

Digital Travel Innovation Across the Traveller Journey

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Abstracts

Consumer engagement, retention, loyalty and trust begins pre-trip, builds in-trip and ends post-trip, to start again in a constant cycle. Without adopting digital innovation and a digital-first mindset, travel brands will be destined to fail in their engagement and relationship with consumers. Taking a holistic view of the traveller journey is the first step to building a travel business fit for purpose post-pandemic.

Euromonitor International's Digital Travel Innovation Across the Traveller Journey global briefing offers an insight into to the size and shape of the Travel market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market from innovation, pricing, channel distribution to economic/lifestyle influences. Forecasts illustrate how the market is set to change and outlines the criteria for success.

Product coverage: Activities and Experiences (Destination), Lodging, Online Travel Sales and Intermediaries, Tourism Flows, Travel Modes, Traveller Profiles.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Travel market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Key Takeaways

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