

TOP 3 TRAVEL INDUSTRY TRENDS FOR 2022 & BEYOND



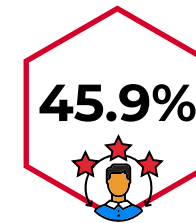


For every family jaunt, work trip or exotic excursion, there is also a customer journey through expansive airports, narrow airplane rows and high-rise hotels. These travel and hospitality

industry touchpoints can leave as memorable an impression on customers as lounging on a beach at sunset or exploring a vibrant street market at night. Keep these industry trends in mind when striving to capture picture-perfect memories with your customers.

1.

CUSTOMER EXPERIENCE REMAINS THE TOP PRIORITY ACROSS TRAVEL & HOSPITALITY BRANDS.



A survey by SuperOffice found that 45.9% of business professionals identified customer experience as their brand's number-one priority for the next five years.

In the post-Covid landscape, customers want safety, trustworthiness and reliability. And they will remember when they experience it. Know your customers' touchpoints, then leverage mobile, cloud-based or AI technology to prove your brand's commitment to the customers' values.

Guests at Seattle's Hyatt Regency Bellevue can text concierge requests, such as restaurant reservations, to the Connect CMS System that also powers other technologies, including digital signage, push notifications and guest requests.

2.

SELF-SERVICE AND TOUCHLESS TECHNOLOGIES ARE TAKING OVER HOTELS & AIRPORTS.

84%



84% of airlines and 89% of airports are prioritizing a completely touchless check-in process, according to SITA.

As a result of the pandemic, most experts agree that the rollout of touchless industry technology will only accelerate in the coming years. Mobile phones and apps will play a key role when replacing touch screens or face-to-face steps with touchless experiences, such as at border control. Look for ways your company can utilize or experiment with technologies like Bluetooth Low Energy, NFC, biometrics and QR codes.

At Denver Airport, travelers can reserve a time slot for their security check while taking the train from the terminal to their gate.

3.

MOBILE PAYMENTS ARE GIVING A BOOST TO THE TRAVEL BUSINESS.

74%



74% of airlines have stated that they want to allow mobile touchless payment for all airline services provided along the journey – from booking to arrival, according to SITA.

Think of all the payment touchpoints for air travelers: add-on charges for extra bags and seat upgrades, snacks in airport kiosks, a sandwich on a transatlantic flight. Mobile tech makes it easier for customers complete a transaction. Streamline payment touchpoints along your customers' journey using mobile.

In Munich Airport, consumers can scan an electronic price tag with their phones and process their payment on a mobile-friendly website – no app and no waiting in line needed.

An aerial view of a city at night, with a red overlay and white network lines connecting various points. A small white circle with a red arrow points left, indicating a scrollable section.

2,000
EMPLOYEES

3,000+
MOBILE SITES
& APPS CREATED

3M+
DEVICES UNDER
MANAGEMENT

1B+
IOT CONNECTIONS
MADE

MEET DMI.

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