

Preparing for takeoff in 2023



The **travel industry** is gaining momentum this year, boosted by a growing number of travelers.

25%

increase in U.S. domestic flights during 2022

U.S. Bureau of Statistics

30%

expected increase in global tourism

The Economist Intelligence, "Tourism Outlook 2023."



Travelers are going digital

More than two-thirds of travelers who contacted airline customer services before and after the pandemic say interactions have changed and now include alternative digital channels



28%

contact more through the airline apps



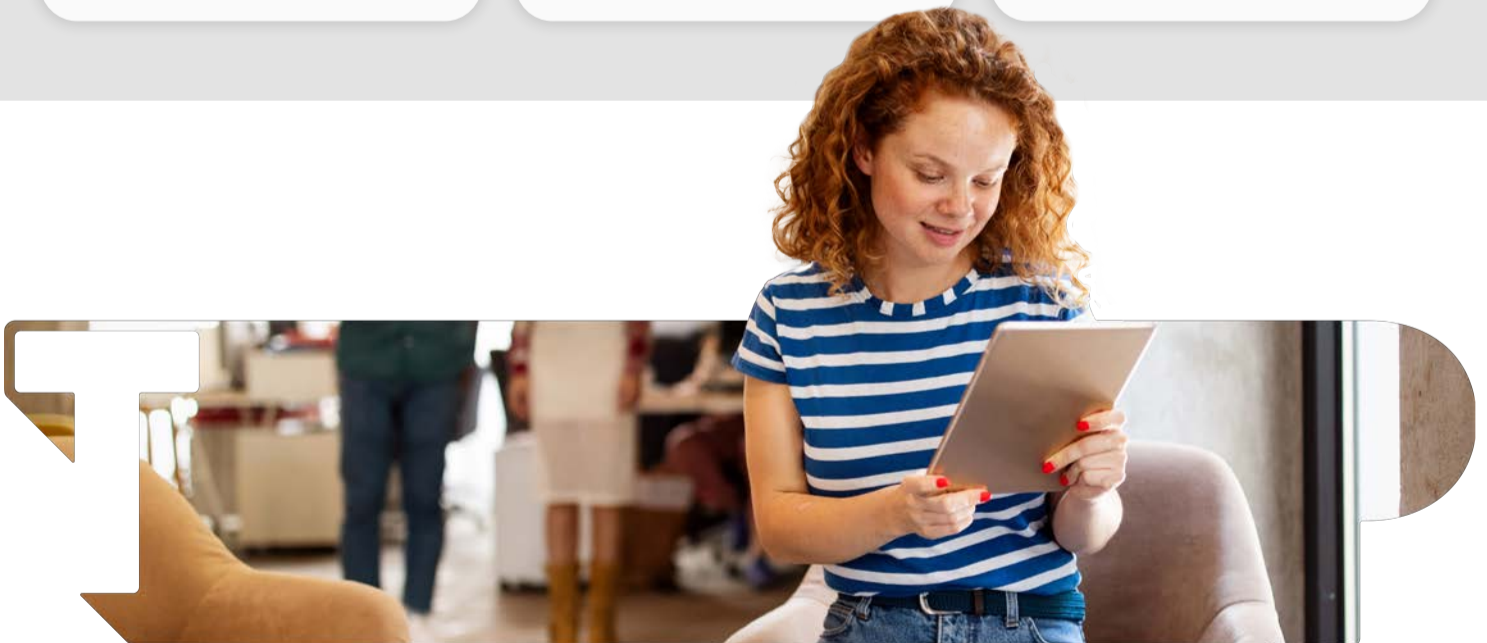
26%

say they are using more self-service options



24%

state they're branching out and trying new channels



Balancing high-tech with high-touch

77%

of travelers prefer to get help from a real person

10%

said they prefer getting help from a virtual assistant

13%

were fine with both virtual assistant or real person