Eight Growth Strategies for the Travel & Tourism Market

With an exploding market, how can brands capture their piece of the pie?

1. **Take advantage of growth in the sector.**
   - Worldwide GDP created through the travel and tourism industry will reach $11 trillion by 2027.

2. **Capitalize on the overlap between business and leisure travel.**
   - 83% of business travelers explore while on business trips.
   - 25% of Americans extend their business trips for personal travel.

3. **Use technology to reach guests at every stage of the customer lifecycle.**
   - Use technology to engage with every touchpoint of the guest or traveler journey.

4. **Win big by supercharging every stage of operations.**
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5. **Capture more market share with a distinct B2B strategy.**
   - Gain loyalty by delivering convenience and personalization.

6. **Optimize for mobile, or lose out.**
   - 1700% growth in mobile travel bookings between 2011 and 2015.
   - 45% of connected travelers use their smartphone to book travel activities before their trip.
   - 50% of users visit TripAdvisor via tablet or phone.

7. **Increase profitability by addressing industry shortfalls.**
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8. **Gain loyalty by delivering convenience and personalization.**
   - 57% of travelers feel that brands should consider their personal preferences.
   - 60% want AI-based experiences.
   - 80% prefer to self-serve to get the info they need.

**Sources:**
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- Travelport Digital

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