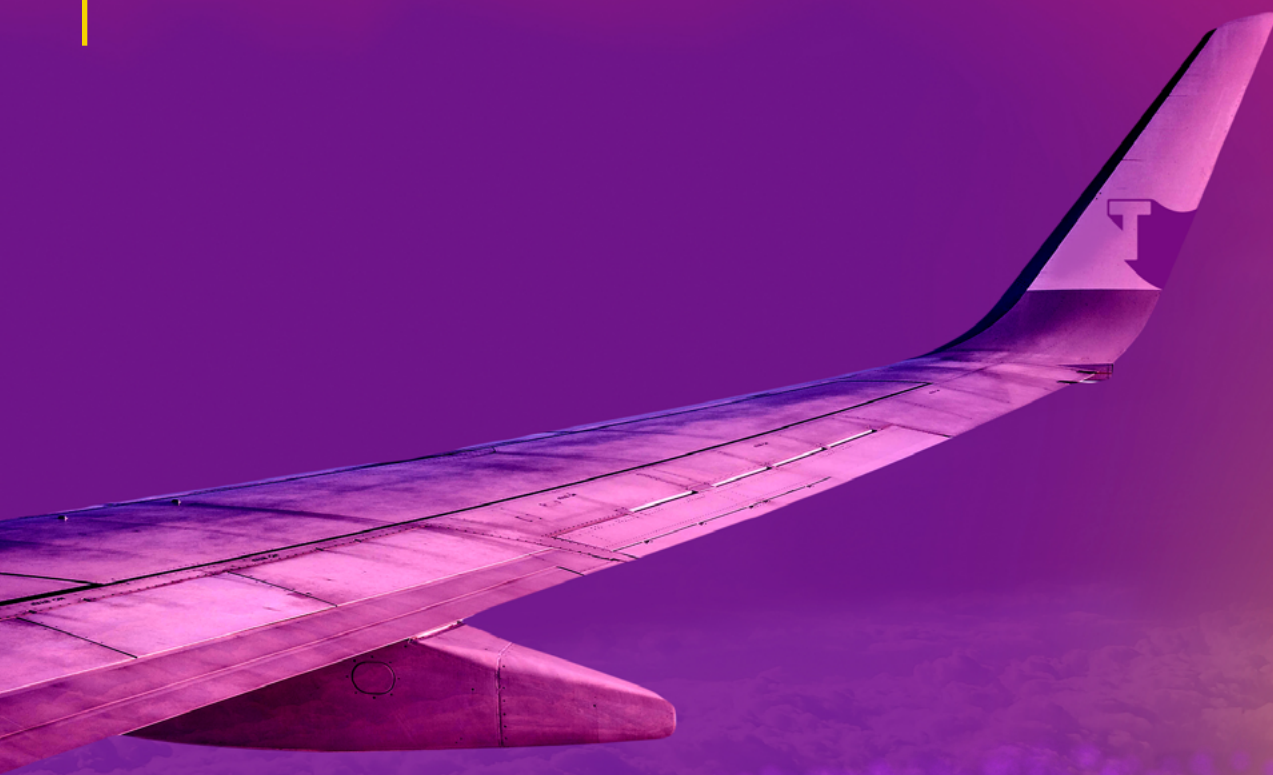


# The future of the ~~TRAVEL~~ industry after COVID-19: 5 digital accelerated transformations



Tourism went through a period in which it was interrupted by the COVID-19, and that meant significant losses in many aspects. However, it also left an accelerated digital transformation due to the conditions of the pandemic and the new behaviors and requirements of the travelers.

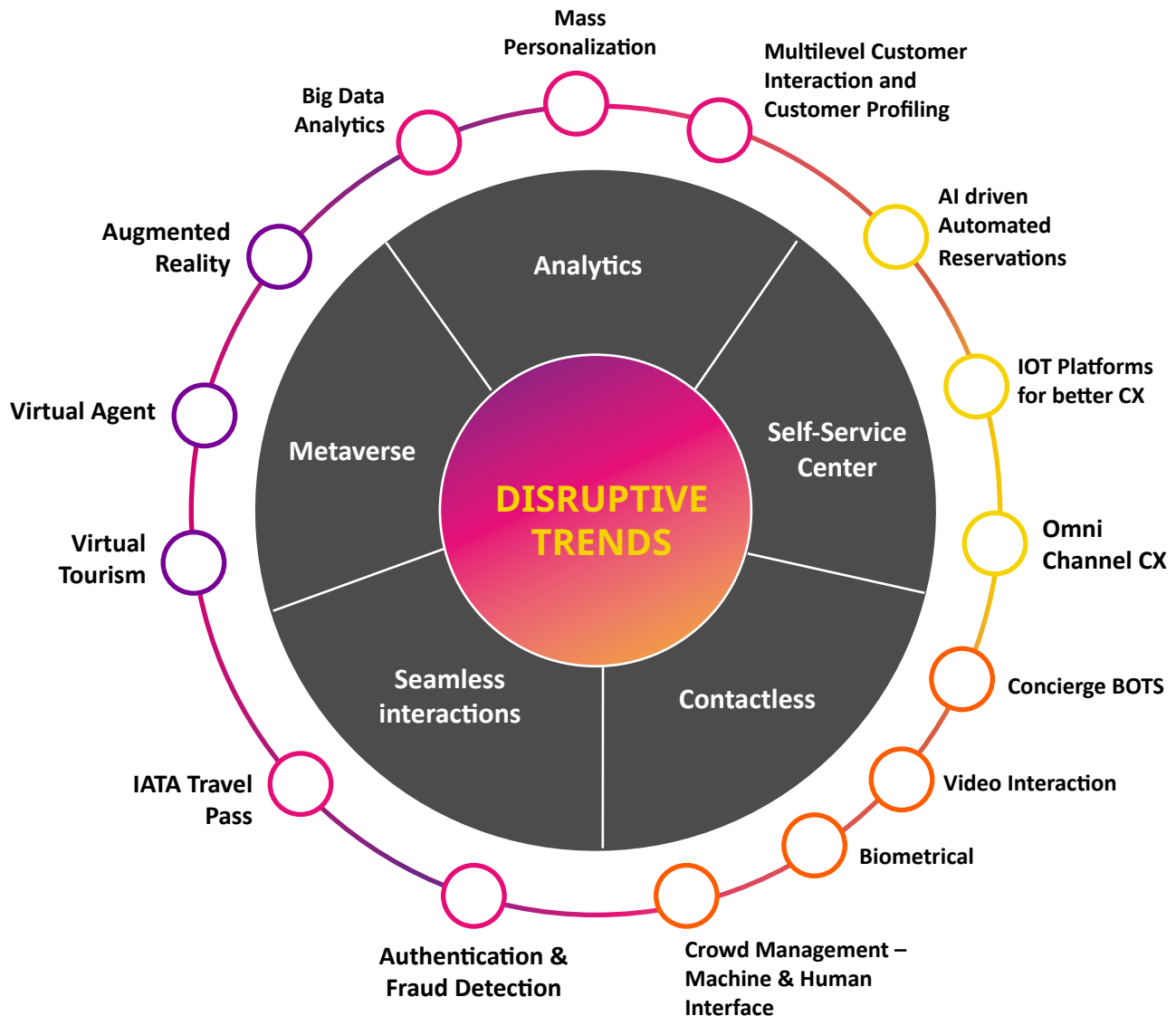
That disruption didn't bring down the industry but, on the contrary, transformed it to provide more digital options throughout the consumer journey.

These new perspectives of seeing and conceiving the Travel & Hospitality industry arrived to endure over time.

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**IATA (International Air Transport Association) forecasts that in 2022 global passenger numbers are expected to recover to 88% of pre-COVID-19 levels and in 2023 are expected to surpass pre-COVID-19 levels (105%)**

# DIGITAL EVOLUTION & DISRUPTIVE TRENDS



Technology takes on a more critical role in the Travel & Hospitality ecosystem through contactless options, self-service, digital channels, cloud-based mobile keys, check-in solutions, virtual lines, metaverse, and more.

01

# ANALYTICS



Big data and advanced analytics can transform customer engagement by predicting their “**next best actions**” to meet each traveler’s needs. **Hyper-personalization** offers a product or service tailored to the individual’s preferences and needs based on their historic data and behaviors.



# 02

# SELF-SERVICE CENTER



Allows travelers to self-manage their bookings and itineraries using **Conversational Artificial Intelligence (AI)** through all the channels to empower customers from start to finish. This minimizes customer effort and reduces call volumes and wait times.



# 03

# CONTACTLESS



Social distancing has remained a traveler preference, and contactless technologies are the solution to keeping safety protocols in place. **Digital alternatives for front-office operations increase traceability and reduce physical contact, response time, and long queues.**



# 04

# SEAMLESS INTERACTIONS



Keep travelers connected and ensure seamless handoffs between channels at every stage of the customer journey (end to end) via customized APIs. Smart, automated workflows track customer cases, present work when it needs to be completed, and ensure consistent issue resolution.



# 05

# METAVVERSE



Using virtual tours increases look-to-look ratios significantly, improves the customer journey, and facilitates interactions with customers (AR / VR, virtual agents). The metaverse promises numerous opportunities and alternatives as a very powerful marketing tool.

**At the end, it allows to inspire more purchases, improves the reservation experience, and increases the volume of reservations thanks to immersive virtual trips.**

Future is now!





**Teleperformance**

each interaction matters