



Voice of the Industry: Travel Survey . Facing New Challenges

May 2022

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INTRODUCTION

Scope

Key highlights

FACTORS IMPACTING TRAVEL

Inflation the biggest factor to impact business, but also facing a labour crisis

Companies respond to inflationary pressures by raising prices

Rising prices of air travel and hotels are major deterrents to consumers travelling abroad

Asia Pacific still dealing with the impacts of the pandemic while it abates elsewhere

Flexible payment solutions as a key tool for stimulating travel uptake

BUSINESS PRIORITIES AND DIGITAL TRANSFORMATION

Immediate business priorities focus on brand building and creating growth

North America leads the charge for driving business recovery

Refining the customer journey remains the number one business objective

Regional business priorities vary, with cybersecurity key in the Americas

Businesses to ramp up use of big data and analytics in the next five years

Western Europe to move faster with AR/VR in the future

AI has strong customer-facing applications with long-term impact on voice

Biometrics crucial for streamlining the customer journey

Mobile app provision improved but still more to be done

Self-service and automating the traveller journey are top priorities for businesses

24-hour customer service for the Americas and mobile check-in for Asia Pacific paramount

SUSTAINABILITY FOR A RESILIENT RECOVERY

Travel businesses see a rolling back in sustainability by their customers

Supporting locally-owned businesses and communities increases in importance post-COVID-19

Will consumers pay more for sustainability? Businesses agree that they will

Carbon tracking makes strong progress especially on the consumer side

Involvement with the Sustainable Development Goals continues to grow

Climate action sees a welcome boost in engagement along with strong gender equality

Decent work and economic growth resonates in Asia Pacific and the Americas

SMART CITIES

Besides tourism attractiveness, health and safety are top priorities when choosing a city

Levels of accessibility more important than over-tourism or sustainability

Free Wi-Fi by far the biggest deal breaker when it comes to smart city appeal

INNOVATION IN ACTION

Innovation stems from digital for seamless, sustainability and experiences

Stimulating demand through marketing and promotion

Innovative new product launches centre around digital and mobile

CONCLUSION

Challenges to overcome

ABOUT VOICE OF THE INDUSTRY

Respondent Information

Voice of the Industry 2022 Summary

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