

“ When it comes to tourism recovery, I believe that digital technology can be part of the solution. The Destination Insights tool that is developed by Google is one of them. The tool is very useful as it helps all travel industry players understand the real time demands trends and evolving travel situation in light of the pandemic. ”

H.E. Wishnutama Kusubandio

Minister of Tourism and Creative Economy of Indonesia



“Travel remains an essential industry for Singapore, and a key opportunity that the Emerging Stronger Taskforce (EST) has identified as part of our recovery efforts. The EST’s Alliance for Action on Enabling Safe and Innovative Visitor Experiences has been working closely with like-minded partners such as Google to find innovative solutions to rebuild the industry. As we look towards reopening our borders safely, we hope that Google’s Destination Insights will provide valuable insights into people’s travel aspirations to facilitate data-driven decisions as we work together to welcome the world to our shores again. ”

Desmond Lee

Minister for National Development,
Minister-in-charge of Social Services Integration, and
Co-chair of the Emerging Stronger Taskforce,
Singapore Government

“Powered by innovation and driven by data, tourism can recover with sustainability and inclusivity at its core. Through this partnership with Google, UNWTO will be able to better help our Members and the whole of global tourism make the right decisions at the right time, accelerating recovery and helping us return stronger.”

Zurab Pololikashvili
Secretary-General
UNWTO



“ Innovation and education are key drivers for a more sustainable tourism. Thanks to our partnership with Google, we have advanced in the innovation strategy through the promotion of data driven instruments such as the Google insights tool that brings updated information focused on tourism trends. Nowadays, having this kind of tool helps our Member States to take strategic decisions by using the power of data intelligence and new technological models bringing added value info to enrich the tourism strategy inside the countries and help our tourism leaders to create a more modern, sustainable and inclusive tourism sector. ”

Natalia Bayona

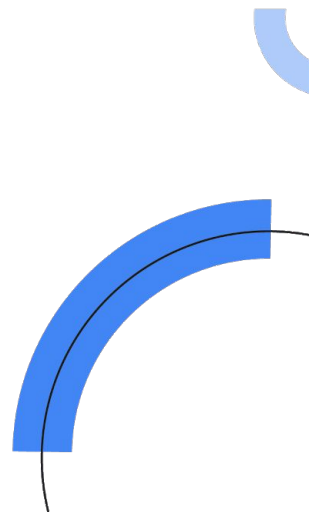
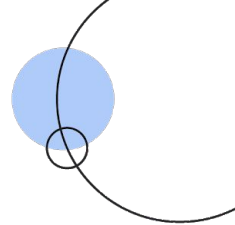
Director Innovation, Education and Investments
World Tourism Organization, UNWTO



“ We are heartened that industry players like Google have created solutions from Singapore to support the tourism sector in these challenging times. The Destination Insights Tool will be an easy and useful tool for tourism stakeholders to better understand travel trends and consumer demands in a timely manner. We hope that this will empower more data-driven business decisions and fuel innovation, so as to enable businesses to reimagine their offerings and emerge stronger. ”

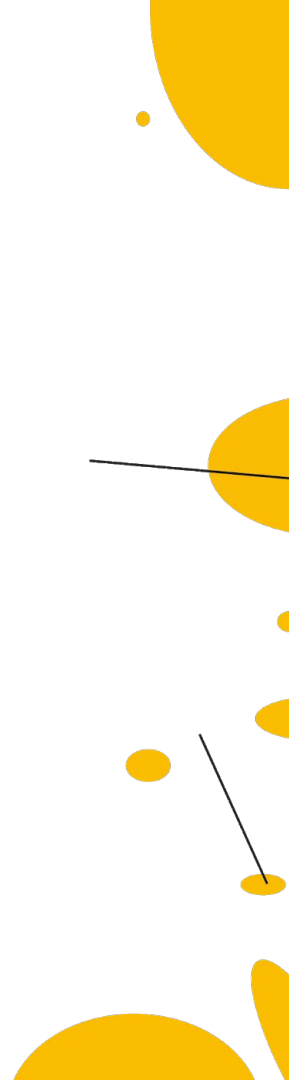
Lynette Pang

Assistant Chief Executive, Marketing Group
Singapore Tourism Board



“ We are incredibly excited about Google's Travel Center and the Destinations Insights tool because we see great value out of this latest launch. By using these tools to better understand global trends among countries, we are able to utilise more granular travel demand data to help inform our tourism strategy. We believe this tool by Google will inspire tourism and travel developments, and further collaborations on information access between government, academia, and industry.”

Taiwan Tourism Bureau,
Ministry of Transportation and Communications



“ Access to insightful data will be pivotal for the vitally important task of rebuilding the travel marketplace in the U.S., which has been hit harder by the pandemic’s fallout than any other economic sector. The pandemic is causing rapid and sizable shifts in consumer behaviors like no phenomenon we have seen, punctuating the strong industry need for market intelligence. Tools like Destination Insights will help travel providers reimagine their offerings and drive a strong recovery into 2021. We applaud Google for making this capability publicly available—a major boon to beleaguered travel companies in these exceptionally trying times.”

Tori Emerson Barnes

Executive Vice President for Public Affairs and Policy,
U.S. Travel Association



“We are inspired by industry players like Google who continue to create solutions to support the tourism sector in these challenging times. Hotel Insights & Destination Insights will be an easy and useful tool for travel and hotel stakeholders to better understand travel trends and consumer demands in a timely manner. We see this helping the industry during the recovery process.”

Chip Rogers

President & CEO

American Hotel & Lodging Association

