



Personalizing the Travel Experience Using Data & AI

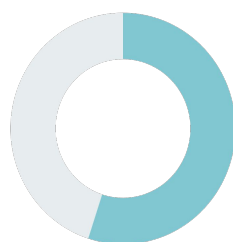
In the AI era, travel companies must meet growing demands for personalized experiences. Explore three key areas for travel brands to focus on optimizing customer data.

1. PIVOT TO FIRST-PARTY DATA:

Own (don't rent) your most important asset to drive personalized experience for your customers.

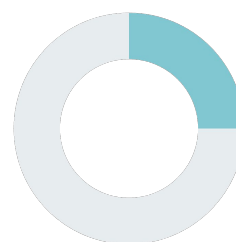
Tips for travel brands to maximize first-party data:

- Simplify the process for customers to share their data.
- Maintain transparency regarding data collection and usage.
- Empower customers with control over their data.
- Employ first-party data to craft personalized customer experiences.



55%

Over 55% of respondents indicated that at least **half of their customer data comes from third-party sources.**



25%

Approximately 25% reported obtaining at least **75% of their data from third parties.**

2. TAKE BETTER ADVANTAGE OF LOYALTY DATA:

Provide VIP treatment to your most valued customers so they continue to stay loyal to your brand.

Three ways companies can respond to changing perceptions of loyalty:

- Diversify rewards with AI-enhanced systems.
- Personalize customer journeys using AI-driven analytics.
- Implement AI algorithms for curated exclusive benefits.[1]

24%

Only 24% of executives **express confidence in accessing necessary member data.**

32%

32% of executives state their **company lacks a loyalty program.**

3. BUILD A UNIFIED VIEW OF THE TRAVELER: Customer data is messy and siloed.

A unified view of your first-party data powers meaningful experiences and accelerates growth.

Three factors that will set an intelligent identity solution apart from the rest:

- Complete data collection
- Massive computing power
- Human-centric AI/ML identity resolution

ONLY

41%

Percent of executives expressing **confidence in understanding individual customer identities**

In the new digital landscape, accurate first-party customer data will be the key to fulfilling traveler expectations and growing loyalty. A foundation of unified data can power tools and AI initiatives to provide the kind of personalized experiences that will keep travelers coming back for more.

Learn more inside the guide

