eyefor
travel

THE STATE OF
DATA AND ANALYTICS IN TRAVEL
REPORT 2017

A global, industry-wide survey of more than 450 travel data professionals

ABOUT

We bring together everyone in the travel industry, from small tech start-ups to international hotel brands, to form a community working towards a smarter and more connected travel industry.

Our mission is to be the place our industry goes to share knowledge and data so that travel and tech brands can work collaboratively to create the perfect experience for the modern traveler.

We do this through our network of global events, our digital content, and our knowledge hub   EyeforTravel On Demand.

Our Values

We believe the industry must focus on a business and distribution model that always puts the customer at the center and produces great products. However, to deliver an outstanding travel experience, the strength, skills, and resources of all partners in the value chain must be respected and understood.

At EyeforTravel we believe the industry can achieve this goal by focusing on a business model that combines customer insight with great product and, most importantly, places the traveler experience at its core.

At our core we aim to enable the above by valuing impartiality, independent thought, openness and cooperation. We hope that these qualities allow us to foster dialogue, guide business decisions, build partnerships and conduct thorough research directly with the industry.

These principles have guided us since 1997 and will continue to keep us at the forefront of the industry as a vibrant travel community for many more years to come.

Our Services

Our events are the heart of EyeforTravel. These draw in experts from every part of the travel industry to give thought-provoking presentations and engage in discussions. It is our aim that every attendee takes back something new that can help their business to improve. This might be in the fields of consumer research, data insights, technological trends, or marketing and revenue management techniques.

Alongside this we provide our community with commentary, reports, white papers, webinars and other valuable expert-driven content. All of this can be accessed through one place   the On Demand subscription service.

We are always expanding the content we create, so please get in touch if you want to write an article for us, create a white paper or webinar, or feature in our podcast.

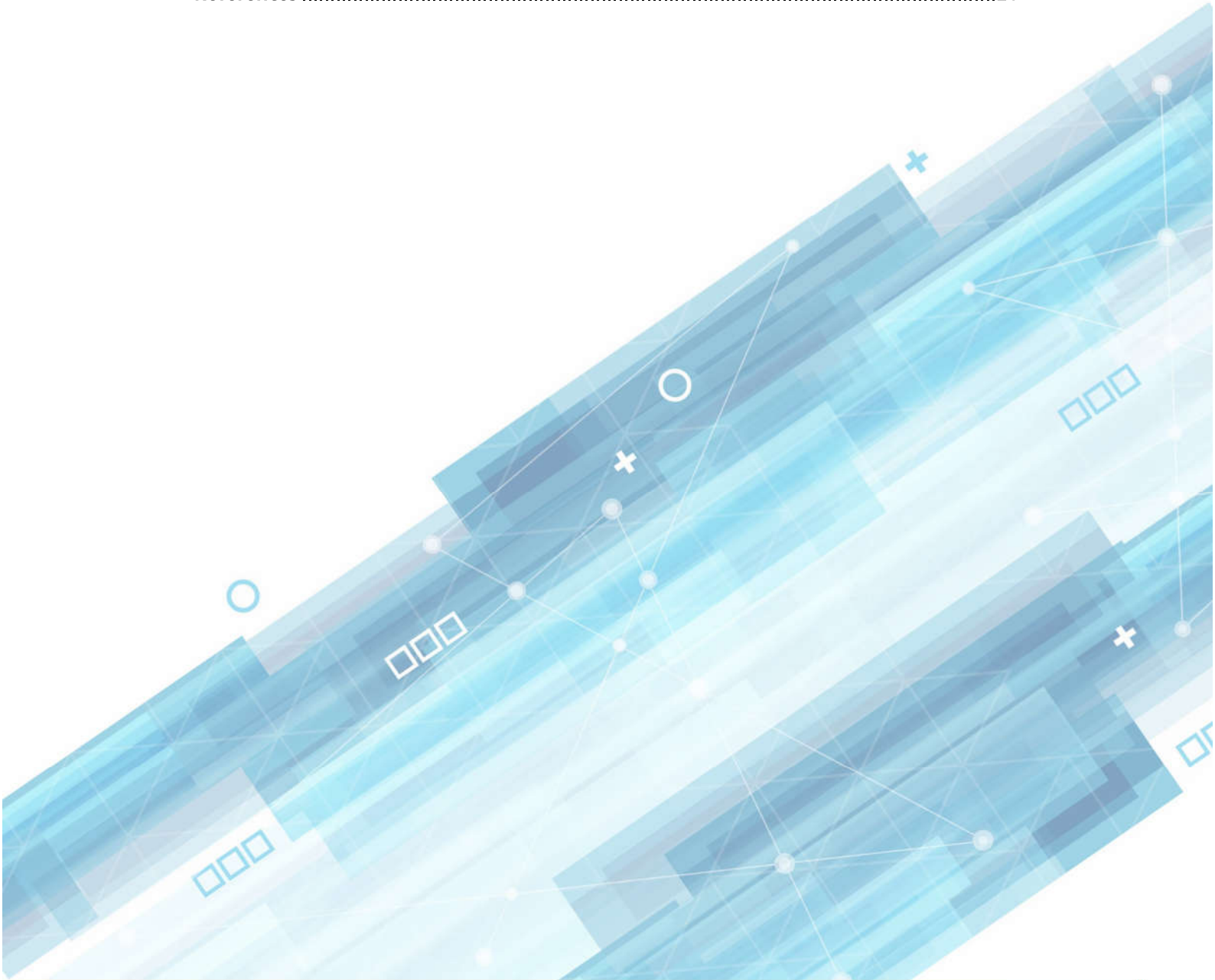## EyeforTravel by the Numbers

70,000+ database contacts
2,500+ annual event attendees
100,000+ monthly online reach
1,000+ online conference presentations

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INTRODUCTION

EyeforTravel works closely with our industry and we have been constantly reminded in our research calls, surveys, and interviews of the importance of being able to make informed decisions. The industry is clamoring for more and better data, as well as the tools and skills to understand it. We therefore set out to investigate where travel, transportation and tourism stands with regards to data and analysis in 2017.

We put out a major survey across all the sectors we work with and received responses from more than 450 professionals working with data in travel. They came from across the world and from a variety of different professional areas, including C-suite executives, marketers, revenue managers, and analysts. With this survey we now have an overview of where the industry is succeeding and where it is struggling.

Overall, it is a positive picture, with budgets growing, dedicated teams being put in place, widespread gathering of data, and positive sentiment about the coming year. However, there are clearly gaps and areas to work on, such as attribution, data quality, integrating new sources of data, and timely analysis and deployment of findings.

As travel brands tackle these issues, they are doing so with the aim of putting their customers first and trying to understand what makes them tick, and that trend is only going to accelerate. More sophisticated systems, increasingly skilled teams, more investment and an exponentially increasing universe of data means that brands will be better placed to reach their customers and serve them with targeted products that can match their expectations.

We wanted to give you the information to approach the age of data so we produced this report as part of the Smart Travel Data Series. You can read our other reports in this series by signing up to EyeforTravel On Demand and checking out the following reports:

- **Understanding the Travel Consumer's Path to Purchase**
- **Improving the Airline Experience**
- **Aggregating Data Streams for More Effective Revenue Management**
- **EyeforTravel Smart Travel Data Summit North America 2017 Round-up**
- **EyeforTravel Smart Travel Data Summit 2016 Round-up**
- **Airport 3.0: The Technology and Data Transforming Airport Operations**

We hope that this survey and our related content will help prepare you and your organization for the challenges ahead and give you a wider of understanding of data in travel.

Alex Hadwick

Head of Research, EyeforTravel