

Activating the leisure strategy

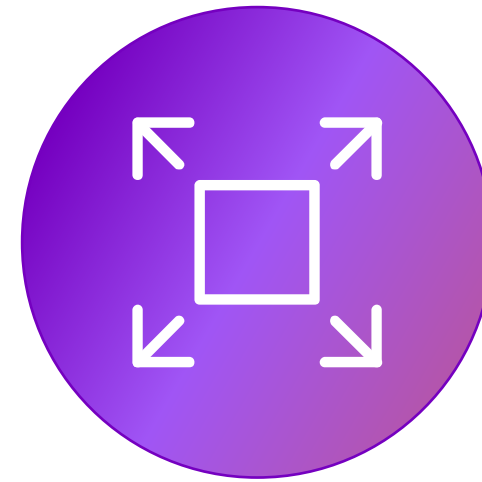
Here are some key steps travel companies can take to activate a new strategy focused on leisure travelers, both right now and over the medium term:



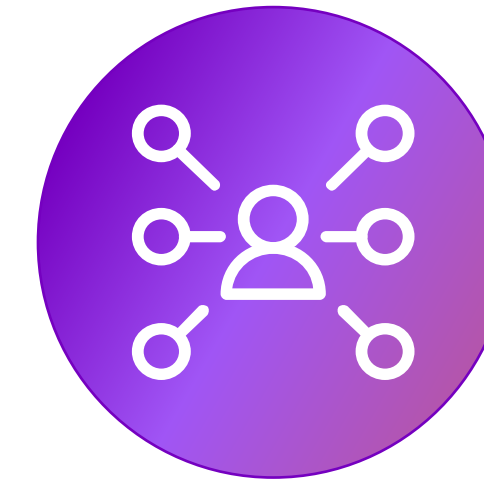
**“Glocal” brand/
Marketing strategy**



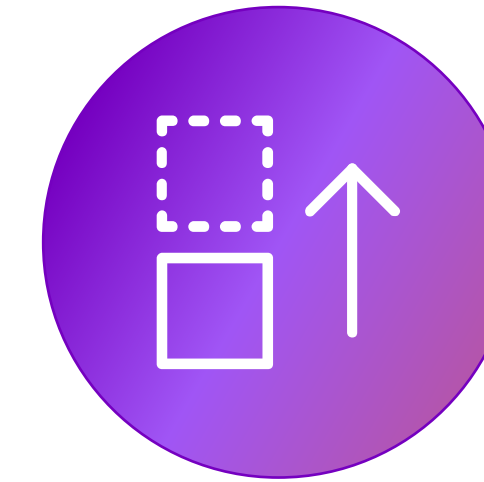
**Leisure positioned
loyalty program**



**Scalable media
and content model**



**Data-driven segmentation
and targeting**



**Omnichannel
experience**

Now

Develop specific strategies for key markets “close to home”/“safe destinations” that forecast strong leisure demand in 2021

Inspire current loyalty program members with a strong leisure value proposition. Use data to accelerate the identification of high-value “look-a-like” members

Create synergies between media and content and test new strategies in key markets

Leverage over-the-top tools and accelerators to drive local engagement, basic personalization, and key insights

Deliver on the health and safety promise to travelers including cleaning procedures, testing and vaccination tracking

Next

Develop and deploy the “Glocal” strategy with focus on the end-to-end leisure experience

Integrate leisure content and messaging into the global campaign operation at scale

Deploy the global content & media operating model at scale across all regions, encompassing all brands

Leverage data capabilities to support advanced digital marketing, segmentation, targeting, and real-time personalization

Provide employees with tools and technologies to orchestrate a personalized and seamless experience across channels