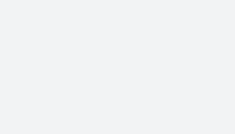
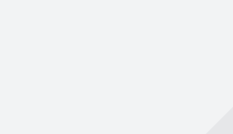
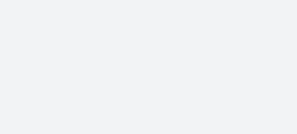


Customer Engagement: Focus on travel

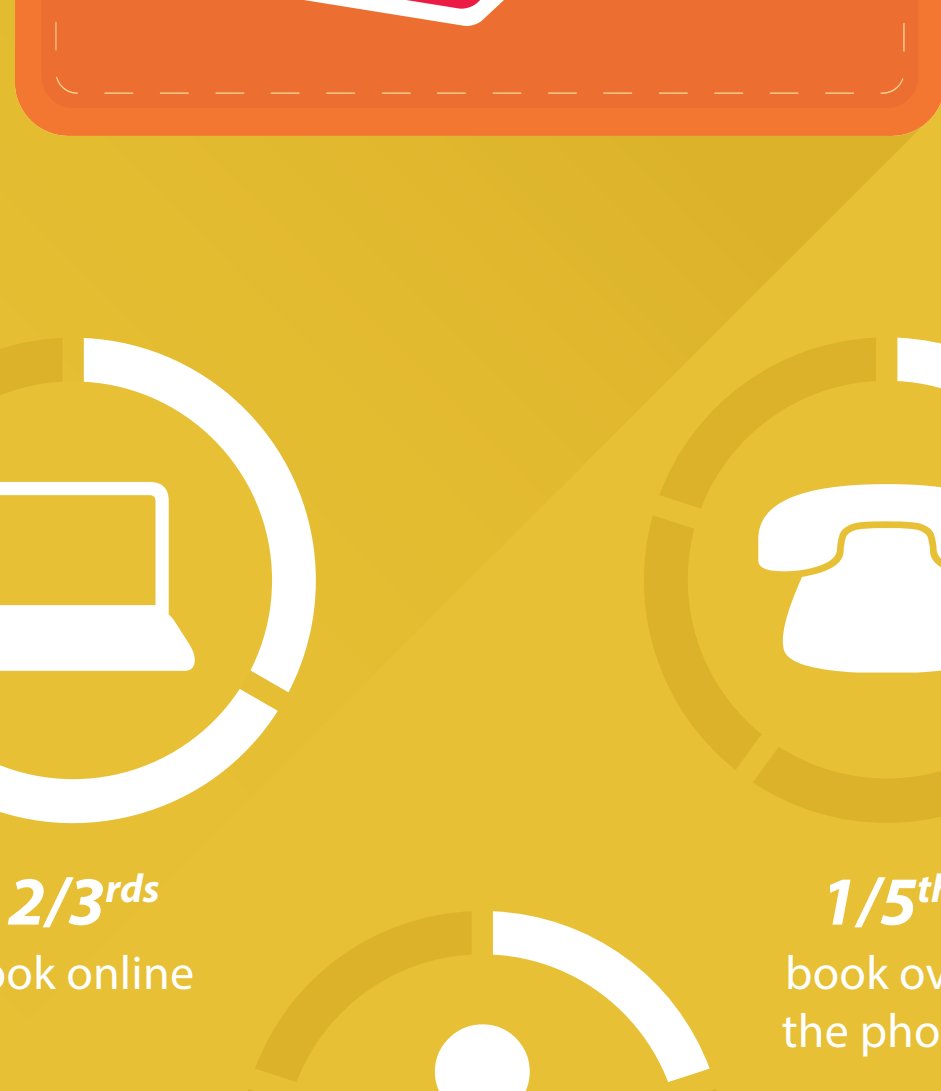
Take a look at highlights from our latest piece of customer engagement research, focusing on the travel sector, including booking sites, airlines and hotels.

Find out how you can drive engagement throughout the customer journey from home to holiday and back.

Campaign sponsors



When booking a holiday



The top three traits for travel brands are



Importance vs Delivery

But travel brands aren't delivering fully on
consumer demands

Airlines

"They do not lie to me"

Importance



Delivery



"Customer service"

Importance



Delivery

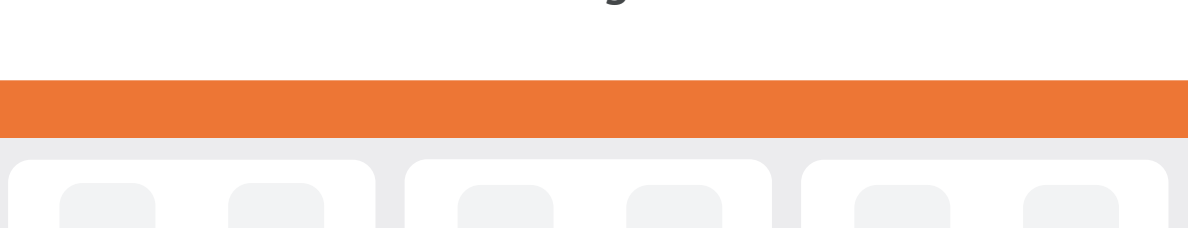


"Value for money"

Importance



Delivery



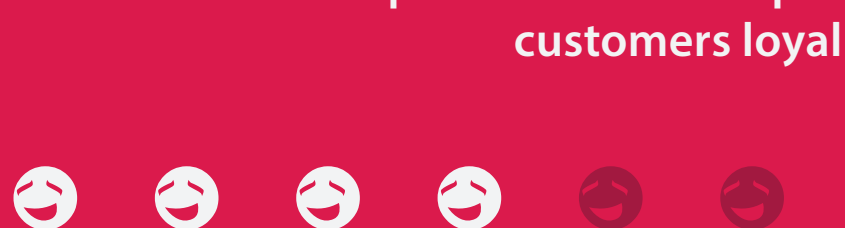
Booking sites



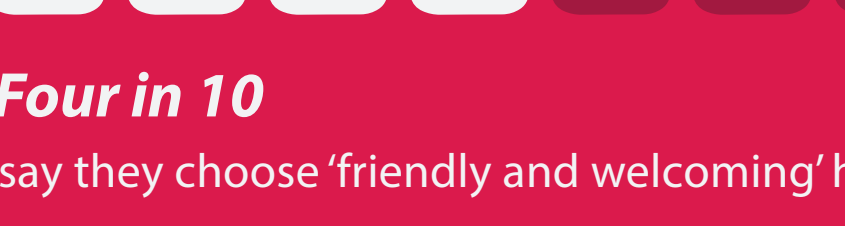
Accommodation brands

"They do not lie to me"

Importance

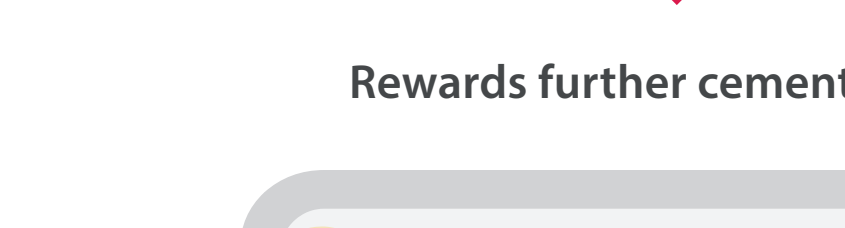


Delivery

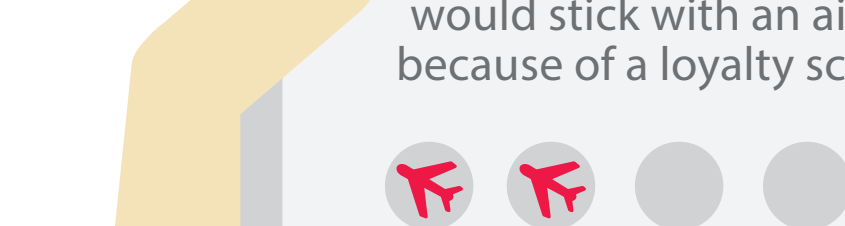


"Do business fairly"

Importance



Delivery

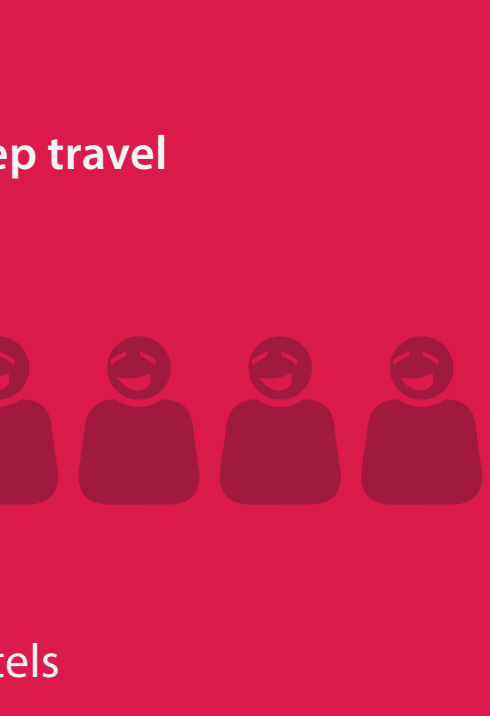


"Be genuine"

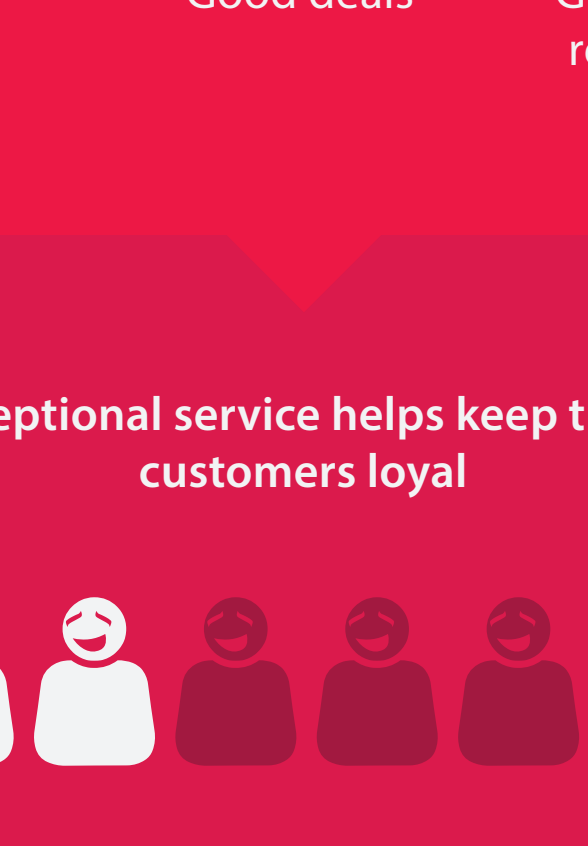
Importance



Delivery



The top reasons for loyalty are



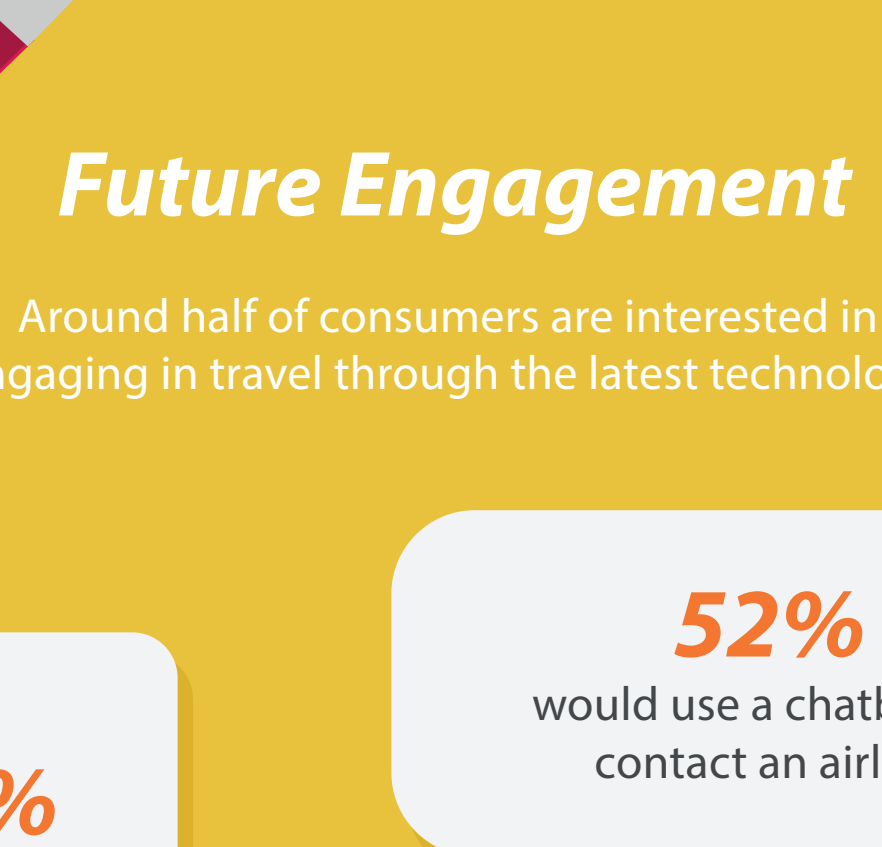
Exceptional service helps keep travel
customers loyal



Four in 10

say they choose 'friendly and welcoming' hotels

Rewards further cement loyalty



Future Engagement

Around half of consumers are interested in
engaging in travel through the latest technology

53%
would preview
a hotel room
in VR

52%
would use a chatbot to
contact an airline

44%
would use
augmented reality
at sites &
attractions

51%
would share
airport location
for targeted
communications

Conclusion

From meeting customer demands on function and ethics, to adopting overt loyalty schemes, to embracing the latest technologies, travel brands have the opportunity to connect with their audience like never before. Marketers need to communicate these values of good ethics, customer rewards and technological innovation in their campaigns – along with the success of the industry as a whole.

About the DMA

The DMA provides guidance and support to help its members put their customers at the heart of their one-to-one communications to give them the rich benefits of a much more relevant, welcomed and effective relationship with each individual customer.

The DMA aspires to facilitate its members' marketing evolution with the opportunities, advice, support, networks and tools to be able to reach the sensitivity and sophistication of marketing to build their future prosperity – along with the success of the industry as a whole.

<https://dma.org.uk/research/customer-engagement-how-to-win-trust-and-loyalty>

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