

# Travel Marketers Plan to Invest in Various Marketing Tech in 2018

Some are prioritizing AI and chatbots

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**T**ravel marketers across a variety of sectors—including transportation, hospitality, restaurants and online travel agencies (OTAs)—will focus on various technology investments within the next 12 months, primarily mobile and social, according to new data from [Econsultancy](#) and [Adobe](#).

In fact, a larger share of marketers said mobile experience and analytics are a top priority for 2018. And almost as many respondents—particularly those in the OTA and restaurant sectors—felt the same way about social technologies, like monitoring, publishing and measuring.

**Technology Priorities for Their Company According to Travel Marketers in North America\*, by Sector, Q4 2017**

% of respondents

	<b>1 Restaurants</b>	<b>2 OTA</b>	<b>3 Hospitality</b>	<b>4 Transportation</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
Social—monitoring, publishing, measuring	57%	40%	36%	27%
Mobile experience/analytics	49%	42%	43%	42%
Data management	24%	26%	34%	39%
Analytics/measurement	24%	26%	30%	27%
Marketing automation	17%	16%	26%	27%
Programmatic buying/retargeting	10%	11%	15%	15%
Artificial intelligence/machine learning	9%	19%	7%	9%
Conversation commerce (chatbots, virtual agents, etc.)	8%	19%	11%	12%

Note: n=326; over the next 12 months; respondents chose their top 2;

\*85% of respondents were from North America

Source: Econsultancy, "Digital Trends in Travel and Hospitality Sectors" in association with Adobe, Dec 7, 2017

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But while these technologies were named as priorities, so were emerging ones, including artificial intelligence (AI) and marketing automation.

Over a quarter of respondents in the transportation (27%) and hospitality (26%) sectors were interested in marketing automation. And when it came to AI and machine learning, OTAs had the highest interest: Nearly one in five said the technology would be a priority within the next year.

Similarly, OTAs had the highest interest in conversational commerce, including chatbots and virtual agents. Other sectors also showed interest, but to a lesser degree.

By and large, marketers have been turning to a range of technologies to gauge the effectiveness of their efforts, from data management platforms (DMPs) to marketing automation.

And many marketers from both business-to-business (B2B) and business-to-consumer (B2C) companies are using similar technologies to measure their efforts, [according to a separate study](#) from [Salesforce](#).

For example, half of B2B advertisers surveyed said they used a marketing attribution platform to measure digital ad effectiveness, and almost as many (48%) of B2C advertisers said the same.

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**Technologies Used by Advertisers Worldwide to Measure Digital Ad Effectiveness, by Company Type, Nov 2017**

*% of respondents*

	<b>B2B</b>	<b>B2C</b>	<b>Evenly split</b>
CRM report or dashboard	59%	42%	43%
Data management platform (DMP)	57%	49%	60%
Website analytics platform	55%	53%	46%
Reporting provided within my ad platform	54%	42%	41%
Marketing attribution platform	50%	48%	44%
In-house/homegrown solution	47%	38%	36%
Spreadsheets	46%	44%	39%
Marketing automation platform	35%	25%	31%

*Source: Salesforce, "Digital Advertising 2020," Jan 18, 2018*

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