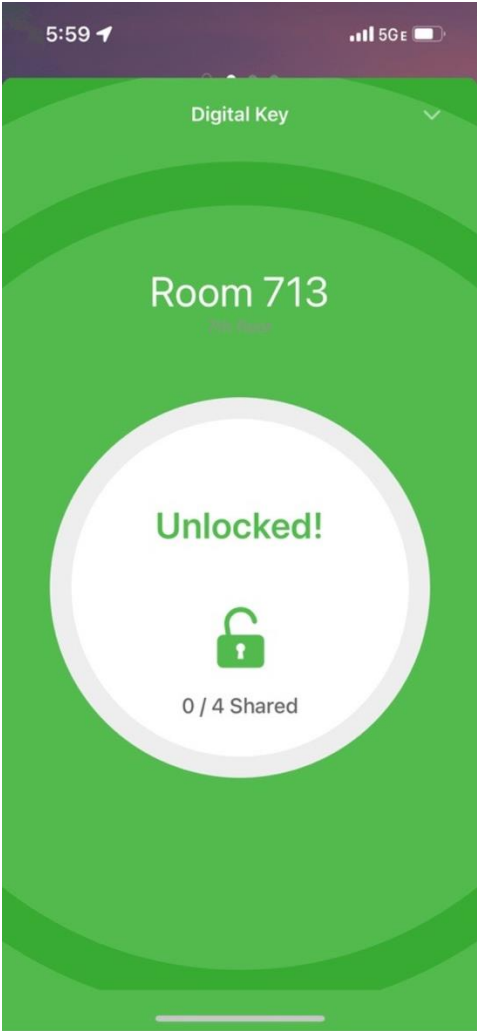
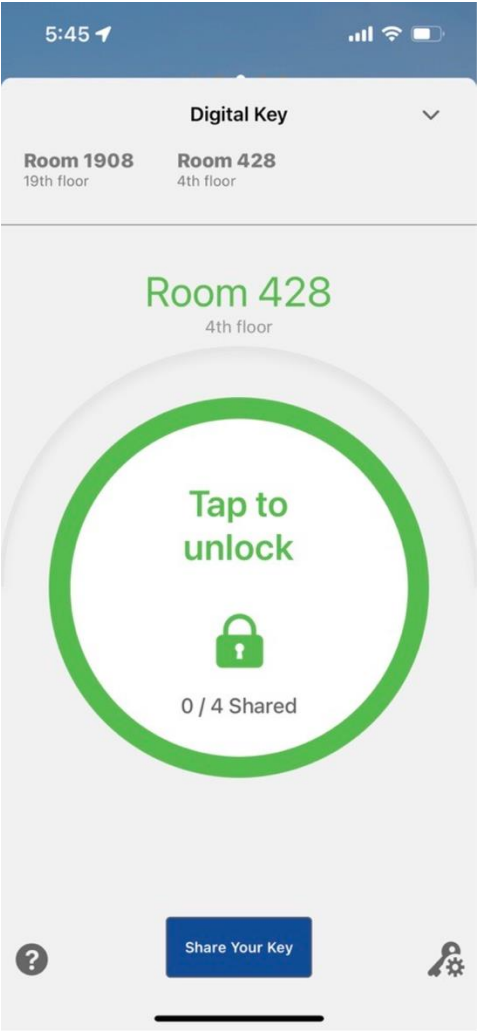
Help

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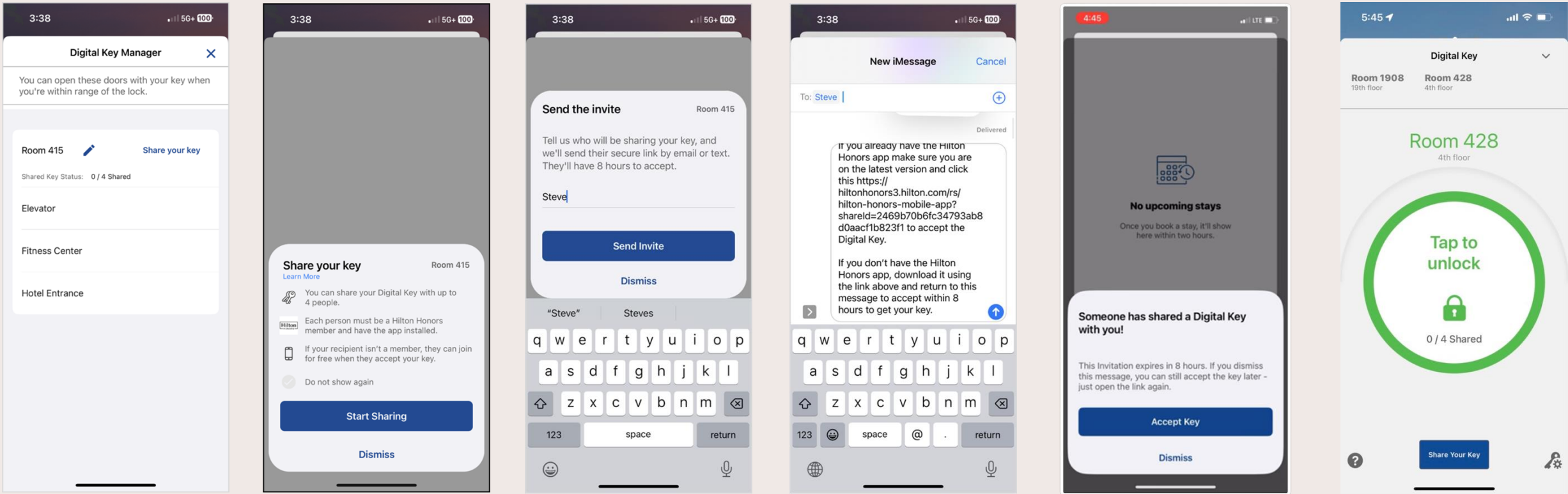
Digital Check In & Choose your room



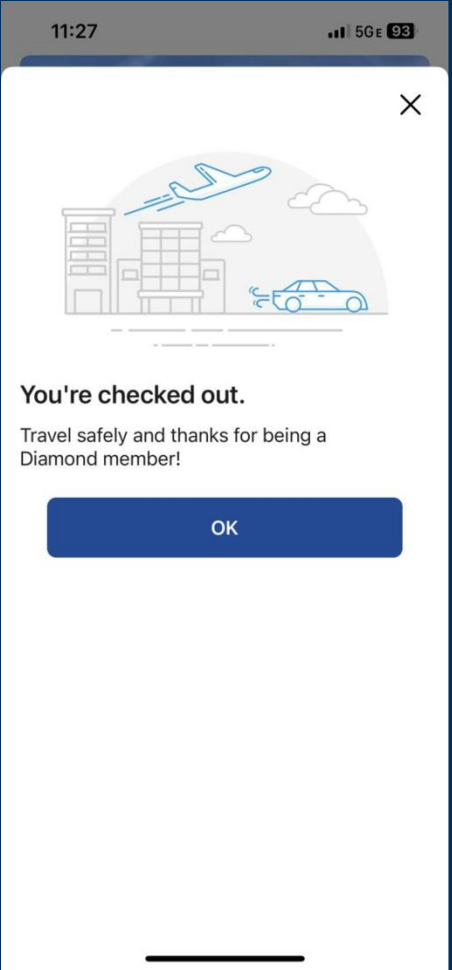
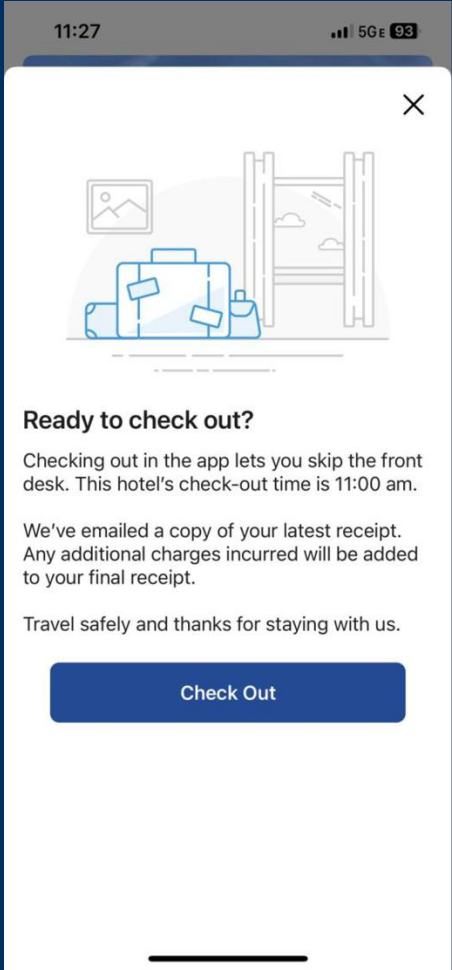
Digital Key



Digital Key Sharing



Digital Check Out

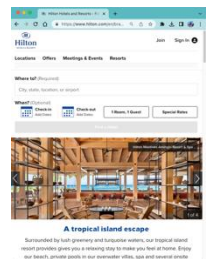


Automatic Elevator Unlock



Image Source: https://www.freepik.com/premium-photo/elevator-travel-watch-with-business-asian-man-airport-checking-time-his-flight-departure-door-floor-late-with-male-employee-holding-suitcase-luggage-while-traveling_43166397.htm

Hilton API Platform as a Backbone to Phygital Experiences



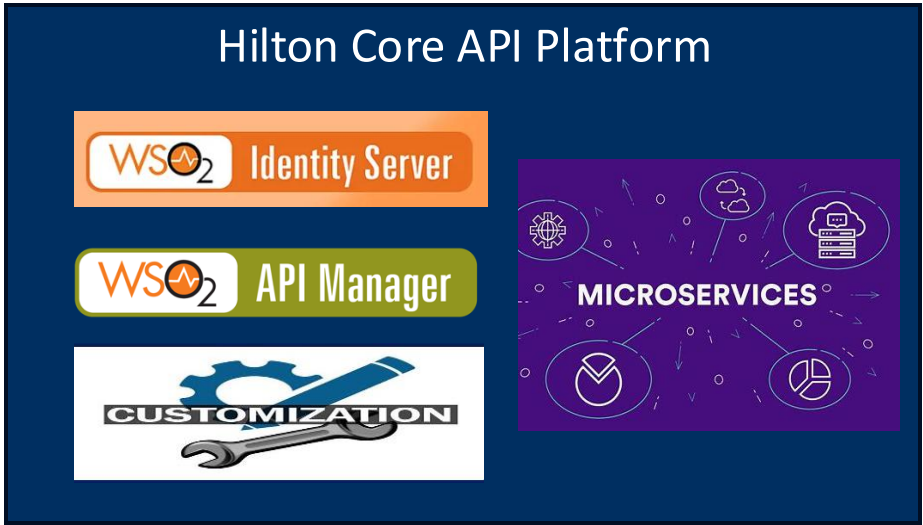
Partners



Customer Apps and Users



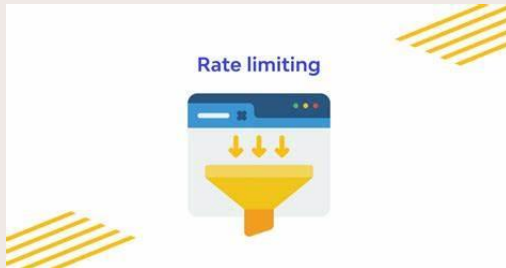
Corporate and Hotel Users



Between 1.5 Billion to 3 Billion API calls Daily
Between 45 Billion to 60 Billion API calls Weekly

Security Services Implemented

**HTTP Basic
Authentication**



XACML



Future Roadmap

- Passwordless Authentication
- Social Login using Google or Apple
- Integration of Behavioral Biometrics to reduce friction for User Login
- Modernize API Authorization

Thank you

For the Stay[™]

Hilton[®]