18% of travelers currently receive offers that accurately reflect their interests and behaviors.

70% of travelers want more personalized travel offers.

75% are willing to share personal data for savings and better experiences.

50% with access needs avoid travel for fear of a lack of vital information.

45% of hotel guests say they spend too much time planning and booking stays.

A study from Atmosphere Research highlights how the digital booking process remains a pain point for those looking to travel.

Illustration by: Rachel Daub
Source: Enterprise Ireland/Atmosphere Research.