

Eight Growth Strategies for the Travel & Tourism Market



With an exploding market, how can brands capture their piece of the pie?

1. Take advantage of growth in the sector.

Worldwide GDP created through the travel and tourism industry will reach **\$11 trillion by 2027.**

Worldwide bookings

\$1.6 trillion

2017 by the numbers

Digital travel sales worldwide

\$629 billion



Record high U.S. airline, lodging, car rental, cruise, rail, and travel packaging market

\$353 billion

2. Capitalize on the overlap between business and leisure travel.

83%

of business travelers explore while on business trips

25%

of Americans extend their business trips for personal travel

3. Use technology to reach guests at every stage of the customer lifecycle.



4. Win big by supercharging every stage of operations.



5. Capture more market share with a distinct B2B strategy.



Global business travel spending hit a record **\$1.2 trillion** in 2015.

Business travel in the U.S. supports **2.6 million jobs.**

Meetings, events, and incentive travel account for **\$131 billion** of the U.S. business travel market.

6. Optimize for mobile, or lose out.

1700%

growth in mobile travel bookings between 2011 and 2015

45%

of connected travelers use their smartphone to book travel activities before their trip

50%

of users visit TripAdvisor via tablet or phone

7. Increase profitability by addressing industry shortfalls.

High employee turnover

Poor customer service

Inconsistent experience across channels

8. Gain loyalty by delivering convenience and personalization.

57%

of travelers feel that brands should consider their personal preferences

60%

want AI-based experiences. 36% are willing to pay more for personalization

80%

prefer to self-serve to get the info they need

Travel, transportation, and hospitality brands choose Acumen Solutions to solve problems that can't be fixed by technology alone.

Acumen Solutions helps clients:

1. Gain a 360-degree view of their customers
2. Drive customer journeys using AI
3. Engage with vendors through collaborative communities and analytics
4. Leverage data to turn prospects into loyal customers
5. Provide agents with world-class service tools that can be leveraged across channels

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