



Kentico



Ebook

Elevating the traveler experience.

**Winning strategies for the
modern tourism industry**

kentico.com

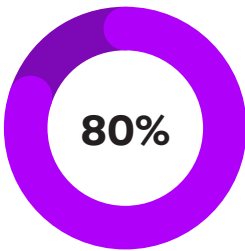
Table of contents.

| | |
|--|-----------|
| Meeting customer demands in travel and tourism. | 3 |
| The digital challenges of today's tourism industry. | 4 |
| Fragmented customer journeys. | 5 |
| Multichannel content complexity. | 6 |
| Lack of personalization. | 7 |
| Language and cultural barriers. | 8 |
| Limited mobile optimization. | 9 |
| Inadequate data analytics and insights. | 10 |
| Scalability and performance. | 11 |
| Security and data protection concerns. | 12 |
| Rapidly changing travel regulations and situations. | 13 |
| Adapting to emerging trends. | 14 |
| Facing challenges head on. | 15 |
| The game-changer for travel and tourism. | 16 |
| Industry success stories. | 19 |
| Greater Miami Convention & Visitors Bureau. | 20 |
| This is Eindhoven. | 22 |
| A transformative era for tourism. | 23 |



Meeting customer demands in travel and tourism.

The tourism industry is one of the most dynamic and competitive sectors in the global economy. With millions of travelers seeking unforgettable experiences, the market is flooded with options—ranging from boutique hotels and local tour operators to global airlines and online travel agencies. This fierce competition means that businesses must do more than just offer a service; they must deliver an exceptional customer experience at every touchpoint to stand out. It has become the ultimate differentiator.



The 2024 Hilton Trends Report reveals that 80% of travelers want to book their trip entirely online.

[Hilton](#)

A seamless, personalized journey—from the first online search to the post-trip follow-up—can turn a one-time visitor into a loyal advocate. Conversely, a disjointed or frustrating experience can drive potential customers straight into the arms of competitors.


In this ebook, we'll explore where travel companies are falling short of customer expectations and how they can leverage digital solutions to bridge these gaps, enhance the traveler experience, and secure a competitive edge in the market.



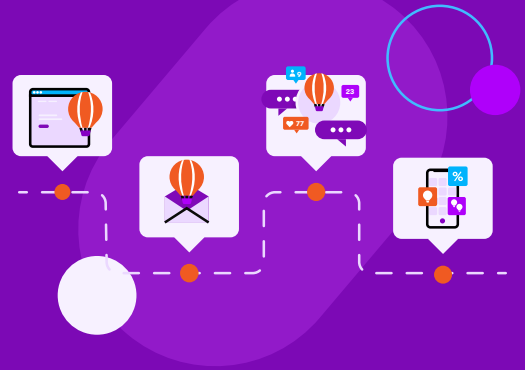


The digital challenges of today's tourism industry.

Here are the top challenges travel and tourism companies face in delivering excellent digital experiences to customers.

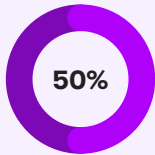


Fragmented customer journeys.



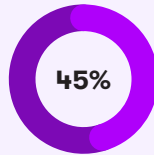
Customers today engage with travel companies [across numerous touchpoints](#)—websites, apps, social media, booking engines, and customer service channels. They expect a seamless, personalized experience throughout their journey.

However, the travel industry's reliance on disconnected systems, outdated legacy platforms, and siloed data often leads to inconsistencies and frustrating customer experiences. Without a centralized platform to manage these interactions, travelers may encounter repeated information requests and disjointed service, eroding trust, reducing satisfaction, and ultimately weakening brand loyalty.



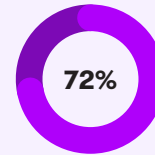
50% of travel purchase journeys have 30 travel and tourism touchpoints.

[The Drum](#)



45% of travelers would prefer to book a trip from start to finish from a single website (flights, accommodation, car rentals, etc.).

[Travelport](#)

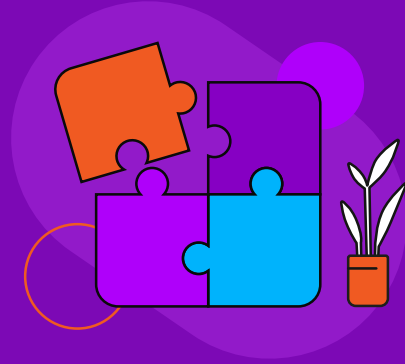


72% of global consumers would consider changing service providers in response to receiving a disconnected experience.

[Salesforce](#)

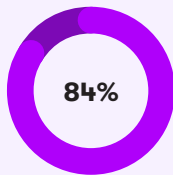


Multichannel content complexity.



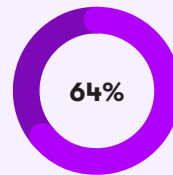
As we've seen, travelers interact with brands through a variety of channels (websites, mobile apps, social media, and more), each requiring timely, relevant content tailored to the platform. Keeping content consistent, up to date, and engaging across all these channels can quickly become overwhelming, especially when systems are disconnected and rely on manual processes.

Without a [centralized content-first approach](#) to content management, the risk of outdated information and conflicting messages increases significantly. This can lead to traveler frustration and erode trust in the brand, ultimately driving customers to seek out more reliable and cohesive sources of information.



84% of leaders say their CMS is keeping the organization from unlocking the full value of content.

[Hygraph](#)



64% said it was difficult to reuse the content that lives in their CMS.

[Hygraph](#)



Lack of personalization.

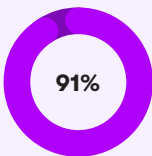


Today's travelers expect tailored experiences—whether it's getting destination suggestions based on their past trips or personalized offers that fit their interests and budget. Unfortunately, many travel companies struggle to deliver this level of personalization due to fragmented data and outdated technology. This often leads to generic, uninspiring interactions that fail to connect with customers.

In a competitive market where customer loyalty is fleeting, travelers are quick to jump ship to companies that understand their preferences and cater to their needs. Without personalization, interactions across websites, apps, and emails can feel disjointed, leading to inconsistent customer experiences and decreased satisfaction.

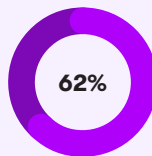
"People want hyper-personalized experiences to feel they're traveling with intention, not just to get out of the country."

– Lee Chambers
Business Psychologist
and founder
of Essentialise



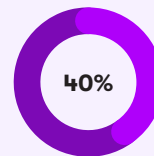
91% of customers say they are more likely to shop with brands that provide tailored recommendations and offers.

Accenture



62% of consumers will stop purchasing from brands that use poor personalization strategies.

Smart Insights



Companies that excel at personalization generate 40% more revenue from those activities than their peers.

McKinsey

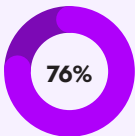


Language and cultural barriers.



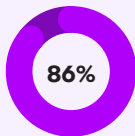
Travelers come from all over the world, each bringing their own languages, customs, and expectations. Failing to address these differences can result in miscommunications, misunderstandings, and a lack of engagement.

Many travel companies struggle to provide [localized content that resonates with international audiences](#), leading to a disconnect that can diminish the customer experience and potentially alienate entire market segments. These barriers not only impact customer satisfaction but also limit a company's ability to expand into new markets.



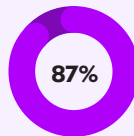
76% of customers prefer to purchase products in their native language, even if they understand English.

[ChatLingual](#)



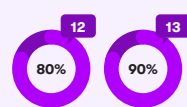
86% of localized campaigns perform better than their English-only counterparts, in engagement and conversion rates.

[Marketing Profs](#)



Of the 90% of internet users who speak no English, 87% will not attempt to translate an English site into their language.

[Andovar](#)

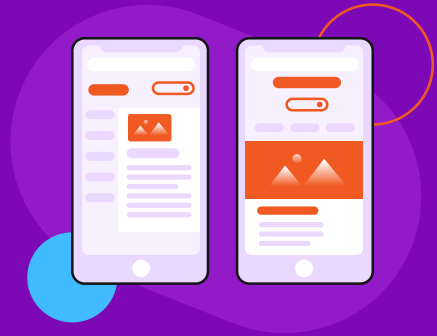


80% of the world's 7000+ languages can be reached via 12 languages and 90% via 13 languages.

[Andovar](#)



Limited mobile optimization.



With the majority of travelers using mobile devices to plan, book, and manage their trips, mobile optimization has become essential in the travel and tourism industry. However, many companies still struggle to provide a seamless mobile experience, which can frustrate users and lead to abandoned bookings. This is particularly painful in an industry where decisions are often made on the go, and travelers expect quick, easy access to information and services.

▲ 110%

Travel sites see a 110% increase in conversion rates when optimized for mobile.

[PhocusWire](#)

48%

In 2023, 48% of travelers used their mobile for research and 40% to book flights and hotels.

[TravelPerk](#)

\$612.5 billion

The mobile travel booking market is expected to grow to a value of \$612.5 billion (£484.5 billion) by 2031.

[TravelPerk](#)

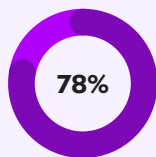


Inadequate data analytics and insights.



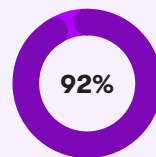
Data is a powerful tool for understanding customer behavior, optimizing operations, and driving growth. However, many companies in the travel sector struggle with inadequate data analytics, making it difficult to identify trends, personalize customer experiences, or accurately measure the effectiveness of their marketing efforts.

Not having a [clear understanding of customer preferences and behavior](#) can result in poorly targeted campaigns, wasted resources, and ultimately, lost revenue.



78% of leaders struggle with utilizing their data for decision-making.

[Talend](#)



92% of companies achieved measurable value from data and analytics investments in 2023.

[Exploding Topics](#)

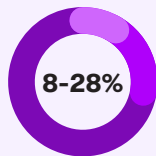


Scalability and performance.



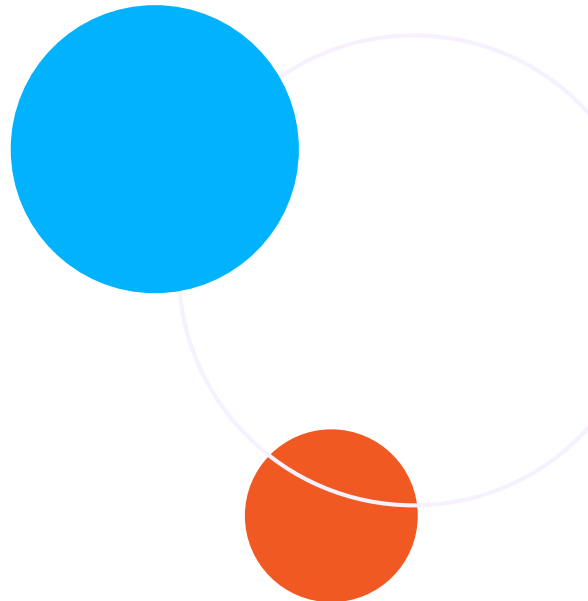
Scalability and performance are critical to handling the fluctuating demands of a global market. Handling peak traffic times, such as during holiday seasons or special promotions, can strain existing digital infrastructures.

However, many travel companies struggle with outdated infrastructure that cannot [scale efficiently](#), leading to slow load times, poor user experiences, and even site outages. This can result in frustrated customers, lost revenue, and damage to the company's reputation, particularly when travelers are looking to make quick decisions on bookings.



A lack of scalable software solutions could cost businesses anywhere between 8% and 28% in revenue losses.

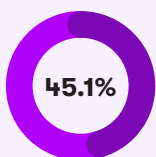
[CloudTalk](#)



Security and data protection concerns.

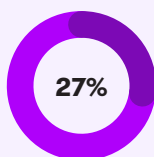


With the rise in cyber threats, security is a top priority in the travel and tourism industry, where companies handle vast amounts of sensitive customer data, including payment information, personal identification details, and travel itineraries. Inadequate security measures can lead to devastating breaches that compromise customer trust, result in hefty fines, and cause long-term reputational damage.



45.1% of consumers in 2023 said they were concerned about how much data companies hold on them.

[Euromonitor](#)



27% of UK-based middle market businesses in the travel industry experienced cyber-attacks in 2021.

[Medium](#)



In 2020, British Airways was fined £20 million for a data breach that put the personal and financial details of over 400,000 customers at risk.

[GDPR Register](#)

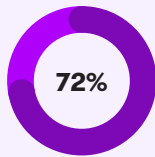


Rapidly changing travel regulations and situations.



The travel and tourism industry is highly sensitive to rapidly changing regulations and situations, such as new visa requirements, health advisories, or sudden geopolitical events. These shifts can disrupt travel plans, impact customer confidence, and create logistical challenges.

A slow or inadequate response can result in lost revenue, strained customer relationships, and operational chaos. Ensuring that travelers receive accurate, real-time information is crucial for maintaining business continuity and protecting the brand's reputation.



International travel plummeted by 72% in 2020 due to the COVID-19 pandemic, the worst year on record for tourism.

[UNWTO](#)



Since October 2023, most major airlines have suspended travel to Israel, with governments advising citizens against traveling there.

[The Conversation](#)

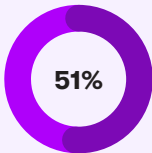


Adapting to emerging trends.



Staying ahead of emerging travel trends is essential for remaining competitive. Whether it's the rise of eco-friendly travel, the growing demand for remote work accommodations, or the shift towards personalized, experience-based tourism, these trends require companies to be flexible and innovative.

Companies that can identify and respond to these shifts are better positioned to attract new customers, retain existing ones, and differentiate themselves in a crowded market. Failing to keep up with these trends can result in missed opportunities, decreased market relevance, and ultimately, a loss of revenue.



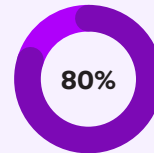
51% of people say climate change will impact the way they travel in 2024, 56% planning to use their holiday to cool down.

[Booking.com](https://www.booking.com)



In 2023, 35 million people placed themselves in the digital nomad employment category.

[HIR](https://www.hir.com)



80% of global travelers say sustainable tourism is important to them.

[Statista](https://www.statista.com)



Facing challenges head on.

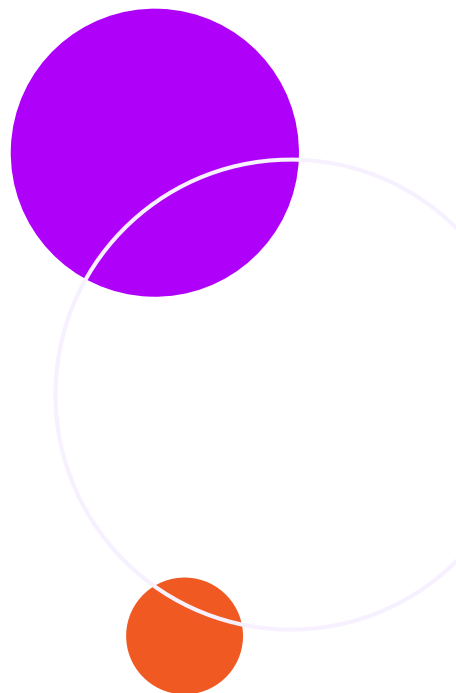
Travelers today expect seamless experiences across all touchpoints—whether they're browsing on a mobile device, booking through a website, or adding car hire to their holiday package. To meet these expectations, companies must unify customer interactions across all channels, ensuring a consistent and connected journey by integrating data from multiple sources. This creates a cohesive experience, making every interaction with the brand smooth and intuitive.

Marketing teams need a centralized content management hub that stores all content and media for all channels and low-code tools that empower them to push content to any channel without relying on developers. This autonomy enables them to maintain message and brand consistency across all customer touchpoints while working quickly and intuitively, allowing their creativity to shine.

By leveraging deep customer insights, marketing teams can craft personalized experiences that resonate with each individual, offering recommendations tailored to their specific preferences and needs. This level of personalization not only enhances engagement but also fosters customer loyalty.

Tourism and travel businesses require a solution that aligns with their current digital maturity and evolves alongside them as they adapt to future challenges. One that offers the flexible scalability they need to meet demand and accommodate growth.

This is where [Xperience by Kentico](#) comes in.



The game-changer for travel and tourism.

Xperience by Kentico is a dynamic digital experience platform (DXP) that transforms content management, empowering companies to deliver exceptional digital experiences effortlessly.

Crafted with marketers in mind, its intuitive interface allows teams to create, manage, and optimize multilingual content across various channels—all without needing developer support. With customizable workflows and easy collaboration tools, businesses can ensure timely updates that enhance the customer journey, from the first interaction to engaging post-trip follow-ups. Plus, its mobile-first design guarantees that your content shines on smartphones, offering a smooth experience for customers on the go.



But that's not all—Xperience by Kentico boasts robust [API and integration capabilities](#) that seamlessly connect with booking engines, CRM tools, payment processors, and other essential systems. This creates a unified digital ecosystem that's ready to adapt to the future, no matter what it has in store.

The platform's personalization features are game-changers, allowing businesses to tailor content and offers based on individual preferences and behaviors. Coupled with integrated email marketing and A/B testing, you can fine-tune your strategies in real time, ensuring every customer touchpoint resonates for maximum impact.

Scalability is at the heart of Xperience by Kentico, allowing your business to grow effortlessly, whether you're expanding your digital presence or managing a surge in holiday traffic. And with its advanced security measures—including encryption and compliance with global data protection regulations—you can protect customer information while building trust.

In a nutshell, Xperience by Kentico empowers tourism companies to create secure, personalized, and seamless digital experiences that not only captivate customers but also drive growth in an increasingly competitive landscape.

“

We are thrilled that our website, miamiandbeaches.com, is powered by Xperience by Kentico. The fast, user-friendly interface allows us to manage our content easily and engage more effectively with our community.”



Josie Llado.

AVP of Digital Marketing at GMCVB.



Xperience by Kentico for Tourism.



Seamless customer journeys

Empower marketers with centralized content management for easy updates, content reuse, and consistent messaging.



Stay ahead of trends

Quickly adopt and integrate new technologies and trends.



Optimize for mobile

Ensure content on mobiles is always optimized for the best possible user experience.



Personalize at scale

Tailor content, offers, and recommendations to every customer.



Harmonize your systems

Seamlessly integrate with third-party systems for 360° customer data.



Scale with confidence

Ensure year-round top-notch performance without compromise.



Respond rapidly to change

Quickly update and distribute content, alerts, and notifications across all channels.



Expand your global reach

Capture a larger market with multilingual, localized experiences.



Unlock powerful insights

Dive deep into customer behavior and market trends.



Stay secure

Build trust and stay safe with advanced encryption, secure data storage, and compliance with data protection regulations (GDPR, PII or CCPA).



The background features a solid dark blue color. In the top right corner, there is a large, thin white circle. In the bottom left corner, there are two overlapping circles: a larger light blue one and a smaller bright blue one.

**Industry
success stories.**

Greater Miami Convention & Visitors Bureau.



The [Greater Miami Convention and Visitors Bureau](#) (GMCVB) needed a super-fast, easy-to-maintain platform that could integrate seamlessly with a customized CRM and nearly two dozen other systems. In order for GMCVB to promote its partners to potential visitors, they also required accurate, reliable, and data-rich content. Already fans of Kentico's powerful content management capabilities, GMCVB saw Xperience by Kentico as the obvious choice.

The platform empowers the marketing team to efficiently manage content on the 3,500-page site, without needing developer assistance, resulting in improved agility and better site governance. They can also leverage persona-based marketing automation and personalization features as needed.

- User-friendly interface for marketer autonomy
- Persona-based marketing automation and personalization
- Super-fast, responsive website
- .NET 8 and cutting-edge technology
- Better search speed and backend performance
- Faster data imports (reduced from five hours to five minutes)
- Future-proof architecture (growth and longevity)
- Automatic feature updates (no downtime)
- Significant savings on hosting expenses

[READ THE FULL STORY](#)



“

We are very pleased with our digital solution on Xperience by Kentico. It allowed us to launch the website quickly and now we can scale and add more features as needed. Search performance on our website has already increased significantly and we are planning additional features such as marketing automation and personalization.”



Josie Llado.

AVP, Digital Marketing at [GMVCB](#)



This is Eindhoven.

 **THIS IS EINDHOVEN**



[Eindhoven365](#), the marketing agency for the city of Eindhoven, aimed to strengthen its connection with target audiences through more effective campaigns and personalized content. They needed a centralized and streamlined approach to marketing, content management, and ecommerce that would allow them to optimize every touchpoint. Kentico was the perfect fit.

The new website draws an average of 75,000 visitors each month. This upgrade has led to a 55% increase in page views per session, a 20% longer session time, and a bounce rate reduced to 58%. The click-through rate to external partner sites has also surged by 112%.

Content editors now easily create marketing pages with reusable components and widgets. Seamless integration with various technologies allows them to collect first-party data and optimize each interaction with personalized content.

- Enhanced campaign effectiveness
- Better user engagement thanks to targeted content
- Improved website performance with the .NET Core framework
- Marketers can manage and personalize content independently
- Unified centralized platform
- Reusable components allow for greater flexibility and efficiency
- Expanded functionality and deeper insights with seamless integration
- Future-proofed solution, supporting ongoing optimization

READ THE FULL STORY



A transformative era for tourism.

In an increasingly competitive tourism industry, providing a superior digital experience is no longer optional—it's a necessity. By upgrading to a modern DXP like Xperience by Kentico, tourism businesses can overcome their current challenges, streamline operations, and deliver the personalized, seamless experiences that today's travelers expect.

“Travel & Tourism is on the brink of its most transformative era yet, promising prosperity, innovation, and connection on a scale we've yet to see.”

[The World Travel and Tourism Council](#)

Make sure you're part of the story

If you'd like to learn more about how Xperience by Kentico can meet your specific needs, then book a personalized demo with one of our experts and see just what our platform can do for you.

BOOK A DEMO

H.Q

Kentico software s.r.o.
Nové sady 996/25
602 00 Brno
Czech Republic

CZ

Kentico software s.r.o.
FLEKSI BETA
Beta Building
Vyskocilova 1481/4
140 00 Praha 4-Michle

US

Kentico Software, LLC
15 Constitution Drive,
Suite 2C
Bedford, NH 03110
United States

UK

Kentico Software Ltd
One London Square
Cross Lanes
Guildford, Surrey,
GU1 1UN
United Kingdom

APAC

Kentico Software Pty Ltd.
83 Mount St, Level 4
North Sydney, NSW 2060
Australia

Germany

Kentico Software GmbH
c/o Schnorbus Helmhold
Wardemann PartGmbH
Kanalstraße 2
41460 Neuss



kentico.com