



# INDUSTRY INSIDER: **PREPARING FOR THE 2024 SUMMER TRAVEL PEAK**

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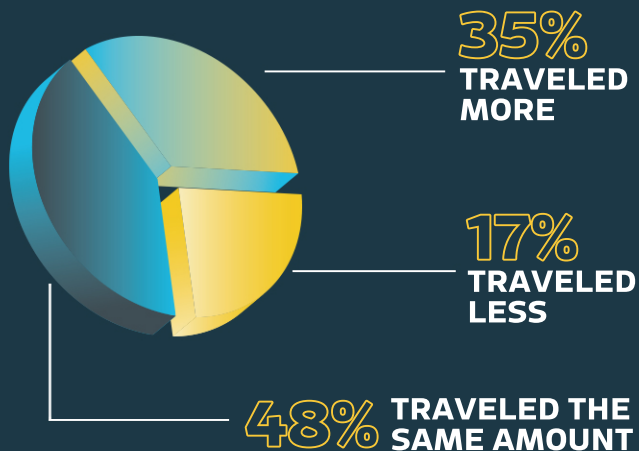
What CX challenges will travel brands face this summer?

**We look at last year's data & trends, to see how you can prepare for a busy 2024 season.**

## WHAT HAPPENED DURING SUMMER'S TRAVEL PEAK (2023)






The trend of "revenge travel" led to a 35% increase in trips over 2022.

**OVER 80% OF TRAVELERS TOOK AS MANY OR MORE TRIPS IN 2023.**



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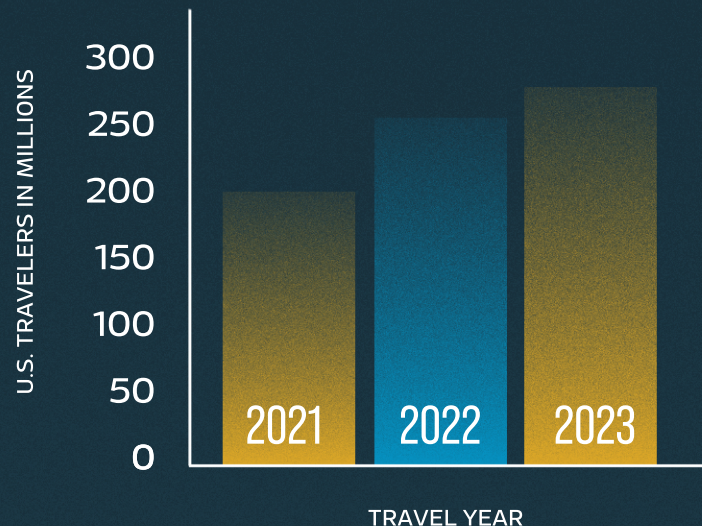
What global destinations did Americans prefer to visit in the summer of 2023?

	Mexico	8.3 million
	U.K.	3 million
	Middle East	2.2 million
	Germany	1.6 million
	France	1.5 million

# HOW DID PEOPLE TRAVEL LAST SUMMER?

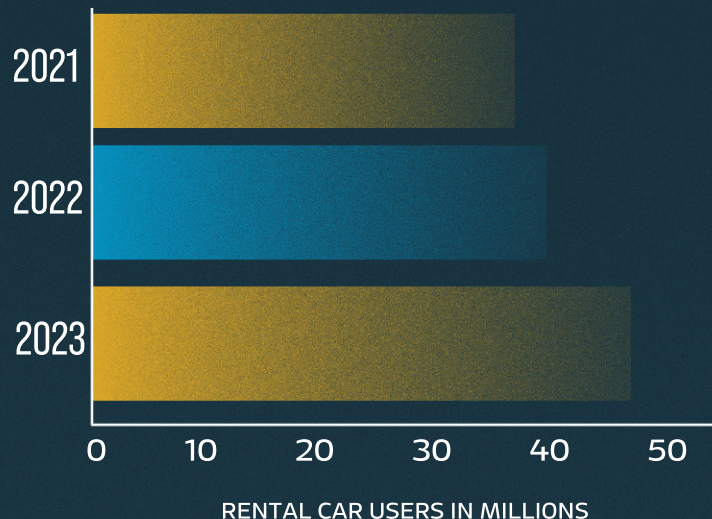
## Travelers Taking Flights (U.S.)

Over 273 million Americans traveled by air, an 11% increase over 2022.



## Rental Car Users (U.S.)

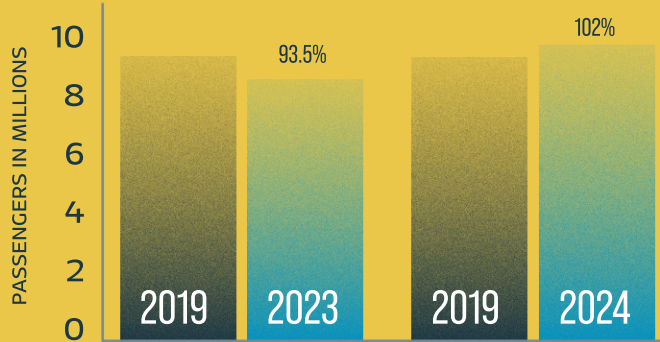
48 million Americans rented cars in 2023, a 20% increase from 2022.



## RAMP CHALLENGES FOR 2024

A busy year! Global air travel is finally expected to surge past pre-pandemic levels.

## GLOBAL PASSENGER VOLUMES BY AIR

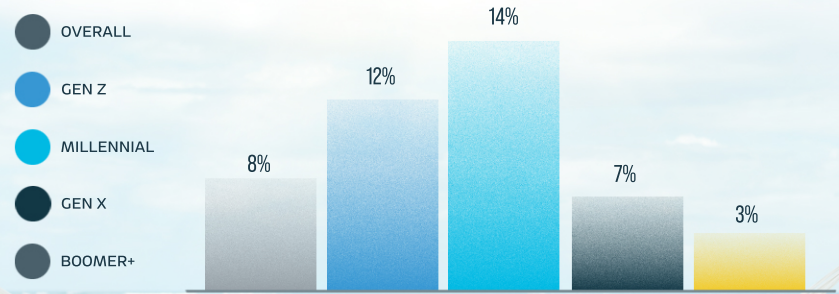


Latin America-Caribbean region is forecasted to be the 1st to surpass 2019 levels by 110.5%

## AMERICANS WANT TO USE AI TO PLAN THEIR TRIP, ESPECIALLY YOUNGER GENERATIONS...

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Percent of U.S. Travelers Using Technology to Plan Trips



**RAMP CHALLENGES CONT.**

Financial considerations & budgetary constraints may impact the way people travel.



AMERICANS HAVE HAD TO ADJUST THEIR PLANS DUE TO HIGHER PRICES.



ARE SEARCHING FOR CHEAPER ALTERNATIVES TO POPULAR DESTINATIONS.



FAMILIES ARE TRAVELING OFF SEASON TO SAVE COSTS.

## POSSIBLE RAMP SOLUTIONS

What should travel brands consider when scaling their customer support for the 2024 summer peak?

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### NEW TECHNOLOGY REQUIRES NEW CX APPROACHES

More than half of U.S. travelers are using Generative AI, and other self-service technology, to make trip planning easier.

**Solution:** Brands should consider adding AI enabled, self-serve options into their CX, but also have the option to connect with a human through email, social media and live chat.

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### TRAVELERS ARE NOW "DEAL SEEKERS" AND MAY NEED MORE ASSISTANCE

43% of travelers are now looking for more affordable travel options and may need help locating deals.

**Solution:** Deal seekers may need more help with trip planning. Agents who are from the destination, and who know the best booking days, can help them net the biggest savings.

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### GET READY FOR MORE INQUIRIES & RESERVATIONS

With 85% of Americans planning to take the same number of trips or more, get ready for high call volumes ...

**Solution:** You may have to increase your CX teams by as much as 30%. Start hiring as early as March, as it takes an average of 3.2 months for new reps to be fully onboarded.

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# ABOUT US

Itel is an award-winning customer experience partner that specializes in nearshore and onshore CX delivery in service locations across the Caribbean, Latin America, and the U.S.

Through a combination of voice and non-voice solutions, strategic planning, and CX innovation, we help clients build brand authentic experiences and long-term relationships with their customers, all delivered through a flexible, geo-diverse delivery model that can evolve with your business.

# itel

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