

10 Stats Every Travel Marketer Needs To Know

Global Guest Attitudes and Trends in Personalization, Privacy, Messaging, Advertising and Brand Loyalty

In conjunction with ●Econsultancy

The travel & hospitality sector is a vertical hallmarked by browser culture and guest indecision. The heightened degree of choice, deals and distractions have made standing out from the crowd increasingly more difficult. But, while this can be a cause of frustration, for those proactive travel & hospitality brands who devise strategies to build more meaningful relationships with guests, it needn't be.

The exclusive data in this infographic has the ability to significantly impact your revenue goals in both the short and long term, but it may require a willingness to adopt a new marketing mentality that empowers travel & hospitality marketers to deliver guests' growing demand for better personalization, more privacy and a deeper relationship with the travel & hospitality brands they know and trust.



TRAVEL & HOSPITALITY

93%

A huge 93% of guests will share personal and preference data with your travel brand if you offer the right value exchange

108%

When it comes to driving bookings and sales, email outperforms SMS, banner ads, paid and organic social advertising by up to 108%

74%

Personalization is the cornerstone of loyalty, with 74% of guests citing a favorite travel brand as it treats them like an individual

62%

Yet it should only be from data a guest has proactively shared with you. Almost two thirds of guests think retargeting ads derived from cookie tracking are creepy, not cool

57%

The overwhelming majority of guests are prepared to pay more to book with a preferred travel brand

49%

of guests felt frustration when they received irrelevant content or offers

47%

of shoppers have browsed for products in a physical store but purchased later online

38%

But there's work to do. Only 38% of guests trust travel brands to use their data to provide personalized marketing and services

31%

of guests have made an online booking from a travel & hospitality brand in the last six months

13%

And only 13% of guests will miss cookies and think they make for a better online experience