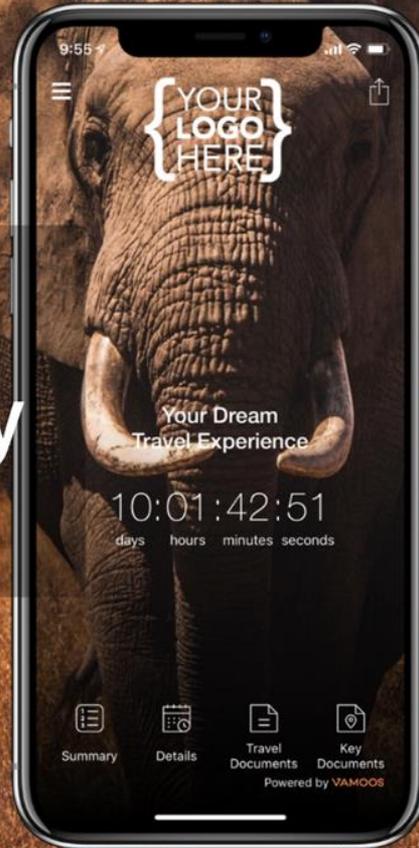


Using technology to generate customer loyalty

Tony Bean, Vamoos





PARADISE
TOURS

Why we're here



Internal 2018
research conducted

No loyalty research
in the industry

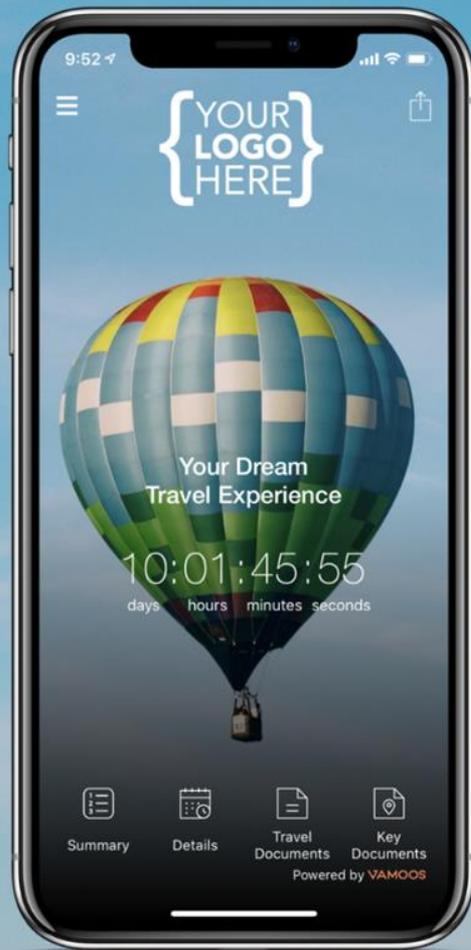


Loyalty rates have been
improved by technology

Not yet released, you
all get the first look!

Findings

Loyalty before, during, and after trips



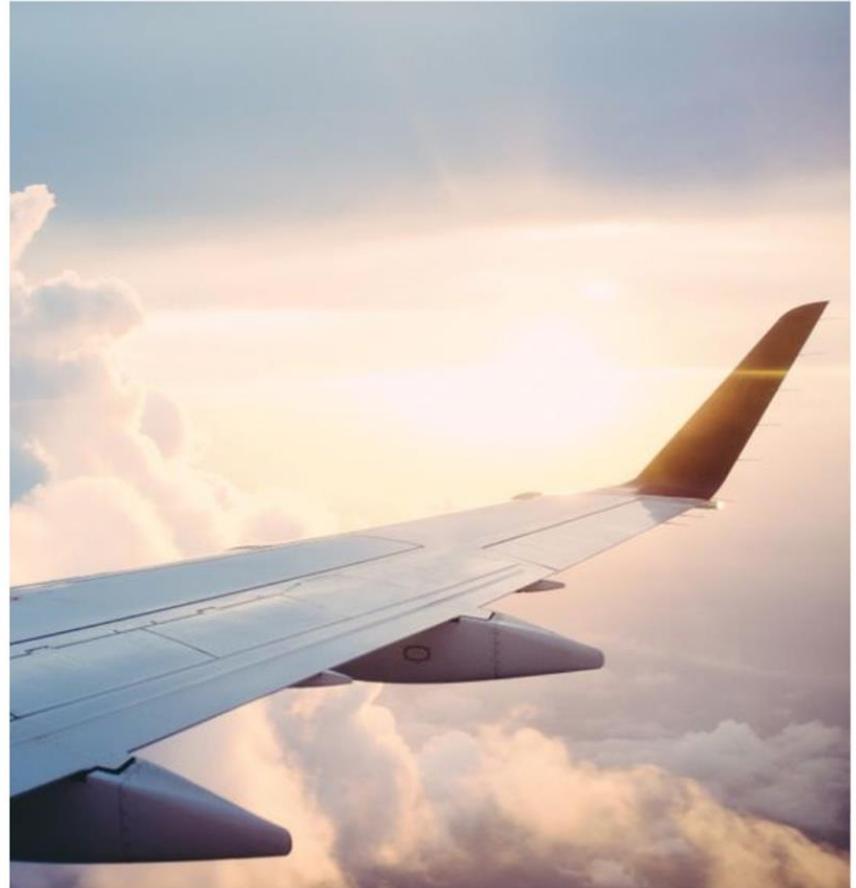
Before a trip: Myth #1



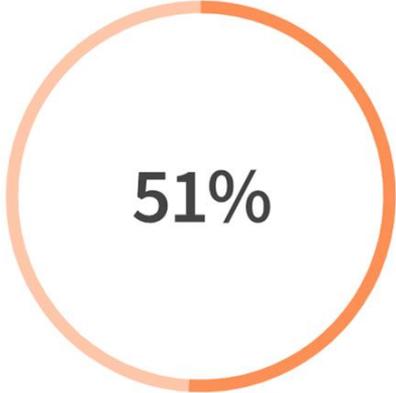
After booking, clients will be content if they get all the information about their trip ASAP.

But...

Clients want logistical information like what time their flight is and where they are going, but they also want support on the smaller things that cause the biggest stress.

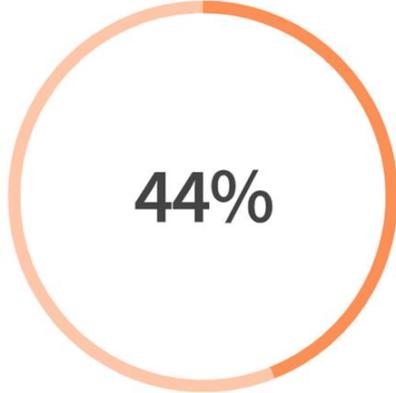


The reality is...



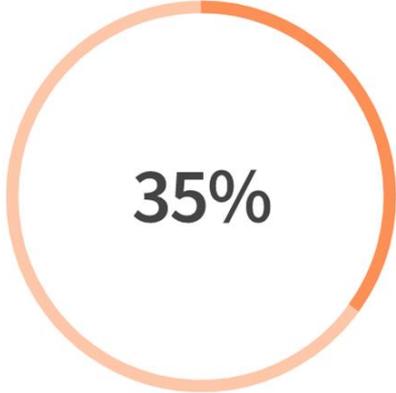
51%

Travel companies think the biggest worry clients have are factors that cannot be controlled, such as strikes and terrorism



44%

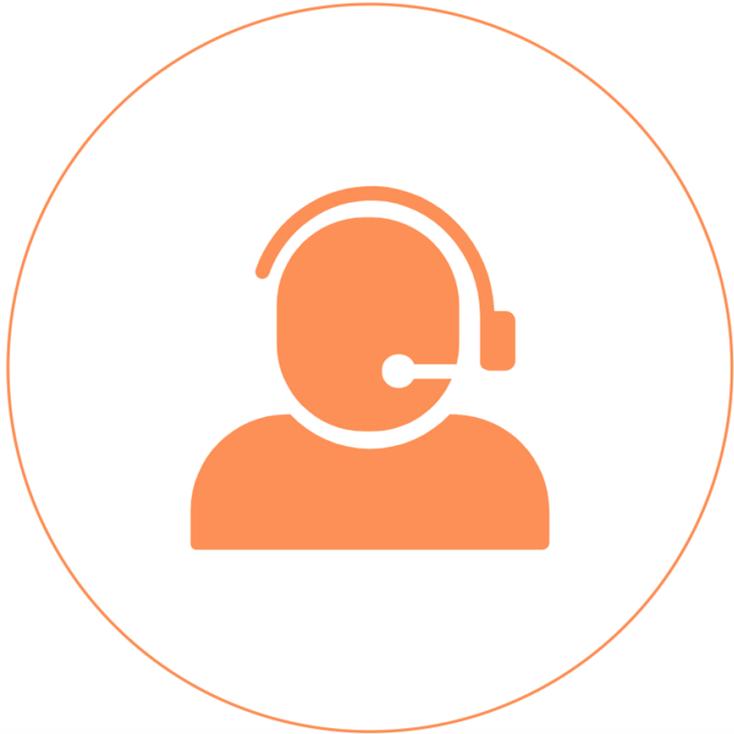
Clients worry that they have everything packed that they need



35%

Clients get stressed about getting to the airport

During a trip: Myth #2



Travel companies should place a lot of importance on providing support throughout the holiday.

But...

What clients actually want is for everything to be so well planned that it reduces the chance of things going wrong.



The reality is...

44%



Information about the area

41%



Information about the accommodation

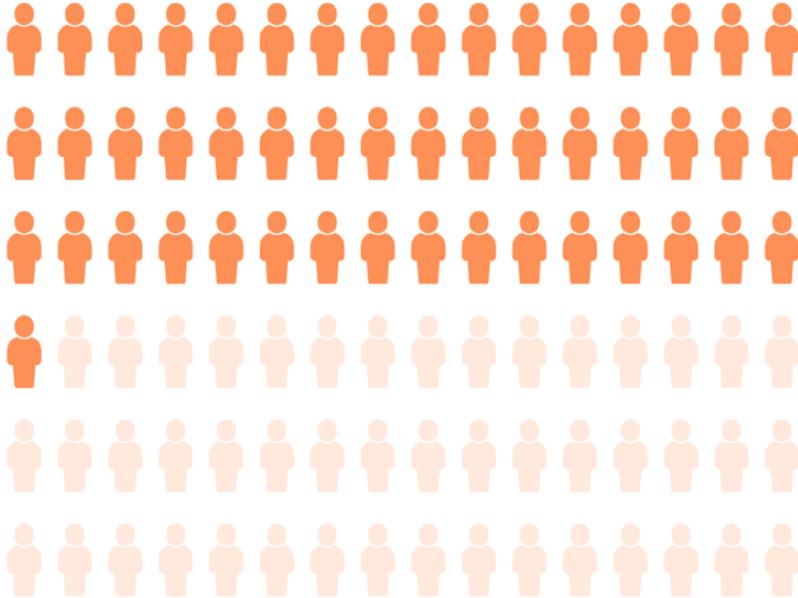
35%



Local points of interest

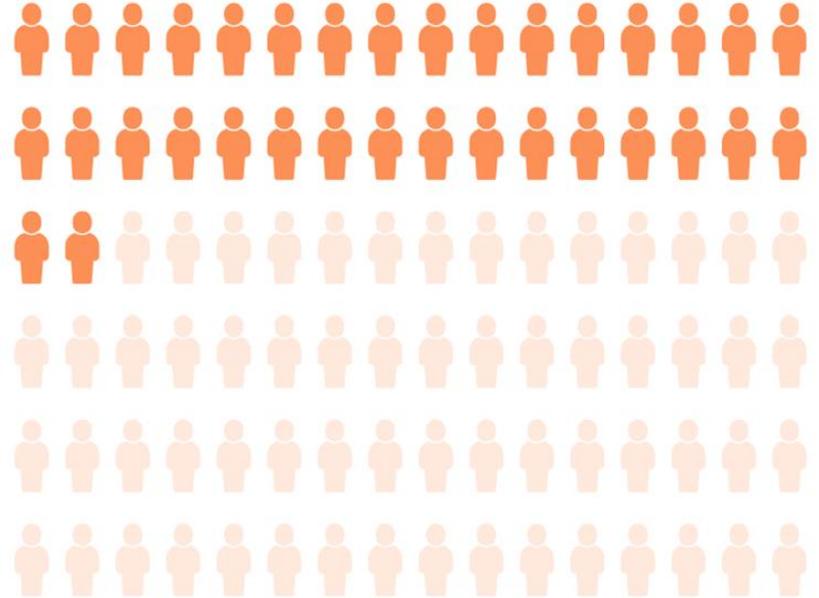
And those added extras...

51%



Travel companies

35%



Clients

After a trip: Myth #3



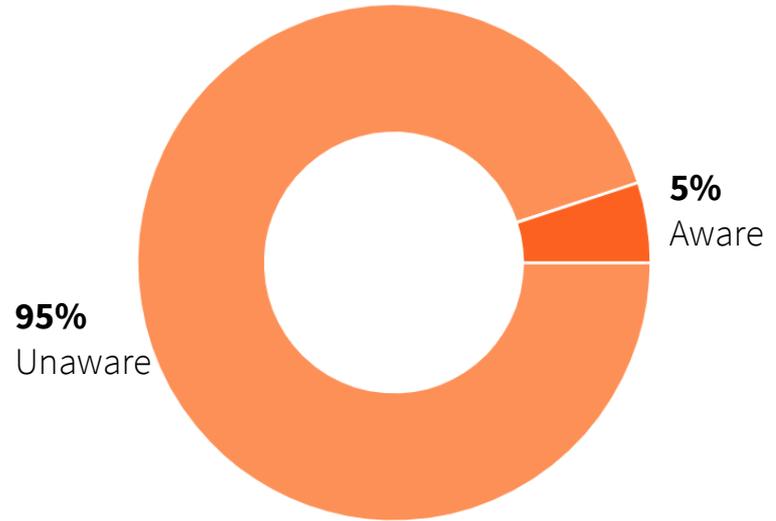
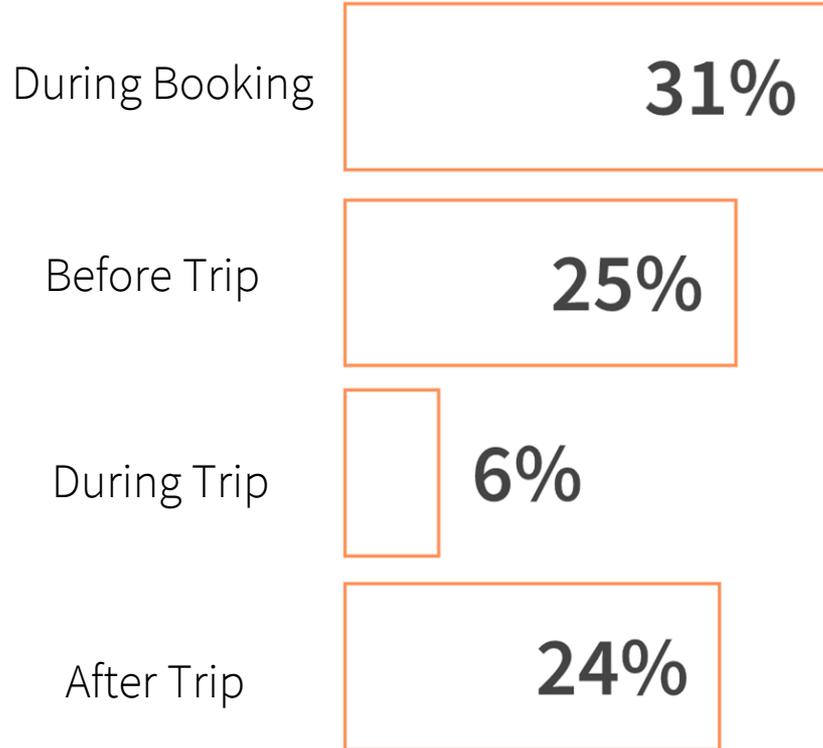
After a client has come back from their trip, they are relaxed and happy.

But...

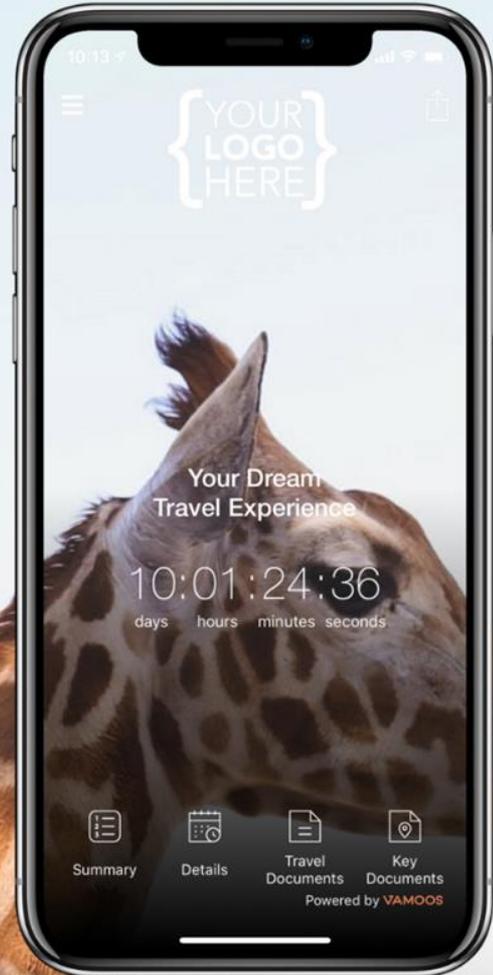
Although more people feel excited and relaxed after holiday, a big number of people still feel very stressed.



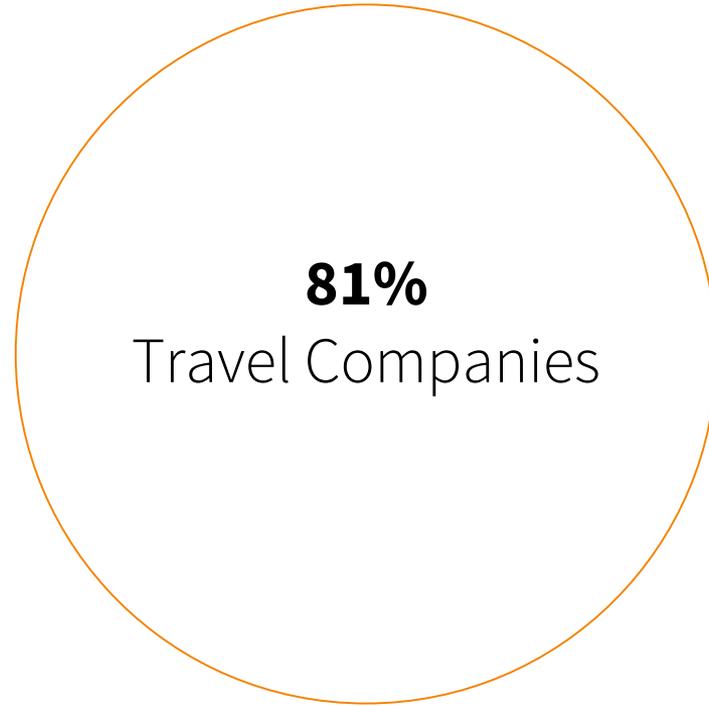
The reality is...



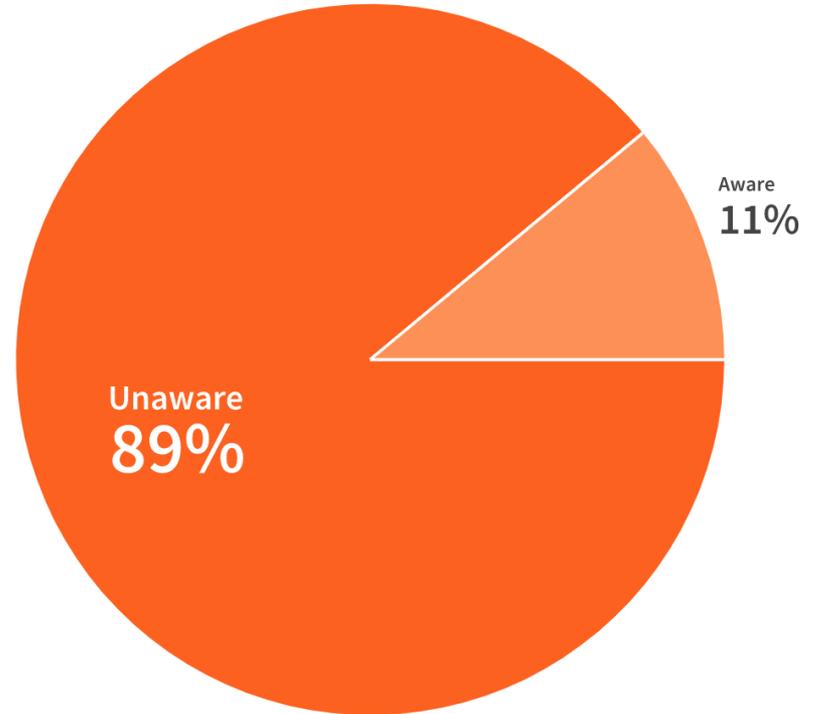
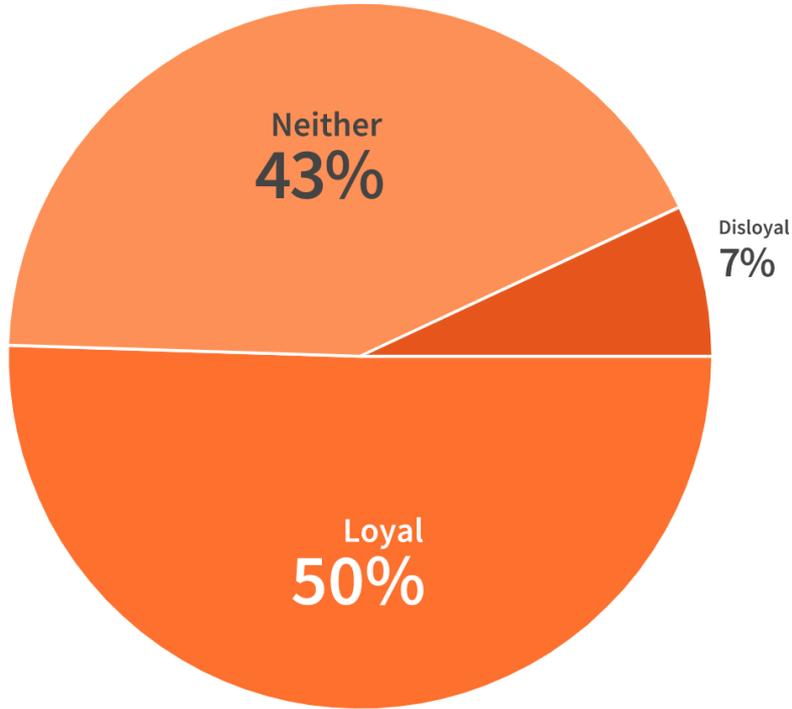
Key findings



Serious discrepancies



Neither loyal nor disloyal



Why they rebook

Experience and trip going to plan

49%

Easy to contact

38%

Providing info to
look forward to trip

37%

Takeaways

The Emotional Journey

There is a lot to be learned from understanding the journey that customers go on through the whole process of a trip.

Communications

Communicating at the right time in the journey with the right kind of messaging is key to encouraging loyalty.

Detail is Key

Focus on the smaller details which your clients stress about, and inspire them on their return home.

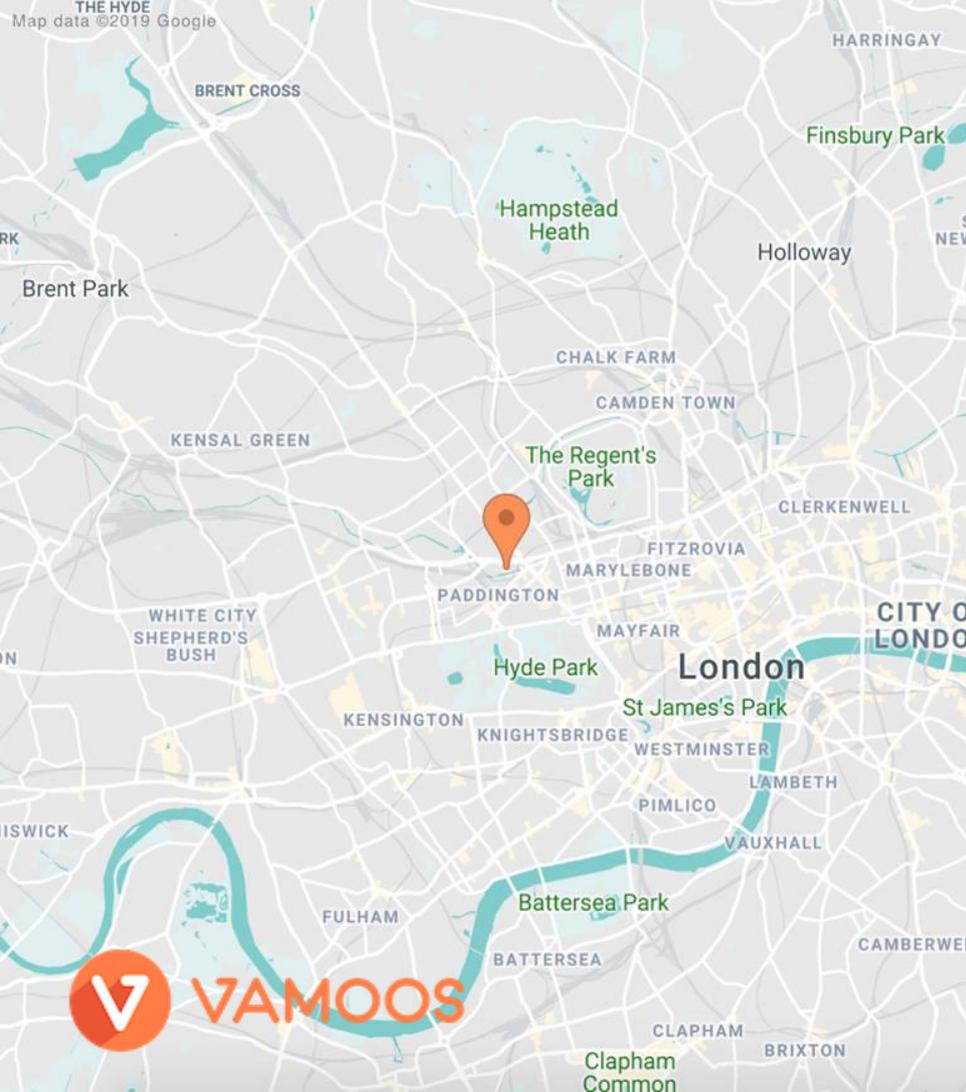
So what?



Thank you

Any questions?





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