

# Understanding the Travel Consumer

*Part of EyeforTravel's Behavioral Analytics Report Series*

*Authors: Senay Boztas, Yekkocreations.com, Alex Hadwick, EyeforTravel*



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# About EyeforTravel

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 in Numbers

**80,000+**  
database  
contacts

**2,000+**  
annual event  
attendees

**100,000+**  
monthly  
online reach

**1,000+**  
online conference  
presentations

# Contents

<b>About EyeforTravel</b> .....	<b>3</b>
Our Values .....	<b>3</b>
Our Services .....	<b>3</b>
EyeforTravel in Numbers .....	<b>3</b>
<b>Acknowledgements</b> .....	<b>5</b>
<b>Introduction</b> .....	<b>6</b>
<b>1 Diving into the Data Pool</b> .....	<b>7</b>
1.1 Travel Is Messy .....	<b>7</b>
1.2 Challenges: Attribution, Data Gathering and Regulation .....	<b>8</b>
<b>2 Tackling Attribution</b> .....	<b>10</b>
2.1 The Attribution Headache .....	<b>10</b>
2.2 A Byte of the Cookie .....	<b>12</b>
2.2.1 Booking Cookies .....	<b>12</b>
2.3 Logging Log-ins & Gaming the Guesswork .....	<b>13</b>
<b>3 Building Profiles</b> .....	<b>15</b>
3.1 Making Strong Profiles .....	<b>15</b>
3.1.1 Viewpoint: HomeAway .....	<b>15</b>
3.2 Looking Deeper at the Booking .....	<b>16</b>
3.3 Social Media Profiling Gets Serious .....	<b>17</b>
<b>4 Storing, Structuring, Retrieving and Understanding the Data</b> .....	<b>18</b>
4.1 Overcoming Silos .....	<b>18</b>
4.1.1 Case Study: Hertz and the Golden Record .....	<b>19</b>
4.2 Storing and Querying the Data .....	<b>20</b>
4.3 Visualizing Data for Your Team .....	<b>21</b>
4.4 The Spirit of the Law and GDPR .....	<b>23</b>
4.4.1 Data Protection Viewpoint: Stena Line .....	<b>23</b>
<b>References</b> .....	<b>25</b>

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# Introduction

On the surface, how we buy something seems intrinsically logical. We consider price and product attributes and if those appear to match our expectations, we make the purchase. In reality, what's going on in our heads is not simple or logical at all. Behavioral economics and a growing body of scientific literature is showing us that how we come to a decision is messy and based on shaky foundations that are undermined by social pressures, shorthand mental arithmetic and wonky frames of reference. A vacation is particularly susceptible, as we are often considering large volumes of shifting information and wildly different attributes. This means travel brands have to work extra hard to understand their customers, how they arrive at their brand, what they desire, and what they will pay.

Therefore, in this series on behavioural analytics we seek to uncover how brands can understand the modern traveler to drive higher conversion rates, lower acquisition costs, and ultimately give them the best possible product. This first report in the series covers the groundwork that travel brands need to put in place before they can truly understand the customer, including:

- How to successfully tackle the challenge of attribution.
- What data to gather on consumers and how to build accurate profiles from this data.
- How to manage your data so that it is well-constructed, legally compliant, and useful to your whole organization.
- How to present information effectively.

We will be following this with reports into driving conversions and the behavioural science behind pricing.

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