



SUNIL SURESH as the **CONSIDERATION COMMANDER**

Journey Conquest

#116

**JULY
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Google Marketing Live
**Leadership
Circle**

Created with  Google Gemini

IN THE INSPIRATIONAL WORLD OF TRAVEL, TURNING DREAMS INTO BOOKINGS REQUIRES SEAMLESS GUIDANCE. YET, NAVIGATING THE NON-LINEAR DIGITAL PATHS OF CONSUMERS ACROSS **SEARCHING, SCROLLING, STREAMING, AND SHOPPING** IS A GLOBAL CHALLENGE FOR BRANDS.

How do we inspire them, simplify the overwhelming choices, and guide them effortlessly from dreaming to booking? How do we meet them across every step of their journey?

BUT FROM THE CORE OF GOOGLE'S EXPLORATORY INTELLIGENCE, A SOLUTION AROSE – THE POWER OF **GOOGLE AI!**

YES! This is it!
The power to understand travel desires, to showcase destinations with captivating stories, and to make booking effortless! From dream to destination!

THE **CONSIDERATION COMMANDER**, EMPOWERED BY **GOOGLE AND YOUTUBE**, NOW HELPS THEIR BRAND REACH AND WIN CUSTOMERS ACROSS THE **4S** WITH PRECISION AND INSPIRATION. THESE PLATFORMS ENABLE THEM TO GUIDE EVERY TRIP SEAMLESSLY FROM A DREAM TO REALITY.

In Travel, inspiration meets ease! And with **Google and YouTube**, we are building our brand to be the **Ultimate Journey Planner**, reaching travelers and maximizing ROI across every point of the **4S!**

PERSONALIZED ITINERARIES

PERSONALIZED BOARDING COORDINATIONS

PRECISE FLIGHT TIMES

THROWBACKS

EFFORTLESS TRAVEL TOOLS

PERSONALIZED TRAVEL EXPERIENCE