

#HITECDXB

HITEC[®] 2018

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DUBAI

DESTINATION PARTNER



Throughout
HISTORY there
have always been
INVENTIONS that
have CHANGED
THE WORLD



Before 1940, hotel reservations were booked by mail, telegram or telephone.

1947: The 1st hotel reservation system 'Hoteltype' was established by Westin.

1958: Sheraton introduced 'Reservatron', the industry's 1st automated electronic reservation system.



1984: First email arrived in Germany.



1991: World Wide Web went live



1994: Yahoo! Was created

1995: Amazon.com was launched



1996: Emerged Expedia – the 1st OTA



1998: Google search engine was launched for public



2000: Saw launch of TripAdvisor



2004: Facebook was born



2005: YouTube went online



2006: Brought Twitter



2009: Whatsapp was launched



2010: Instagram was born



2018: Year of the Chatbot.

2018 *This Is What Happens In An Internet Minute*



Today over 55 % of the world's population has **INTERNET ACCESS** which means there are now more than 4 billion people around the world using the internet.



There has been one thing
COMMON between all
these developments.
They helped to
CONNECT people.



And that SHIFTED THE POWER from
BRANDS to CONSUMERS



At HITEC Dubai our CORE AIM
is to CONNECT HOSPITALITY
& TECHNOLOGY LEADERS to
share their success stories and tackle
common challenges.

THANK YOU!



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The Middle East, Africa and India