

CX in the Travel & Hospitality Industry

Customer Data & Analytics, Customer Relationship Management, Contact Center, Personalization & Optimization, Customer Data Platforms, Employee Experience, and Customer Insights & Feedback: Market Analysis and Forecasts

While all industry sectors have needed to pivot and flex to address the global pandemic, few other industries have had to reinvent their processes and solutions the way the travel and hospitality market has needed to. Constantly changing restrictions and regulations have made any sort of market recovery in this sector lumpy, at best. The travel & hospitality sector has always needed to walk the line between internal operational and cost efficiencies and personal attention to the guest or traveler. The global COVID-19 pandemic caused many travel & hospitality companies to reassess their priorities and current technology status, focusing on those that will result in greater efficiencies as they navigate the upcoming recovery, and provide a smooth, friction-free, and positive CX for those traveling.

The customer journey of a traveler can be complicated and leverages many disparate technologies. The process of researching a trip via the wide variety of channels and third-party providers, booking, paying, moving through a transportation hub, and arriving at a destination of choice has a lot of opportunities to rise to the occasion to provide outstanding CX or fall short of expectations. Each touchpoint in that journey is an opportunity to build brand loyalty, trust, and positive emotions. This is both a challenge and an opportunity for implementing CX technologies and services. While the industry will take some time to fully rebound, an exploration of CX in this sector demonstrates that it is a market primed to reap the benefits of implementing CX technologies. Dash Research forecasts that the global market for CX/CE software and services will reach \$4.3 billion by 2026, reflecting a 2019-2026 compound annual growth rate (CAGR) of -2.6%.

This Dash Research report focuses on the software platforms, applications, and services that are offered to travel & hospitality companies to help them achieve excellent CX that leaves travelers feeling safe, satisfied, and eager for a return trip via all the companies that eased their journey. The report examines the current and future market issues, market drivers and barriers, and case studies within the travel & hospitality CX/customer engagement (CE) industry. Market sizing and forecasts include segmentations by geography, functional area, product offering, and visibility to the customer. Discussion on the impact of the COVID-19 pandemic, and how the industry is responding, is also included.



Key Market Forecasts

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Functions

- Customer data and analytics
- Customer data platforms (CDPs)
- Personalization & optimization
- Customer insights and feedback
- Contact center technologies
- Customer relationship management (CRM)
- Employee experience (EE)

Market Analysis

- Drivers
- Barriers
- Current issues
- Future trends
- Case studies and applications

Case Studies

- Great Wolf Lodge
- Carnival Cruise Line
- Xanterra
- Key Travel
- KLM Dutch Airlines

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- North America
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- Middle East and Africa

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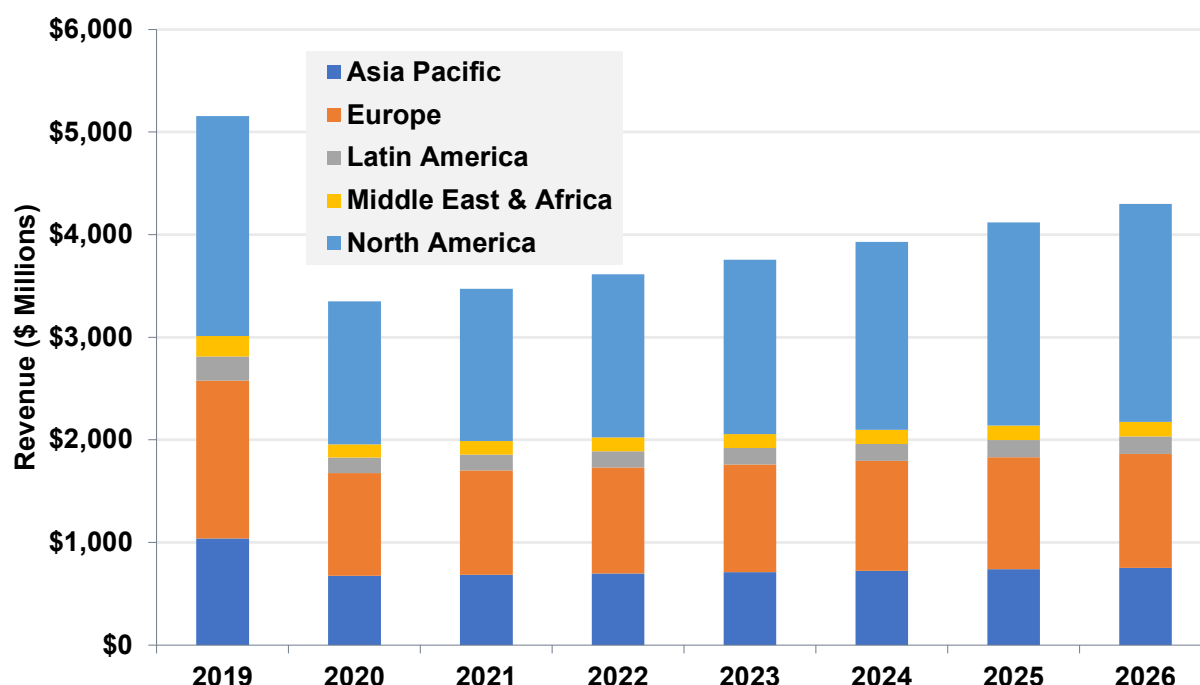
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Travel & Hospitality CX/CE Software and Services Revenue by Region, World Markets: 2019-2026



Source: Dash Research

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Key Questions Addressed

- What is the total market size for CX and CE software and services for travel & hospitality?
- How is the market for CX/CE segmented by function?
- On which CX/CE functions will travel & hospitality companies spend the most on software platforms, applications, and services?
- What are the current and future market trends that will affect CX/CE strategies and technology implementations?
- What are the key market drivers and barriers for spending on CX/CE software and services?
- Which geographic regions will spend the most on CX/CE software and services?
- What are the short-term and long-term effects of the COVID-19 pandemic on the travel & hospitality market?

Who Needs This Report?

- Travel & hospitality industry professionals
- Contact center solution providers
- Artificial intelligence (AI) and machine learning (ML) technology providers
- Data and analytics providers
- Customer data platform (CDP) companies
- Survey and Voice of the Customer (VOC) technology companies
- Customer relationship management (CRM) vendors
- Customer journey mapping (CJM) providers
- Personalization and optimization providers
- Investor community

Report Details

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