



Travellers demand personalization but feel overwhelmed by the complex world of travel

Sabre research reveals traveller appetite for personalisation and industry opportunity to generate more revenue

Berlin, Germany – 23 September, 2016 – German travellers are more likely to stay loyal to an airline or hospitality brand if they receive offers and services that are tailored to their individual needs, a new study by global travel technology company, [Sabre Corporation](#) (NASDAQ: SABR), has found. Personalisation may represent a significant, but largely untapped, retail opportunity for hotels and airlines.

Among the top findings was that there is a significant difference between travel sectors when it comes to how they are perceived in terms of personalization. Respondents were asked which industries they associated with personalisation. Hotels came out on top, with 45 percent of Germans associating hotels with personalization, beating out all other sectors surveyed like banking, technology or automotive. In comparison just 11 percent of respondents associated the airline industry with personalisation. The result indicates that for many, hotels are a place of personal engagement and it may signal an opportunity for carriers to learn some of the tactics already deployed by hotels.

In terms of how they define personalisation, consumers most frequently expect to be addressed by name in communications (61%), to be sent only offers and services that are relevant to their interests or situation (57%), that companies know their past history with them and reflect this when they communicate with them (44%), and that they are only delivered offers and services that are relevant to their location (34%).

56% of travellers state that they would be more likely to be loyal to an airline if they were to receive personalized offers and services.

“Individualisation, largely driven by technology, is a major consumer trend across all industries and has been for some time,” said Carsten Schaeffer, vice president Central Europe and Nordics, Sabre Travel Network. “Travelers increasingly demand services that are tailored to their very specific needs and delivering a bespoke customized experiences presents a significant opportunity for airlines, hotels and travel agencies.”

Despite, or maybe because of, the wish for greater personalization, 41 percent of consumers feel overwhelmed by the choice of travel offers available and 45 state that they have difficulty finding the right offer for themselves. Perhaps surprisingly the numbers are actually highest with 18-to-19-year-olds, which can be assumed to be the most tech savvy.

“The digital world offers a wealth of information, but at times the “information overload” can make it a challenge to find the most relevant option,” said Carsten Schaeffer. “Travel agencies can provide immeasurable value here, curating travel offers and providing the most relevant to a traveller based on their personal preferences. For airlines and hotels, there’s immense opportunity to use near real-time customer data and insights to drive relevant

offers through today's reservations and property management systems. Personalisation is a significant area of focus for Sabre, and one we will continue to invest in for our customers."

(Almost) everyone wants personalization

Only nine percent of respondents said they want NO extra, which means a whopping 90 percent want extras when they fly and stay in hotels. The most popular air ancillaries are more leg room, followed by a reserved seat, preferred seating and on-board drinks.

Data sharing – but only in exchange for benefits

Many consumers are also willing to share personal information in return for a more personalised service, with 33 percent very likely or more likely to share their location and 38 percent very likely or more likely to share personal data with travel suppliers.