

# A MARKETER'S GUIDE TO THE EMERGING TRAVEL RECOVERY

Decreasing travel restrictions and increasing consumer confidence are combining with pent-up demand to present the travel industry with an opportunity to move from survival mode to recovery. But changing traveler preferences will present travel companies new challenges.

Acxiom and WBR Insights' research team surveyed 100 travel marketers to better understand what they expect in 2022 and how they plan to capture the benefits of the emerging travel recovery.

## TRAVELERS REMAIN CAUTIOUS, BUT CONFIDENCE IS BUILDING



Younger and wealthier travelers will lead the return of leisure travel<sup>1</sup>

**43%**  
Feel safe flying while



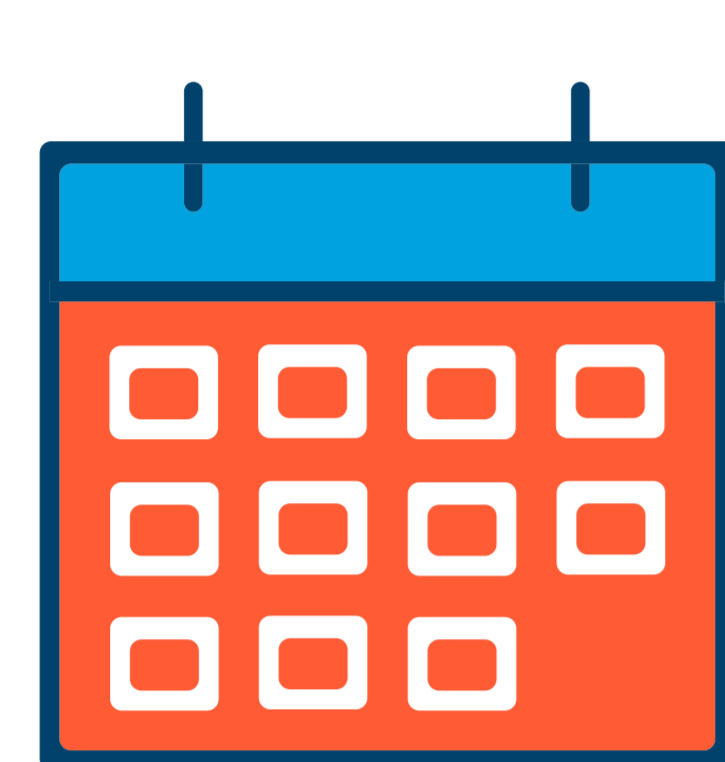
**58%**  
Feel safe staying in a hotel<sup>1</sup>

And they plan to act on these feelings with

**36%**  
plan to take a domestic flight



and  
**50%**  
plan to stay in a hotel in the next 3 months<sup>1</sup>



**ONLY 16%**  
say they are likely to travel for business in the next 3 MONTHS

**46%** of marketers believe their overall business will recover to pre-pandemic levels before the end of 2022<sup>1</sup>

## MARKETERS MUST ADAPT TO CHANGING TRAVELER PREFERENCES AND SHIFTING LOYALTIES

**37%** of marketers expect people to shift loyalty to competing brands and see that as their biggest challenge



THE SITUATION IS WORSE AMONG AIRLINES



AS **100%** of respondents are somewhat or very concerned about previously loyal flyers switching brands

**71%** are looking for ways to keep non-travelers engaged

Marketers are looking beyond their most frequent travelers with more of them (**52% vs 30%**) marketing to anyone who has traveled with them in the past

**60%** will revamp their loyalty programs to address changing traveler expectations

## MARKETERS HAVE SIGNIFICANT CAPABILITIES, BUT MORE CAN BE DONE TO CAPTURE MARKET SHARE

**73%** can use first-party data to identify customers who are ready to travel

**68%** are using acquisition analytics to identify and engage the right audiences

BUT A MAJORITY **56%** lack a full view of the customer – including share of wallet

Acxiom, a leader in customer data management, identity, and the ethical use of data for **more than 50 years**, helps travel marketers around the globe better navigate the post-pandemic world.

**KNOW YOUR CUSTOMERS** Acxiom's Real Identity™ enables the world's biggest brands to accurately identify and ethically connect with people anytime, anywhere to create relevant experiences.

**DEVELOP BETTER INSIGHTS** Acxiom can help brands adjust models to incorporate pandemic-related data sources for more effective engagement.

**ACTIVATE BETTER DIGITAL AUDIENCES** Acxiom enables the creation and activation of an audience-first approach, powered by a team of data-driven marketing experts and based on a foundation of connected data and identity.

**CREATE MORE PERSONALIZED MESSAGING** Acxiom is the global data leader with more than 11,000 data attributes in more than 60 countries helping brands connect to 2.5 billion people through powerful data insights.

**ENCOURAGE BETTER LOYALTY** Acxiom can help revitalize loyalty programs by using partner collaboration insights to help brands better understand customer behaviors and create connected, seamless travel experiences.

**DRIVE PARTNER REVENUE** Acxiom can help identify and activate successful partnerships to increase customer engagement and drive more ancillary revenue.

LEARN MORE

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