

Get ready for Destination X

Win travelers trust and loyalty in the post-booking ancillary game

The market for travel activities is set to reach \$183 billion by 2020. Are travelers prepared as they arrive in Destination X? Are their ancillary needs met? Through a global study, we have identified eight must-know key trends which highlights the challenges and opportunities in the post-booking ancillary game.

Trend 1: Destination services make or break the trip

Nearly 50% of travelers feel most frustrated about traveling to/around their destination on the day of departure



of travelers say destination services 'make or break' their trips

Trend 2: Travelers are underserved in Destination X



Almost 1/4 of travelers lack time to properly evaluate what's available or plan when and how to do things on their trip



feel they aren't receiving sufficient guidance from their employer, travel agency or air/hotel supplier

Trend 3: Business and leisure travelers have similar values but different priorities

Travelers typically book 1-2 ancillary destination services per trip

What do travelers prioritize most in Destination X?

Top 3 business traveler priorities:

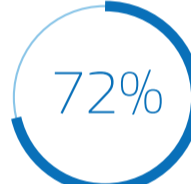
- 1 Flight compensation
- 2 Taxi transfers
- 3 Airport/rail lounges

Top 3 leisure traveler priorities:

- 1 Attractions & amenities
- 2 Flight compensation
- 3 Dining



Trend 4: Complementary services: the new name of the ancillary travel game



of travelers are very receptive to receiving proactive suggestions about related destination services



say complementary services "truly enhance their trip experience"

Trend 5: In pursuit of the perfect personal touch

Over half of travelers want travel brands to tailor destination content and shopping flows to their preferences and previous behaviors



"The most important thing for great customer experience is trust, and that you achieve through consistency in the offer. When customers know they can expect a certain level of experience with the brand, they trust it even more"

Alex Rogers
Head of Partnerships, Holiday Taxis



Trend 6: Less hunting around, seamless access is a must

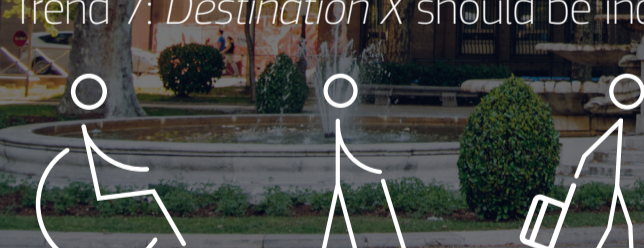
"Having a seamless and perfectly functioning mobile experience is key"

Paloma Salmeron Planells
Head of Communications, AirHelp

Top traveler frustrations in Destination X

- #1 Lack of single mobile access point to discover and book services
- #2 Not enough trustworthy reviews to guide choices

Trend 7: Destination X should be inclusive and accessible to all travelers

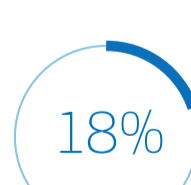


Disabled travelers Elderly travelers Solo travelers

"I'd love to see offers of services for seniors and other people with mobility issues, plus suggested destination activities for us, too, without being overly pushy"

CheckMyTrip traveler

Trend 8: Awaiting traveler nirvana

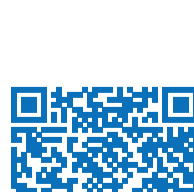


of travelers desire better coordinated access to destination services across apps, chat, web and voice



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