

Location Intelligence and the Future of Travel and Tourism



The future of travel and tourism is here

With so many travel options to choose from, customer experience has become the new differentiator. That means speed, individually-tailored insights, and streamlined processes that provide all the information a traveler needs to get a journey off the ground. And when they arrive, they expect local insights to help them make the most of their destination.



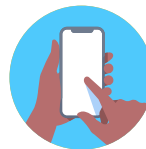
Introducing location intelligence

At the heart of these challenges is **location intelligence**—the maps, routes, and places that make up the world you share with your customers. When combined with your own internal data, location intelligence makes it possible to bridge the online and offline worlds to boost operational efficiency while enabling individually-tailored experiences.

Five challenges facing travel and tourism today:



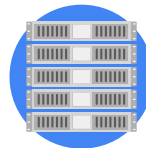
Meeting customers' growing expectations: individually-tailored, highly relevant, location-aware experiences.



Disruption from smaller players: staying ahead of competitors by improving on key metrics like NPS, sales, and delivery times.



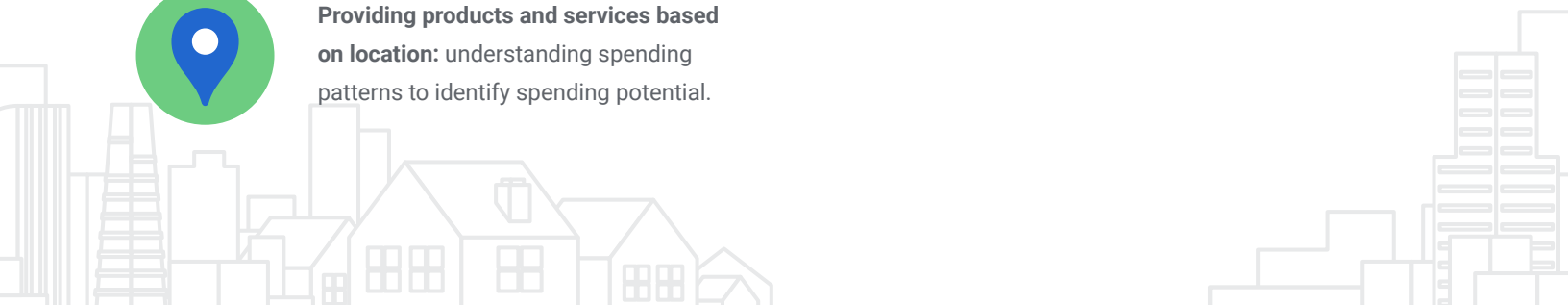
Operational complexities: managing operations to create value for both businesses and customers.



In-house capabilities: understanding and maintaining in-house skills to take advantage of geospatial data.



Providing products and services based on location: understanding spending patterns to identify spending potential.



Understanding the research

In October 2020, Google partnered with Boston Consulting Group to conduct an investigation into the role of location intelligence across five major industries. More than 500 executives from the US, UK, Singapore, and India were surveyed, including in-depth interviews with stakeholders at 40 companies about deploying mapping solutions to advance their businesses and better serve their customers. **This document is a summary of the report's most relevant findings.**

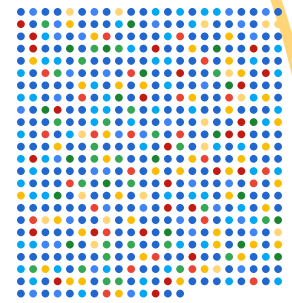
First, we found that location intelligence is top-of-mind in travel and tourism:

94%

View location intelligence as important to the business

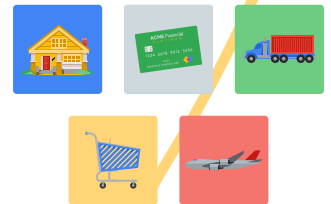
100%

Expect it to become more important in coming years



n = 520

Global executives polled



Location intelligence maturity



Followers

are in the early stages: limited implementation of basic use cases, typically lagging behind peers.

Challengers

see initial benefits but with further work to do to build stronger location intelligence capabilities.

Leaders

have a holistic location intelligence data strategy, strong in-house capabilities, and more advanced use cases.

5 industries

Retail, financial services, real estate, travel, transportation



4 regions

US, UK, Singapore, India

The difference between followers and leaders

-1.3x

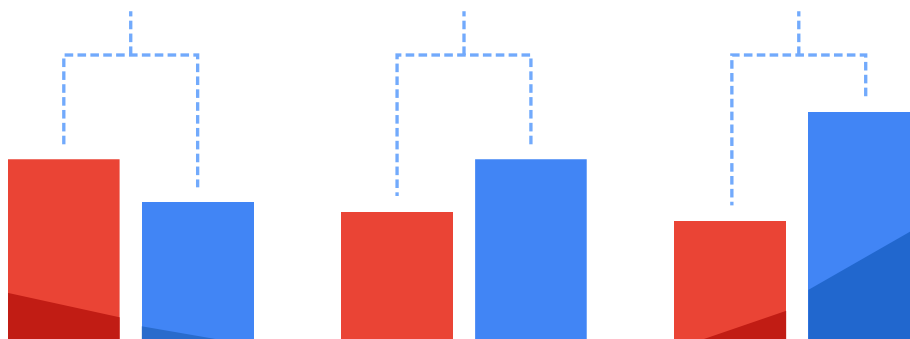
Time to fulfill services

+1.3x

Time spent on website

+1.9x

Customer satisfaction boost



Top 5 location intelligence use cases

With these applications in mind, let's take a look at the real-world impact BCG discovered in conversations with travel and tourism companies at the leading edge of location intelligence.

1 Tailor your products and services

Location can shed new light on your services, including novel ways to refine them. It's how a **UK-based global hotelier** highlights optimal hotel properties on a map and even suggests upgrades.



5-8%

Increase in NPS



7-9%

More time in-app or on website

6-9%

Increase in customer retention



5-9%

Boost in customer satisfaction



2 Offer location-based info and deals

Turn a customer's location into the catalyst for individually-tailored offers. It's how a **global hotel chain** sends its guests localized promotions and deals with nearby merchants.

2

3 Help customers build better itineraries

Connect your customers with experiences they'll love in their next destination. It's how a **global online travel aggregator** suggests flights, accommodations, and more after each booking.



5-9%

Fewer support calls



7-10%

Faster request fulfillment

6-16%

Growth in online traffic



6-11%

Increase in NPS



4 Measure marketing efficacy

Marketing is only as good as the ROI it drives, and location intelligence can help measure it in new ways. It's how another **global online travel aggregator** uses A/B testing to track changes in customer engagement.

4

5 Profile and segment your customers

Location can help you better pair travelers with the places right for them. It's how a **UK hotel chain** uses maps to help customers find properties based on where they are.



8-13%

More time in-app or on website



5-10%

Faster online checkout

Seven lessons from location intelligence leaders

Through interviews with more than 500 executives, the following seven principles emerged as common threads in location intelligence success:

- 1 Start with the big picture.** Think broadly and strategically about how to leverage location intelligence to enhance customer experience and improve operational efficiencies.
- 2 Get proactive.** Anticipate new digital business models and shifting customer expectations in which mapping and geospatial data play a central role in enabling new value propositions.
- 3 Think empirically.** Systematically prove the value that geospatial data contributes.
- 4 There's no substitute for data expertise.** Invest in strong data management and analytics capabilities.
- 5 The right partner can make all the difference.** Consider location intelligence partnerships carefully and deliberately, focusing on long term capabilities and reliability.
- 6 Privacy is essential.** Proactively ensure that customers' geospatial data is protected.
- 7 Table stakes still matter.** Excel at the fundamentals of applications based on mapping and geospatial data, including uses that have matured and become table stakes.

Case study: Rome2rio

Travel planning can be complicated, especially when travelers need to combine different modes of transportation such as air, rail, and bus—a time-consuming process that may require research across a wide range of websites to plan or book a trip from door to door. Rome2rio helps travelers save time and hassle to get from point A to B with its one-stop travel search engine, collating transport and fare

information from more than 5,000 companies—including airlines and hotels, as well as train, bus, ferry, taxi, and rideshare operators. Developers add the transit data as a map layer on top of Google Maps Platform to improve search relevance. Using Rome2rio's search engine, travelers can query more than two million travel destinations and make informed decisions based on travel time and pricing.

“Google Maps Platform delivers high speed, performance, and availability to meet our customer needs. We've tested and evaluated other platforms but we've yet to find one that's comparable.”

Ash Verdoorn

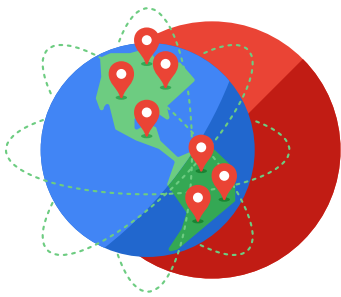
Head of Engineering
Rome2rio



Why Google?

Developing the location intelligence strategy that best suits your goals is a long-term process, making your choice of platform all the more important. With Google Maps platform, you're building on the scale, performance, and innovation you've come to expect from Google, and delivering it all to your customers to an interface known worldwide.

Visit the [Google Maps Platform site](#) to learn more.



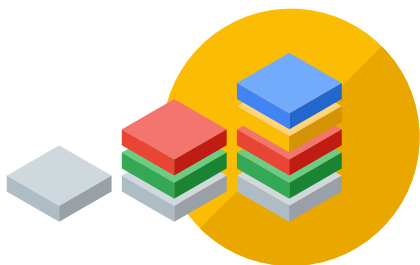
Global coverage

We've been mapping the Earth since 2005 at an unmatched scale: **200 million** places around the world, updated **50 million** times a day.



A familiar interface

Google Maps serves over **one billion** users every month, making it the navigation solution your customers are most likely to be familiar with.



Speed and reliability

Deliver the speed, responsiveness, and reliability your customers have grown to expect across their digital lives.



A pipeline of innovation

Working with Google means leveraging the talents of a team that never stops innovating.



Google Maps Platform