

# CONSUMER PERSPECTIVE: TRAVEL & HOSPITALITY

WHAT DO TODAY'S TRAVELERS WANT?



# As restrictions get lifted and vaccine rates rise, consumers are once again being bit by the travel bug

But, while brands are optimistic for the travel sector's rapid recovery, many questions remain:

- How can we reassure tentative travelers?
- What's the best way to communicate with consumers?
- How can travel brands reemerge stronger than ever?

Loqate surveyed 1,500 US consumers to learn their new expectations for travel and define their point of view on today's digital experiences.

Next, we highlight some of the key findings and practices that brands can leverage as they shape the recovery and future of the travel sector.




# 1

## Travelers are looking for flexibility

US consumers are looking forward to returning to travel in 2021 and, while safety is top of mind, travelers are more focused on the overall customer experience.

The coronavirus has increased consumer's demand for control and caution over every aspect of travel with contactless experiences (46%), ability to change travel plans without fees (33%), a smooth booking process (31), and clear communication about COVID policies (31%) being the most important factors when traveling this year.

With COVID limiting the ability to predict what's next, consumers want brands to help them stay informed and prepared every step of the way.



**TIP:** Optimize every touchpoint available to you and your guests by engaging them via the platforms that make them feel comfortable. Offer more than one way to connect with your brand to give travelers the omnichannel experience they truly desire.


# 2

## More travelers are enjoying your mobile apps

While email is still the #1 channel for travel comms, according to 34% of travelers, more convenient methods of communication are rising in popularity: 19% prefer to be contacted via in-app messaging and 16% through SMS.

When on the go, having all the necessary tools, forms, and notices in the palm of your hand makes customers more confident that they won't miss a beat during their journeys, especially in emergencies.

From flexible reservations & booking to refund & cancellation pages, your mobile app should have an easy-to-use UX that is suitable for travelers of all ages and tech-savviness.



**TIP:** A simple and speedy mobile UX is key to keeping consumers connected and engaged through every step of the experience. Ensure that the customer data you're collecting is clean so that you can respond accurately and nimbly to any inquiry.



# 3

## Travelers are ready to hit the roads/skies (but not go too far)

After abiding by stay-at-home orders for a year, consumers are eager to get away.

But 28% of travelers are still tentative when making travel plans, and flying overseas is entirely out of the question, with only 4% of consumers planning an international trip. And uncertainty only increases with age: most 55+ respondents have yet to make any travel plans (37%). To appeal to the needs of different generations, tailoring your offers to the right audience is more critical than ever.

**Know your audience** – consider developing targeted offers or promotions to appeal to the 22% of consumers who are open to local travel or adjust your messaging to reach the 30% of consumers who plan on traveling in the fall.



**TIP:** Help your travelers build confidence by sharing deals close to home that they won't want to miss. Relevant, personalized offers can inspire even the most apprehensive traveler to get back on the horse (or plane).

# 4

## Travelers search & book travel in more ways than before

As the travel landscape grows more complex due to COVID protocols, fewer consumers are relying on travel advisors to help them plan their getaways.

Only 7% of travelers indicated that they plan to use a travel agency for their next trip. Instead, more travelers are taking charge of their journeys, many choosing to self-plan: 48% of respondents prefer the online checkout experience directly with the brand, and 37% prefer to book online through a service like Expedia, Travelocity, etc.

Implementing a multi-channel marketing strategy ensures that your brand is accessible to shoppers, no matter where they plan, search, and book their trip.



**TIP:** Beginning every customer journey with accurate, verified data such as email addresses, home addresses, and zip codes can improve both the efficiency of your services and the deliverability of your communications and offers.

# Navigate the Road to Recovery with Loqate

Recovery is within reach, but the first step is to understand and accommodate the wants and needs of your post-pandemic travelers.

Loqate offers a full suite of solutions that enable you to gather datadriven insights on customers, engage travelers on multiple channels and deliver a seamless online experience.

Click [here](#) to learn more about how we can help your business on its journey to recovery.



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## Address Capture

Capture the most accurate address data in as little as 3 keystrokes the moment a customer starts inputting their address on your website or app.



## Address Verify

Parse, standardize, cleanse, enhance and format address data within a single, easy-to-integrate API across hundreds of global locations.



## Data Maintenance

Personalize and enhance your customer experiences by correcting, suppressing, or appending US customer data.



## Cameo

Gain insight into traveler habits, develop an advanced understanding of audience segments, and build stronger customer relationships with geodemographic segmentation datasets.