

How the TRAVEL INDUSTRY can use BIG DATA

The vast amount of user data generated every minute by travelers online in the form of searches, bookings, itineraries, reviews, social media behavior etc can be used to improve customer experience and business performance



Airlines

- Provide recommendations on destinations, best routes, times and send relevant offers to frequent flyers
- Adjust real-time pricing and boost ancillary revenue
- Improve air safety using Sensor data cache

Hotels

- Offer personalized suggestions for rooms, activities and ancillary services and push highly personalized deals
- Forecast seasonal events that affect occupancy and automatically adjust pricing and cancellation rates



Travel Agents

- Send personalized offers on flights, hotels, packages and ancillaries to increase conversions
- Forecast demand to optimize pricing and manage flight and hotel allotments