

# TOP 3 DIGITAL CHALLENGES FOR TOURISM INDUSTRY IN 2020

❌ Implementing tools with quality data (CRM, Big Data, AI, etc.), improvements on user experience to boost the competitiveness of small and medium enterprises, and a good digital strategy that allows the transfer of values to promote differentiation will be essential for companies in the tourism industry to stay relevant in 2020 and beyond. Tourism Review presents the three digital challenges of the industry this year.

## Optimize Through Data

Experts agree on the importance of managing each user's data in a personalized way to understand their Customer Journey. In addition, gathering in a single database all interactions between the company and its customers through CRM, and knowing how to analyze all this valuable data will help to better understand the consumer. Doing without measuring is of little use. Therefore, measurement tools allow controlling KPIs while integrating them with customer satisfaction and sales measurements, [thus] improving their experience.

On the other hand, it is important to be very clear about one's brand and how to transfer that into the digital world. From how it is seen on the web and what it transmits, to the content it offers, the experiences you can live, and the trust it transmits without losing the essence.

## Attracting the Customer's Attention

In-depth knowledge of the customer and their behaviors through technological tools, both in the company setting and outside of it, is something everyone agrees with. The main advantage offered by specialized tools is to know their customers better thanks to new technologies such as Big Data or Artificial Intelligence (AI), becoming a very important element to maintain profitability in the tourism industry and contribute to customer loyalty.

More data means more information, more knowledge, and more capacity to create 360-degree marketing campaigns that adapt to the audience, the channel and the moment. Only brands that make the most of these strategies can stand out against the competition and attract the customer's attention.

## Media, Designs and Content to Optimize User Experience

Year 2020 is going to be the year of Data Science and Machine Learning: two technologies that seem to be gaining traction when it comes to improving customer experience. On the other hand, the

sophisticated purchase of audiences and micro-segmentation will also have a strong pull.

We are looking for optimized customer experience on every device, whether it is a website optimized for desktop and mobile, as well as assisted sales services and contact center. In this sense, in 2020 the development of mobile websites that fit the usability of consumers will be one of the main trends.

Another element that cannot be forgotten is the care when designing and developing content strategies that accompany consumers throughout the journey, which improves conversion rates. Of course, there's also direct personalized attention through Contact Centers that will play a key role in the entire Customer Journey. It is a channel that provides great help to secure sales, but it also is a very important tool to help and guide customers, both for those who make their first purchase as for those who repeat the experience in the same place.

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