



AdsHotel selected by Phocuswright for their main European Event

“We are very proud of being selected to participate in Phocuswright Europe startup Battlefield! It will be a thrilling experience and a way to demonstrate that Italians can compete on a global level” said Filippo Fasolo, AdsHotel Ceo.

“We’re so keen on AI and the main reason why is because only Machine Learning can predict and optimize ROI and then deliver the correct signals to increase the revenues generated by the campaigns” added Osvaldo Mauro that is leading the Artificial Intelligence development.

AdsHotel, the travel tech artificial intelligence startup, has been selected to compete with other six startups in the European main event of Phocuswright for innovators that will be held in Amsterdam from May the 15th to the 17th.

The selection had been done all over Europe in events such as the ITB in Berlin, the Italian BTO and the WTM fair in London.

AdsHotel successfully passed the selection and is now heading to Amsterdam for the European finals! The program, named BattleGround, is designed for startup and emerging companies and is the most recognized stage for travel tech innovators. Approved Battleground contestants will demonstrate their innovations to a panel of sometimes ruthless and uncensored judges, named the industry Dragons. In the end, only one company will be crowned the EMEA Travel Innovator of the Year and move on to demonstrate in Summit at The Phocuswright Conference (November 2018).



<https://www.phocuswrighteurope.com/Whos-Coming/Innovators/2018>



About AdsHotel

Born inside the Venetian travel tech incubator D-Business, AdsHotel is the leading Artificial Intelligence startup for hospitality advertising and online customer acquisition.

Thanks to its visionary Distinctive Distribution, AdsHotel increases direct sales to maximize hotel profits while reducing marketing fees.

AdsHotel uses the Artificial Intelligence to optimize the return of multi-channel advertising campaigns of hotels and hospitality rentals. In October 2007 the company acquired the startup Bôtelier and it merged this technology into the AdsHotel platform.

At AdsHotel we make hotels successful in selling direct to clients via price advertising and ready-to- book targeted ads.

About Phocuswright

Phocuswright is the top travel industry research authority on how travelers, suppliers and intermediaries connect. Independent, rigorous and unbiased, Phocuswright fosters smart strategic planning, tactical decision-making and organization effectiveness. The company is headquartered in the United States with Asia Pacific operations based in India and local analysts on five continents. Phocuswright is a wholly owned subsidiary of Northstar Travel Media, LLC.

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