Digital disruption is resetting traveler expectations and acts as a guide for building the next generation of travel experiences. As a result, we’ve conducted research and analysis to understand how digitalization is impacting consumer perception and experience in the travel industry. The New Travel Experience represents an era of change in the way consumers make travel-related decisions. Consumer perception and experience is shifting as travelers increasingly value convenience, personalization, and authenticity. Brands are at risk of losing their relevance if they fail to keep up with these new expectations.

Brands need to recognize that digitalization is not just about technology; it’s about transforming the consumer experience. The Accenture Interactive Personalized Marketing Index, developed with the Yountique research firm, measures consumer perception of brands across the travel industry, highlighting the importance of personalization and digital capability.

### The Accenture Interactive Personalized Marketing Index

#### Methodology

**Digital Disruption is Resetting Traveler Expectations**

Our research shows that digital disruption is resetting traveler expectations. This phenomenon is transforming the way consumers interact with travel brands. By understanding these changes, brands can better align their marketing strategies with consumer needs.

#### Categories

1. **Airlines**
2. **Hotels**
3. **Online Travel Agencies (OTAs)**

### The Research

#### Personalized Marketing Index

The Accenture Interactive Personalized Marketing Index measures consumer perception of brands across the travel industry. This index evaluates how brands are perceived in terms of personalization and digital capability. It serves as a guide for understanding how brands can improve their marketing strategies to meet consumer expectations.

#### Personalized Marketing Index Results

- **Airlines:** Come out on top in terms of personalized marketing to consumers, with a high consumer perception and above average digital capability.
- **Hotels:** Show a strong increase in digital capability for cross-channel, with a 17% increase compared to the previous year.
- **OTAs:** The most for the infrequent LCC flier. Network carriers need to work harder to build relationships with consumers, while LCCs need to focus on building a stronger, lasting relationship.

### Insights

#### High Flying Personalization

Airlines demonstrate the highest level of personalization, capturing the attention of consumers with their relevant and engaging communications. This approach helps build strong, lasting relationships with customers.

#### Room for Digital Improvement

Hotels are the leaders in digital capability for cross-channel marketing, with a 17% increase compared to the previous year. This highlights the potential for further improvement in digital marketing strategies.

#### Increasing Staying Power

OTAs are the leaders in digital capability, yet still need to put efforts into building strong, lasting relationships with consumers. This represents a strong opportunity for OTAs to improve their consumer perception and experience.

### Conclusion

In conclusion, travel brands need to recognize the importance of personalization and digital capability to meet consumer expectations. By understanding these trends, brands can develop strategies that improve consumer perception and experience, ultimately leading to stronger, lasting relationships with their customers.