



TRAVEL AND HOSPITALITY

Better understand travel trends with predictive analytics

Stay ahead of the competition by anticipating traveler behavior

The travel, tourism, and hospitality industries were forced to dramatically reduce operations during the pandemic. As societies return to normalcy, forward-thinking travel and hospitality companies are preparing for pent-up travel demand through fluctuating circumstances. Despite dramatic shifts in travel trends, one priority remains in the industry: a deep understanding of the customer and their behavior. Your ability to attract guests and to meet changing needs will help you to better capitalize on the increasing, yet evolving, demand.

To learn about your best guests, start with the data you have today – most likely through your loyalty program – then look at enriching that data with high-quality third-party data. By adding third-party data to the mix, you can fill in missing demographic and behavioral insights. This will help you identify traveler characteristics, better anticipate their needs and wants, and reach look-a-like audiences, which can allow you to scale your efforts more quickly and maximize near-term opportunities.

WITH MOBILEWALLA, TRAVEL AND HOSPITALITY TEAMS CAN:



Enhance predictive marketing strategies by understanding travelers' demographics, destinations, and interests



Enrich existing customer profiles to understand key demographics and behavior



Identify and reach new, high-value audiences through segments tailored to key customers



Analyze visitation within your own brand, as well as competitors, for insight into key trends



Prove marketing ROI by attributing visitation to advertising spend

Mobilewalla is a leader in consumer intelligence solutions, combining the industry's most robust data set with deep artificial intelligence expertise to help organizations better understand, model and predict customer behavior. With rich insights into consumer behavior, our proprietary solutions help organizations get more out of their AI investments by making more informed business decisions and effectively acquiring, understanding and retaining their most valuable customers.

The breadth and depth of our data allows Mobilewalla to build a more accurate understanding of consumer behavior. Through our deep data science and AI expertise, Mobilewalla delivers insights that enable brands to better understand their customers and prospects to drive growth.

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