

NEW TRENDS TAKING FLIGHT

A Look at the Travel & Hospitality Industry Today

Unprecedented factors have left the travel and hospitality industry in turbulent air, but clearer skies are on the horizon.

Over the past couple of years, the travel and hospitality industry has undoubtedly taken a hit. With the onset of COVID-19, vacation bookings screeched to a halt as plane tickets were refunded and hotel reservations were canceled. But, with the rollout of vaccinations and new guidelines being set, there is a possibility for recovery in the future. And, while it may take a while to return to pre-pandemic numbers, we're seeing new travel and hospitality trends starting to emerge in the meantime.

- The global online travel market is predicted to reach **over \$1 billion by 2022**.
- **33.2% of U.S. travelers** plan to take more leisure trips in 2022.
- **79% of experts** acknowledge that traveling may take a toll on mental health due to increased levels of travel-related stress.

Challenges with Getting Back to “Normal”

With such a large industry, returning to pre-pandemic numbers poses multiple challenges. If brands don't address these challenges moving forward, they run the risk of losing out on growth opportunities while also falling behind the competition.

- **Real-time marketing messaging is out of reach for many travel brands.** Because pricing and other factors change so rapidly, sharing information in real-time is crucial.
- **Siloed data can inhibit travel brands from creating a true end-to-end cross-channel experience.** Legacy brands, like airlines and hotels, need to modernize their martech stacks while online travel agencies (OTAs) need to focus on leveraging user data to create frictionless cross-channel experiences.
- **The current and post-pandemic state-of-the-world will influence how customers feel about traveling.** Health and safety measures, along with vaccination and testing protocols, will determine how many plan their future vacations. How brands communicate updates will be paramount for building trust and loyalty.
- **Competition to capture and retain consumer wallet-share is at an all-time high.** Travel brands must focus on winning loyalty by delivering hyper-personalized offers and experiences across all points in the customer lifecycle.



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How Iterable Can Help

- **Performance optimization.** Don't wait hours or days. With real-time metrics your team can instantly change campaign direction and interpret customer sentiment to meet customers in the moment
- **Real-Time audience segmentation.** In seconds, you can filter through millions of users to segment by specific need, helping you identify high-value customers and their pain points.
- **Centralized data.** Data from multiple tools in your martech stack can communicate with one-another. Un-siloing your data allows for a holistic view of the customer by putting their behaviors front and center.
- **Automated localization.** You'll know where your customers are and, based on this data, you can automatically serve up the right content, in the right language, at scale, while your marketing team spends their time on strategy.
- **Marketer-oriented UI & UX.** Your IT team can be hands-off and your marketing team can be hands-on with Iterable's user-friendly interface. No need for coding or SQL, the easy-to-use UI and UX empower your marketing team to do their best work.

Travelers are expecting a brand experience tailored to their wants and needs. From the moment a travel customer begins browsing until the moment they return home, Iterable's cross-channel messaging platform empowers marketers to deliver them the right message at the right time on the device they prefer most. Execute campaigns in real-time, by location, cross-channel, and at scale to take the burden of technical execution off of your marketing team, allowing them to focus on the bigger picture: a tailor-made customer experience.

