

AI to Z of Business Travel Market Research Report 2017 : Size, Share, Major Players, Segmentation, Forecast to 2022

WiseGuyReports.com adds "AI to Z of Business Travel Market 2017 Global Analysis, Growth, Opportunities Research Report Forecasting" reports to its database.

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-- AI to Z of [Business Travel](#) Market:

Executive Summary

Business travel is ripe for a shake-up, with low-cost carriers and short-term rentals already muscling in. Business travel has the potential to become highly automated, more so than leisure travel, because it is a more frequent activity, whereby brands can deliver and improve on the product and service thanks to big data and AI. This global report looks at how all travel brands need to consider business travel through a digital, consumer-centric lens to avoid losing out to disruptive forces.



Business Travel

AI to Z of Business Travel global briefing offers an insight into to the size and shape of the Travel market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market from innovation, pricing, channel distribution to economic/lifestyle influences. Forecasts illustrate how the market is set to change and outlines the criteria for success.

Product coverage: Activities, Booking, Flows, Lodging, Travel Modes, Traveller Profiles.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Travel market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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CHANGING FACE OF BUSINESS TRAVELLERS

Business travellers will be more diversified in terms of nationality, age and gender and, combined with the greater flexibility of the gig economy, many norms will fall by the wayside. Generation Y will pave the way for ubiquitous digital connectivity.

JOB INCUBATOR

The travel industry is an important job creator, and also has been an important incubator for the gig economy and the self-employed. The future of work will be virtual and mobile, highly connected but uncertain.

IS BUSINESS TRAVEL BROKEN?

Corporate business travel has been slower off the mark to modernise, held back by legacy issues over compliance. Yet threats are multiplying as leisure brands offering “for business” solutions muscle-in.

HOW TO PLAY IN A CONNECTED WORLD

The future fight for business travel will take place at the intersection of search, booking, real-time services plus payments and loyalty, moving towards singular integration, as exemplified by trip planning apps from SaaS and GDS players.

DON'T BELIEVE THE HYPE

There is a myriad of new technologies, such as voice-enabled AI, emotion recognition software and biometrics that brands can leverage. The danger is not to lose sight of providing a seamless, enhanced user experience at each touchpoint.

THE FUTURE IS WHAT YOU MAKE IT

Business travel will be increasingly automated, but conversely the service will become personalised – tailored offerings based on stored preferences and even DNA profiling, with custom website browsing, unique pricing and payments.

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X for experience

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