



Travelzoo
Shaftesbury House
151 Shaftesbury Avenue
London
WC2H 8AL

Media contact:
Laura Higgins
+44 (0) 207 420 0498
lhiggins@travelzoo.com

FOR IMMEDIATE RELEASE

Travellers Expect Robots on Their Holidays by 2020

First Global Study on the Acceptance of Robots Working in Travel

LONDON, March 9, 2016 – A survey of more than 6,000 travellers in Asia, Europe, North America and South America reveals nearly 80% of respondents expect robots to play a big part in their lives by 2020, with three quarters believing they will make their lives significantly better. Almost two thirds of respondents would be comfortable with robots being used in the travel industry.

Travelzoo (NASDAQ: TZOO), a global media commerce company, conducted the research as part of its Future of Travel project exploring consumer acceptance of robots in the travel and tourism industry. Richard Singer, Travelzoo's European President, will make a keynote speech on the findings at this year's ITB Berlin – Europe's largest travel trade show. On March 11, Mr. Singer will share the stage with Toshiba's Chihira Kanae – one of the world's most human-looking robots, who will make her European debut at the event.

According to the survey, international travellers are largely comfortable with robots playing a role in their holiday, though some nations appear more cautious than others. German and French respondents were the most averse, while Chinese and Brazilians were the most positive about how robotics and artificial intelligence could enhance a holiday or travel in general – 92% of Chinese were comfortable with the idea.

The main advantages respondents see in robots are related to general efficiency, data retention and recall. More than three-quarters of respondents think that robots would be better than humans at

handling data (81%) and dealing with different languages (79%), while 76% believe robots have better memories. 81% of respondents selected their untiring energy as an advantage.

Commenting on the survey's findings, Mr. Singer said, "Right now is a very exciting moment in the history of the travel industry – groundbreaking technology is revolutionising what is possible from the perspective of customer service, entertainment and personalisation. Robots and artificial intelligence are making their debut on the tourism stage, and our research into global acceptance of robots working in the travel industry is largely positive. Most nations are starting to open up to the idea of robots in travel and see the tangible benefits heading our way in the very near future."

Singer continued, "While the advent of technology such as robot butlers and bartenders is hugely exciting, it's also very clear from our research that consumers see the combination of robots and humans working in tandem in customer-facing roles as the ideal solution."

"Consumers still want humans in the picture, as otherwise there is a genuine fear that cultural nuances, humour and irony will be missed and the holiday experience could become too impersonal. If we don't respect the desire for the human touch, we risk 'robophobia' setting in, when in fact technology can significantly improve the holiday experience when used appropriately."

Professor Stephen Page of Bournemouth University, which is one of the leading global authorities on travel and tourism, said, "Robots represent a major innovation in the tourism sector and their potential impact and use offers many new avenues to enhance and develop the visitor experience of travel and hospitality. Understanding how consumers will embrace and interact with this new technology will be critical to their adoption and dissemination in an industry that is one of the market leaders in the use of technology."

Toshiba is pioneering 'human-looking' robot technology and has created three 'communication androids,' two of which are already being used in Tokyo in a hotel reception and a shopping mall. Hitoshi Tokuda, Chief Specialist at Toshiba's Research and Development Division said, "Chihira Kanae is a taste of things to come – we look forward to working with the travel industry to refine her, so that she can enable better holiday experiences for consumers."

About the study

The survey for Travelzoo's Future of Travel project was conducted via an online questionnaire by third-party research agency Norstat. The questionnaire was completed by 6,211 travellers in Brazil, Canada, China, France, Germany, Japan, Spain, the United Kingdom and the United States.

Note to editors

Please see appendix for further stats.

About Travelzoo

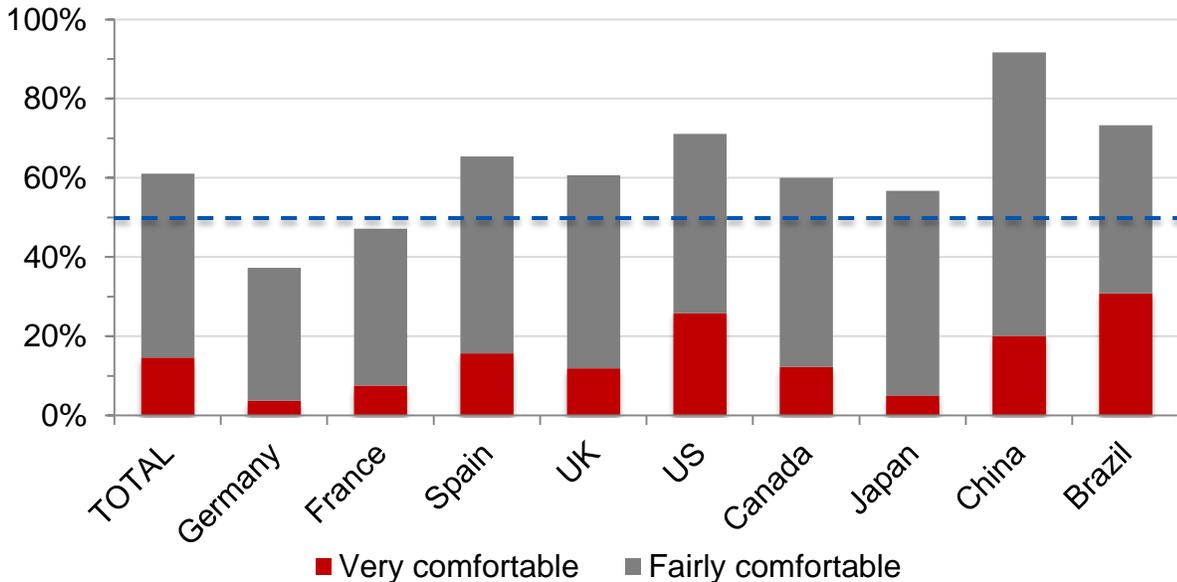
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Comfortable with Robots in Travel

- Only in Germany and France are the majority uncomfortable with robots in travel.
- Both countries more likely to see robots as too impersonal.
- Across the markets the most upmarket respondents were the most comfortable



Advantages outweigh disadvantages

Top 5 reasons to use robots in travel	% who see it as a reason	Top 5 reasons not to use robots in travel	% who don't see it as a reason
Deal with data faster	81%	They take away jobs	75%
Don't tire	81%	Too impersonal	75%
Deal with languages	79%	Won't get slang/ irony/cultural nuances	70%
Save time for human colleagues	77%	Not creative enough	68%
Better memory/recall	76%	Make humans lazy	60%

However, in three European countries the main disadvantage is as strong as the main advantage.

- **France:** 80% said it was good they didn't tire, 80% thought they were too impersonal
- **Germany:** 88% said it was good they didn't tire, 87% thought they were too impersonal
- **UK:** 78% said their speed dealing with data was good, 78% thought they wouldn't get slang/irony
- And in unemployment hit Spain, fear of losing jobs to robots outweighed all advantages
- (so Spain is optimistic about robots overall but unemployment is a worry)