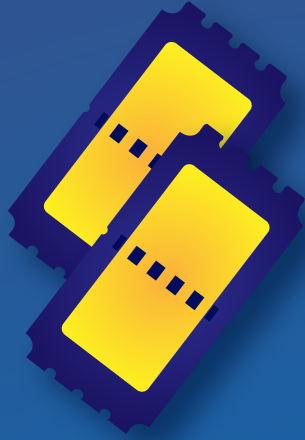


18%

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



70%

of travelers want more personalized travel offers.



# DIGITAL BOOKING

## A DISAPPOINTMENT FOR TRAVELERS

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



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.