

TOURISM RECOVERY PILLARS: SUSTAINABILITY, DIGITALIZATION, AND INNOVATION

In the midst of the global tourism recovery after the covid crisis, the war in Ukraine has once again generated uncertainty in the tourism sector.

Although the recovery of travel seems to be an upward trend, in 2022 -49% of consumers say they will increase their spending on tourism according to GWI data. The needs, preferences and demands of travelers have changed dramatically.

This new and uncertain scenario requires tourism companies to have an unprecedented capacity to adapt and, in this sense, technology such as automation is a fundamental ally to create flexible digital strategies that allow them to continue offering unique and personalized experiences to users.

Today it is easier than ever to adapt digital strategies in record time. Artificial intelligence, contextual targeting and automation make it possible to shorten times, streamline processes and adapt strategies in real time, which is an important competitive advantage in times like these.

To take advantage of the benefits of digitization, experts analyze the keys to create an agile and flexible strategy and grow in the new era of tourism:

Commitment to Sustainable and Personalized Tourism

Consumer preferences have changed. Today's travelers, especially the younger generation, prefer to spend their money on eco-friendly products and experiences that take into account issues such as fuel consumption and plastic reduction.

In fact, according to recent data, 71% of consumers would be willing to pay more for sustainable tourism.

Along with concerns about the impact of tourism on the environment, travelers are increasingly looking for personalized experiences. Consumers aspire to a new concept of individualized tourism and seek to discover new and different places.

In this sense, the extraction and evaluation of large amounts of data brings us closer to the real needs of the client allowing companies to offer a tailored service, which first and foremost satisfies their needs.

Big Data and Artificial Intelligence to Drive Personalization of Services

The analysis of billions of data allows us to understand consumer tastes and preferences and to adapt the offer to their demands.

That is why technology becomes a great ally both to offer enriched experiences, for example, through virtual reality or IoT (Internet of Things), and to reach potential consumers more effectively.

Big Data and artificial intelligence (AI) tools collect vast amounts of relevant and up-to-date information, process it automatically and deliver enormously valuable insights for brands to develop

and optimize strategies.

It is a time of change in the travel industry and market players will have to bet more than ever on personalized and sustainable experiences, based on trust and cutting-edge technology to bring relevant experiences to today's travelers.

Brand Trust: Growing Trust in Open Web vs. Walled Gardens

Users demand safe browsing and enriching, quality experiences on the open web. A recent study has revealed that the audience prioritizes trust and security of content and recommendations seen on the open web (75% of users) over those generated by users themselves on different social platforms (54% of users).

Undoubtedly, social networks can be an effective channel to connect with the public thanks to their reach and a wide variety of formats, but they are also, at times, unsafe environments for brands.

The lack of control within the so-called walled gardens has led to a shift of brands towards environments such as the open web that can guarantee brand safety.

In this space, native advertising is an essential tool for marketers to build a relevant and lasting dialogue with audiences.

The dynamism and interactivity of the formats allows generating greater engagement and offering users content aligned with their interests, resulting in a higher click rate at a lower cost compared to other channels.

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