USE CASE: CUSTOMER & SALES JOURNEYS

Driving Travel Cross-Sells by Matching Offers to Traveller Mindsets

CHALLENGE

A major U.S. airline wanted to sell more hotel, car and vacation rental bookings through its own travel site. A weak experience and thin customer data frustrated loyal flyers, eroded favourability and pushed them to book through online travel agents.

HOW AI WAS APPLIED

Mindset research: Qualitative and quantitative work, validated on site data, found three core booking mindsets.

Zero-party data: Short-term capture of traveller and trip intent while data work continued.

Recommendations: Rich profiles rank car and hotel options and shape imagery and messaging.

Predictive CRM: Travel history drives destination recommendations in modular email.

OUTCOMES

3	+10-15%	~2x
Key booking mindsets steering personalisation	Hotel and car attach to flight bookings	Engagement with personalised CRM destinations

Source: engagement estimates. Figures are directional and rounded.

Material is a global growth intelligence company.

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