



# 4 Challenges Faced By Online Travel Agents In 2022 And How To Solve Them

The rise of digitalization has disrupted the travel industry. In this modern era, the tech-savvy travelers' needs are fast evolving, and meeting their expectations is crucial and challenging. Travelport research found that **33% of travelers are more likely to book using OTA<sup>1</sup>**. OTAs are the preferred choice for convenience, global access, price transparency, etc., and play a key role in the hotel distribution channel. It's not just a matter of being able to keep up but staying in front and maintaining a competitive edge over their competitors. Here are 4 challenges that OTAs face regularly.



## 1 Brand Credibility

### Challenge

Reputation matters at all times. The biggest challenge for OTAs is to maintain their credibility. In the crowded marketplace, OTAs need to build the trust factor, which is a major credibility driver for their brand.

Opt for industry-recognized certification such as IATA accreditation, TIDS accreditation.

### Solution



Stand out from the competition with strategic branding. Invest in establishing your online presence for long-term sustainability.



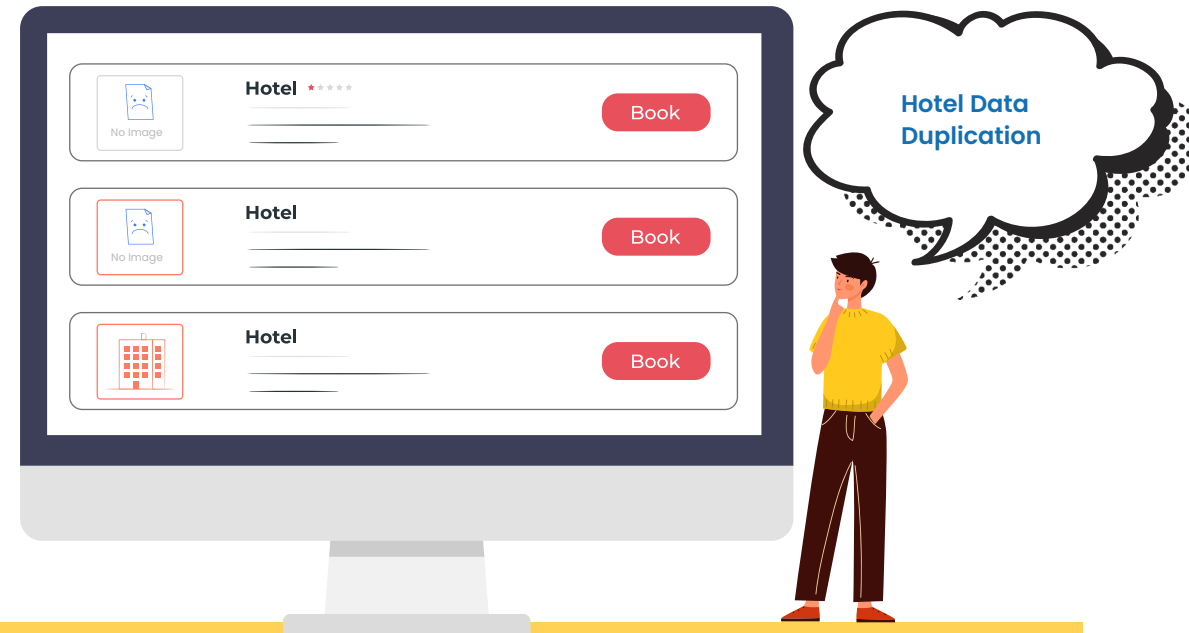
From building a user-friendly website to being active on social media channels, your business will reach a wider audience and increase your brand visibility.



## 2 Hotel Data Duplication

### Challenge

Duplicate hotel data is an industry-wide challenge, and OTAs often face the brunt of dissatisfied customer experience due to repetitive or missing hotel data information. This deteriorates the hotel content quality, jeopardizing the brand's reputation.



### Solution

Hotel mapping solves hotel data duplication. It creates a unique property code that helps identify each hotel, creating standardized content for third-party channels so that they can sell the right room to the right customer.

**99%**

accuracy and a coverage of 98% when using hotel mapping powered by AI and machine learning.



**8 out of 10 website visitors land on a travel booking website, search for hotel property, and abandon the site without completing the booking.**

## 3 Customer Retention

### Challenge

Customer loyalty poses a huge challenge to OTAs. Since the OTA marketplace is populated with various players, customers feel valued when OTAs provide unique services valuable discounts. Gaining customer's trust is difficult but not impossible.



### Solution

- Invest in behavior analytics and machine learning technology to deliver a personalized customer experience.
- Behavior, analytics, and AI are essential tools in crafting a personalized strategy that will allow brands to foster deeper bonds with customers and excel in the competitive marketplace.
- With data-driven insights, OTAs can deliver a seamless in-person experience, increase customer retention, boost revenue and have an edge over the competition.

**86%** of consumers said they feel more loyal to a brand that shows a deep understanding of their priorities and preferences<sup>2</sup>

## 4 Barrier to Technology Adoption

### Challenge

OTAs still rely on legacy systems as they are business-critical. This leads to less room for innovation, letting new opportunities go unnoticed and leaving your competitors to outperform you and take over your market share.



### Solution

Leveraging the latest technology, such as cloud, AI, automation, big data, robotics, virtual reality, OTAs can develop new business models, enter new markets and prepare their business for the digital future.

Digitization will increase business profitability, boost operational performance and transform end-to-end experience.

1. \* Travelport Guide To Travel Recovery

2. \* Helplama Why Brands Need To Do More Than Just Sell Survey