



Maximising Travel Business Opportunities

A guide for the
travel and hospitality industry.

2023



Navigating The Future With Confidence

Travel & hospitality brands must brace themselves for an increase in demand for their services as travel restrictions are lifted, the uncertainty of a global pandemic recedes and people find the desire to travel again. Travelers have everything they need to plan their trips right at their fingertips. From discovering the best flight deals to booking accommodation to buying travel insurance, technology has made it more convenient than ever for people to plan their holidays.

Convenience and copious amounts of options for travelers present several challenges for travel brands. Travelers now want greater flexibility with booking and their travel plans. They are willing to pay more to get the best possible experience - which promises higher revenue and greater customer loyalty for travel brands. It's vital for brands to stay top of mind of customers too.

The rise in travel demand presents an exciting opportunity for travel brands to thrive. By the year 2025, online travel retail sales are estimated to reach a colossal \$1.8 trillion! For brands looking to get in on the action, an AI-driven Travel Chatbot is the way to go.

This guide covers everything you need to know in order to help travelers seamlessly make flight/hotel booking, upgrade their plans and purchase additional services like meals, spa packages or airport transfer.

73%

of revenue in the travel will be generated from online sales

Source: Statista

70%

of Americans plan to travel in 2023

Source: The Harris Poll

85%

of users abandon their travel purchase

Source: SalesCycle



Why You Need An AI-Powered Travel Chatbot

Generate High-Quality Leads



Impress your users with a fast and personal travel chatbot on your website. Not only will it create an accessible experience that builds trust, but also generate leads for you. Moreover, these chatbots are invaluable in collecting customer data and understanding their needs to further run re-engagement campaigns.

Start Upselling & Cross-selling



Provide your guests with the opportunity to enhance their travel experience by offering upselling and cross-selling opportunities such as reserving hotel and flight accommodations, upgrading their plans, and purchasing additional services such as meals, spa packages, or airport transportation.

Streamline Booking Experience



Simplify the booking process and offer personalized recommendations tailored to the individual travel needs of users. With a chatbot, you can offer the ultimate convenience to your customers and be there to answer any booking related queries 24/7.

Proactively Engaging Customers



Leverage SMS as a platform to deliver personalized marketing messages and offers that will draw in your guests. SMS an effective tool for sending time-sensitive information such as flight reminders, hotel updates, promotional offers, and reminders.



Generate High-Quality Leads

✓ 24/7 Availability

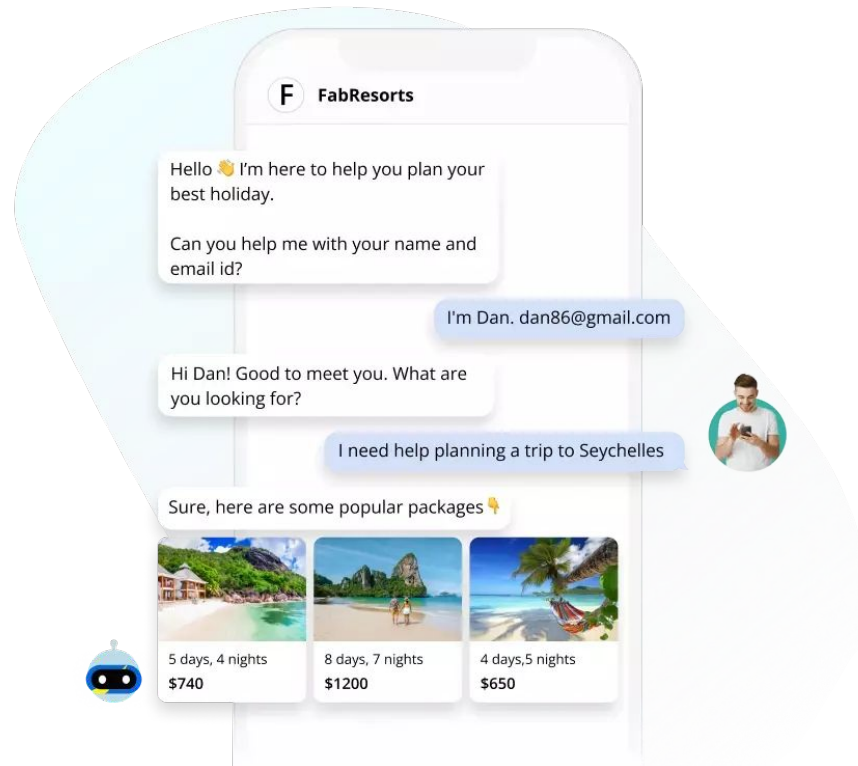
With an AI-driven chatbot, you can offer 24/7 assistance, providing quick and effective responses to customer queries even outside of regular business hours.

✓ Personalized Recommendations

Gather information about customers' travel preferences and offer personalized recommendations that can lead to higher engagement and sales.

✓ Valuable Customer Data

Gather insightful data on customer preferences and behavior, and use it to launch retargeting campaigns via SMS to re-engage with users who have abandoned their journey.



Streamline Booking Experience



Quick and Efficient

Customers can easily make a booking without the need to navigate complex websites or call customer support



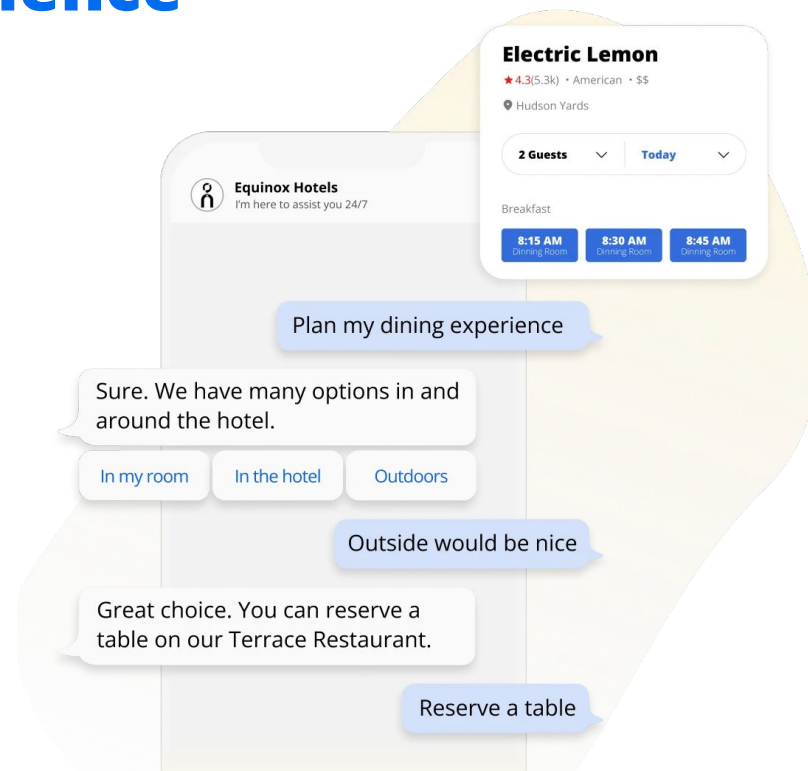
Streamline Booking

Users can effortlessly modify their bookings without the hassle of lengthy phone calls and waiting in queues. By offering simple date change services, your customers will gain a positive experience that will build trust and loyalty to your brand.



Reduce No-show Rate

Keep your users informed with timely SMS reminders. Let them reply to your messages quickly if they have any questions or require additional details about their upcoming trips.



Start Upselling & Cross-selling



Increase Average Trip Spend

Suggest additional products to go along with the standard travel package to boost average trip spend and improve traveler satisfaction.

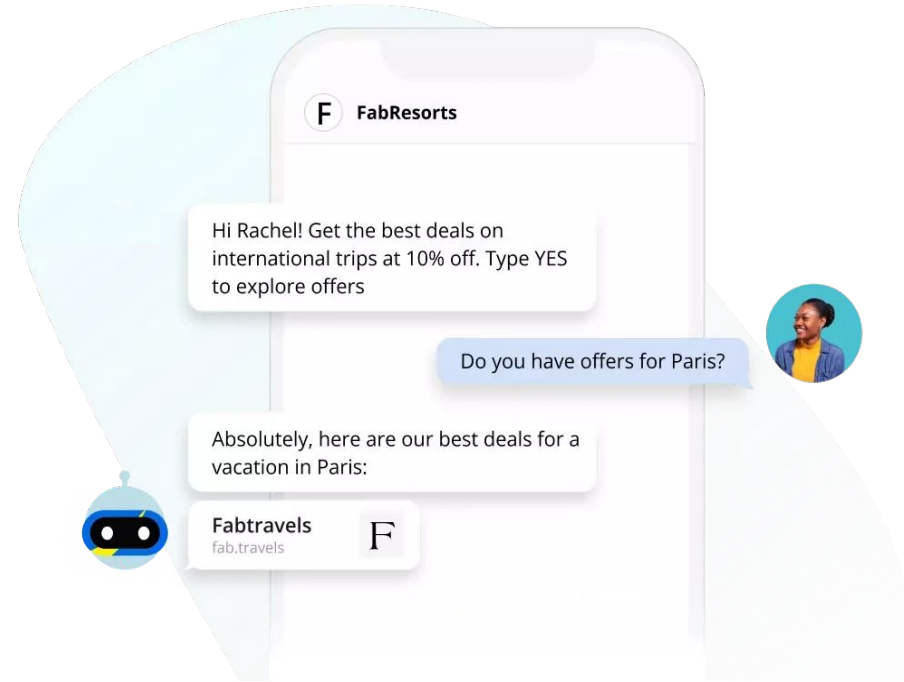


Upselling or cross-selling Opportunities

- Room upgrades
- Meal upgrades
- Airport transfer
- Car rental
- Additional reward points



Promote Offers



Proactive Customer Engagement



Timely Updates

SMS can help you create a closer connection with your audience by delivering timely updates and relevant promotions leading up to their trip.



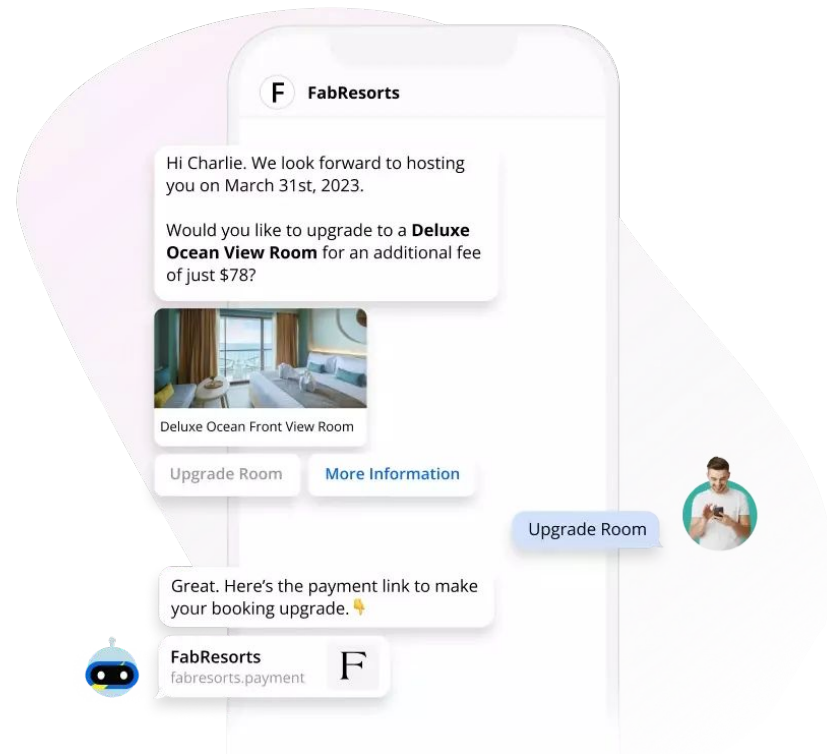
Improve Lead Velocity

Drive users to the next step of your lead conversion process by retargeting them at regular intervals through their journey.



Measure ROI

Carefully observe the types of campaigns and triggered messages that capture your guests' attention. Pinpoint which ones generate a response, as well as those with higher conversion rates.



Equinox Hotels Saw a Huge Spike in Leads

- Equinox, a luxury hotel in New York, sought to increase leads, improve query resolution & reduce on-property call volume.
- Haptik built an AI-powered Travel Assistant that helped customers through their booking process, planned and managed the guest experience and handled special requests.
- Omar, the travel concierge, assists customers during their booking by resolving recurrent queries such as room selection, exploring amenities, payment support planning & managing guest experiences.

2600

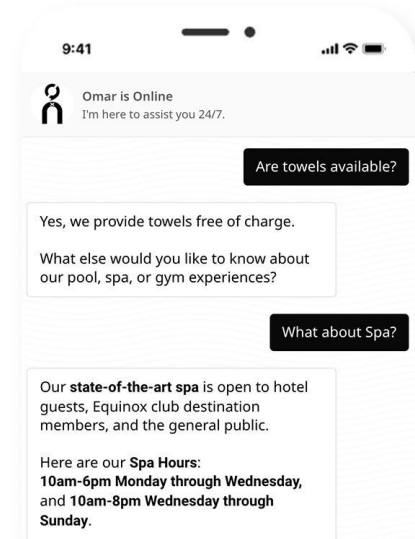
New Inquiries in Less than
3 months

150

Qualified Leads Generated in
4 months

85%

Queries resolved without
an agent



“ We were looking to design a single platform that would drive exponential conversions in minimum time. Haptik helped us achieve exactly this through a conversational commerce-led chatbot. With Omar, we are able to offer relevant support to our guests - all by engaging in simple, natural and direct conversations. ”

Katie Tardif | Brand Director **EQUINOX**



Make Conversations Your
#1 Source of **Leads, Sales, & Revenue**

Get in touch with us at

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About Haptik

Haptik is an AI chatbot solution that will be your best virtual sales assistant; helping you to convert more leads, drive higher sales, and support your customers on web, SMS, and all popular messaging platforms. Haptik's leading clients and partners include KFC, Whirlpool, Starhub, HP, Reliance Jio, CEAT, Disney Hotstar, OLA, and Zurich Insurance among others. The company has been featured as a Category Leader across many platforms including Gartner, G2, Opus Research & more.