

Pack Your Bags for a Hyper-Personalized Vacation Getaway

Extending personalization throughout the vacation planning, arrival, and post-trip experience.



From anticipating their needs to providing seamless experiences during booking through post-trip follow up, vacationers expect more from their hospitality providers than ever before. **To meet these expectations, hotels, resorts, casinos, and travel sites are increasingly turning to intelligent solutions to reshape customer engagement through predictive insights with individualized digital experiences at the right moments.**

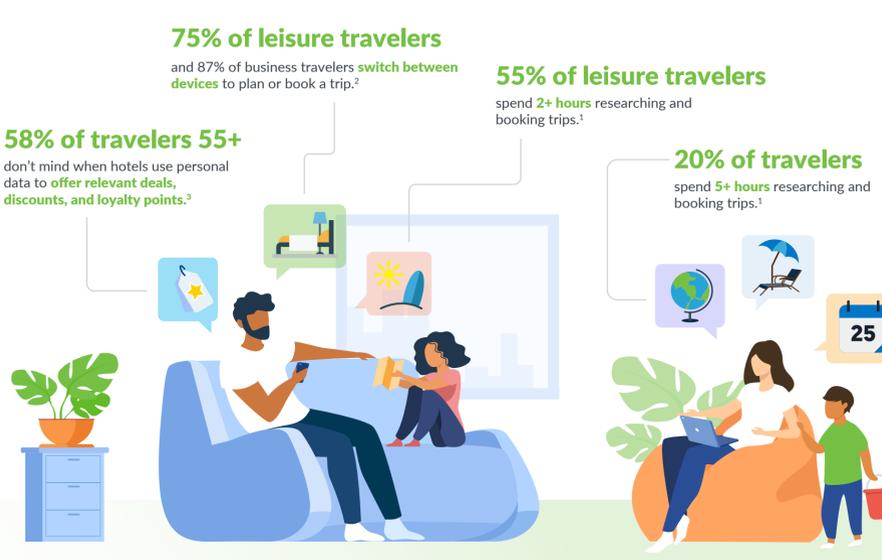
More than **70%** of hotel guests report having **positive experiences with personalization.**¹

Bringing Predictive Engagement to Each Stage of the Vacation Experience

There are a number of opportunities for hospitality providers to offer more relevant, timely, and meaningful experiences to travelers. **Let's journey through the guest experience before, during, and after the trip to uncover the role personalized engagement can play in driving greater satisfaction.**

Before the Trip

Long before a guest arrives at their vacation destination, they are booking hotels, planning excursions, renting cars, and making dining reservations. With this in mind, it is critical that the personalized hospitality experience begins the moment a guest starts planning.



Predictive Engagement Packing List

Before booking, potential travelers spend time across a number of channels researching and planning their trip. To deliver more satisfying pre-trip experiences, the hospitality sector must offer:

- Seamless omnichannel experiences
- In-session personalized information
- Relevant offers and promotions

During the Trip

Once vacationers arrive, they expect 1:1 personalized experiences no matter when or what channel they use to interact. This requires hospitality providers to intelligently leverage data from guests' prior bookings, environmental context, and in-the-moment actions to ensure relevant engagement at the right moment.



Predictive Engagement Packing List

When guests arrive, hospitality providers should aim to utilize personalization to deliver immersive and memorable experiences. To do so, hospitality providers must offer:

- Weather and location intelligence
- Timely and relevant mobile outreach
- Geo-fence based real-time insight and intervention

After the Trip

The guest experience doesn't end when they return home, but rather continues long after their vacation. As such, hospitality providers must extend the personalized experience post-trip, encouraging guests—and their friends and family—to return in the future.



Predictive Engagement Packing List

Vacationers often return to their favorite destinations again and again. To ensure satisfactory guest experiences continue long after each trip and to best prepare for their next stay, the hospitality sector must:

- Gather post-trip data to inform more relevant future engagements
- Create ongoing interactions catered to guests' preferences

Building Memories—and Capturing Intelligence—That Will Last a Lifetime

When it comes to the personalized travel experience, hospitality providers must ensure outreach remains convenient, relevant, and timely. To do so requires the use of predictive analytics to understand each guest's intentions based on their historical actions and current context and preemptively intervene with offers and incentives, information, and updates based on their needs.

To learn more about the role predictive analytics and personalization play in creating memorable travel experiences, contact ZineOne.

Guest satisfaction with the hotel experience is based on their ability to:⁴

- Engage Me: 66%
- Hear Me: 62%
- Know Me: 65%
- Delight Me: 56%
- Empower Me: 67%

About ZineOne

In the realm of digital transactions, predictive responses need to be immediate, relevant, and accurate. ZineOne's Intelligent Customer Engagement platform enables the hospitality sector to understand and respond in-the-moment with relevant 1:1 customer engagements to influence desired outcomes. Recognized by Gartner as a "Magic Quadrant for Personalization Engines" provider, ZineOne has quickly positioned itself as a leading provider of AI-based predictive engagement that is delivering nearly \$1 billion dollars in new revenue while respecting and preserving margins for companies who seek to provide consumers with superior digital experiences. Its patent-pending platform and continuously learning models provide deep insights into each and every visitor across digital and physical channels while delivering intelligent customer experiences in key moments that delight customers, foster loyalty, and increase revenue. Learn more at www.zineone.com.

References

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