



Unforgettable Journeys Await:

Elevate your Travel Experience with Redpoint

Each traveler and each trip are unique. The typical preferences aside – beach or mountains, adventure or relaxation, luxury or budget – there are also vast differences in travel frequency, how travelers conduct research, how they interact with travel brands, and their path to purchase before booking a trip.

In the travel & hospitality industry, recognizing and catering to a guest's preferences is a surefire ticket to loyalty and higher lifetime value. Getting there depends on data. Extracting the maximum value from data – making it right and fit for business purpose for any business, CX or AI use case – starts with Redpoint. Redpoint enables:

Targeted Marketing Campaigns: By understanding guest preferences and behaviors, travel brands can create and execute targeted marketing campaigns – ensuring that promotions and offers resonate with specific customer segments.

Customer Retention: Identify loyal customers and their preferences, using the data to create loyalty programs, exclusive offers and personalized communications that improve retention rates.

Operational Efficiency: Streamline data from various touchpoints for a unified view of customer interactions that is accessible across the organization. Access relevant guest information quickly, providing more personalized services in the context of an individual guest journey.

Cross-Selling and Upselling: With a comprehensive understanding of guest preferences, effectively recommend hyper-relevant additional services or upgrades timed to an individual guest's experience, driving increased revenue opportunities.

Feedback Analysis: Collect and analyze guest feedback from various channels. This information is valuable for improving services, addressing concerns promptly and maintaining a positive online reputation.

Demand Forecasting: Analyze historical guest data to help predict future demand patterns. This enables better inventory management, pricing strategies and overall revenue optimization.

Integration with Marketing Technologies: Redpoint seamlessly integrates with other marketing technologies, allowing travel brands to orchestrate omnichannel marketing campaigns and ensuring a consistent brand experience across various platforms.

Accurate, updated customer data is the fuel that powers business, CX and AI use cases that depend on a deep understanding of a customer or household. Travel and hospitality companies create value with a Golden Record as the foundation for providing a real-time, omnichannel, consistent CX – pre-trip, post-trip and during a customer's stay.

27% of consumers

say that travel companies are effective at delivering personalized, seamless experiences pre-trip, during travel and post-trip

Source: Dynata survey sponsored by Redpoint

88% of consumers

plan a leisure trip in next 12 months (up from 79% in 2022) – and average of 2.88 trips (vs. 2.05 in '22)

Source: Expedia Group survey

80% of travel rewards program members

feel it's important to book with a brand where they're a loyalty member

Source: Expedia Path to Purchase study

74% of consumers

say that brand loyalty is about feeling understood and valued and understood

Source: Dynata survey sponsored by Redpoint

EIR report shows Travel & Tourism's GDP is forecasted to grow at an average rate of 5.8% annually between 2022-2032 to reach

\$14.6 trillion
about 11% of total global economy.

Source: Travel & Tourism Sector Expected to Create Nearly 126 Million New Jobs Within the Next Decade



Grow Your Customer Base

Continually develop the unified profile to deepen your understanding of a customer or household across anonymous to known journeys.



Create meaningful interactions

A seamless, real-time omnichannel CX creates value for the customer by building a brand relationship; the brand recognizes the customer as an individual, generating trust.



Increase purchase size/frequency

Maximize cross-sell and upsell opportunities by orchestrating hyper-relevant experiences that are always in the context of a customer journey.



Inspire loyalty

Incentivize return visits and purchases through hyper-relevant interactions at the moment of engagement; increase lifetime value by demonstrating you value the customer beyond a transactional basis.