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HOW DATA ANSWERS THE

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Biggest Questions Facing the Travel Industry

Answer the Biggest Questions Facing the Travel Industry with Reliable Data

As consumers demand seamless, digital experiences, brands are expected to personalize communications and offers based on an individual's wants, needs, and motivations. And this has perhaps never been more important for the travel industry as consumers look to see the world.

Major questions remain as like who is likely to travel? What types of travel are individuals considering? What are the motivations driving this behavior? How can on-the-fence consumers be accommodated?

Marketers and data scientists in the travel industry can find the answers to these questions and more by using predictive data, and this eBook will provide the insight needed to get started.

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WHO IS MOST LIKELY TO TRAVEL?

1

For travel brands looking to reconnect with jet-setting consumers, understanding who is most likely to travel is an important first step. But they cannot rely on assumptions from past experiences in today's world.

According to AnalyticsIQ data, individuals most likely to travel soon are around 47 years old and 120% more likely to be married. They have an annual income that is 96% higher than average, are 45% more likely to have children, and spend big on dining services – over 50% more per year!

DATA THOUGHT STARTER
Consider family-friendly offers as those most eager to travel are more likely to have children. And don't be afraid to provide premium services to excited travelers – they have the money to spend!

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2

WHAT TRAVEL TYPES ARE INDIVIDUALS LIKELY TO CHOOSE?

Some consumers are more likely to opt for specific travel types than others. So where are those who are likely to travel soon going to be headed?

Our data shows the individuals most likely to travel in the next 3-6 months are more likely to travel domestically vs cruises or international travel.

In fact, these individuals are likely to spend over 230% more on domestic travel than on cruises in the next year. With this level of interest in domestic travel, brands should consider offerings from sea to shining sea.

GET TO KNOW DOMESTIC TRAVELERS

Did you know that domestic travelers are...

Value Seekers

Confident in Economy

Interested in Travel Insurance

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3

WHAT MOTIVATES THOSE LIKELY TO TRAVEL?

INSIGHTS TO INSPIRE ACTION
What offers are most attractive to those likely to travel?

39.5%
more likely to travel if offered new discounts

49.4%
more likely to travel if offered cancellation flexibility

46.8%
more likely to travel if offered robust travel insurance

In today's world, understanding internal motivations is crucial to understanding behavior. Gaining insight into what is driving consumers to travel is no different.

Our team has found that **86% of individuals likely to travel in the next 3-6 months may be driven to do so because of new travel discounts**, flexible cancellation policies, or robust travel insurance options.

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DON'T JUST WING YOUR MARKETING

DATA THOUGHT STARTER

Those likely to travel soon are going to ensure they can do so safely as **they are 32% more likely to take a COVID-19 vaccine.**

While consumers are eager to hit the road, safety is very much top of mind – so it should be for brands too.
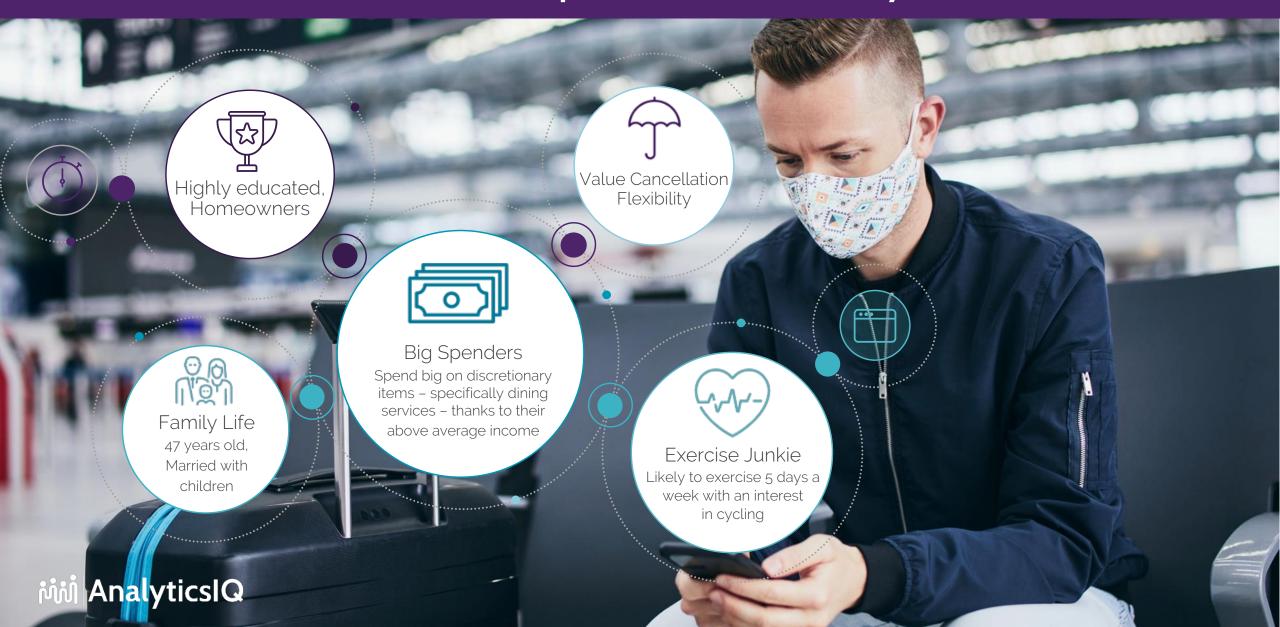
Having insight into who individuals are, what they do, and why gives brands the ability to provide truly personalized experiences.

Perhaps unsurprisingly, the data tells us travel brands should focus on making customers feel comfortable - and not just in terms of relaxation. Putting a consumer's mind at ease is going to be of upmost importance for the travel industry.

Consumer's likely to travel take their health seriously and want to protect it. They also want to protect their dollars and feel confident when booking a trip despite the uncertainty.

4

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See the whole picture with AnalyticsIQ.

Highly educated, Homeowners

Value Cancellation Flexibility

Big Spenders
Spend big on discretionary items – specifically dining services – thanks to their above average income

Family Life
47 years old, Married with children

Exercise Junkie
Likely to exercise 5 days a week with an interest in cycling

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AnalyticsIQ: Turning up Your Travel Marketing With Data

Whatever the question or challenge facing your brand, our data is here to guide you through it. From buyer motivations to in-market travel preferences, our data holds the key to help your company address these ever-evolving trends in the travel landscape.

Our flexible approach makes using sophisticated data to improve your organization's marketing effectiveness easy. Whether you are looking to test data, build custom audiences, or target prospects across channels, we are here to help, and we have over 1,900 actionable audiences available for use across platforms.

Are you ready to learn more about TravelIQ and the rest of our PeopleCore data? Contact us at **sales@analytics-iq.com** and we'll make sure your marketing is maximizing its mileage.

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