Category

Digital Transformation

Hospitality & Travel Experience Digital Transformation Playbook

Making the digital booking experience and the physical stay feel like one continuous relationship

- Practitioner
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for hospitality and travel digital transformation that connects the digital booking and pre-arrival experience with the physical on-property or in-transit experience, avoiding the common failure mode where digital and physical touchpoints feel like disconnected parts of the same customer relationship.

We've invested heavily in our digital booking experience — why

does the overall guest experience still feel fragmented? A polished digital booking flow is only one part of the guest journey — if the digital experience doesn't connect meaningfully to what happens physically on-property or in-transit (staff awareness of guest preferences captured digitally, for instance), the overall relationship still feels disconnected despite the strong digital front-end.

How is this different from the general Customer Experience &

Omnichannel Transformation Playbook already in this series? That playbook covers omnichannel experience broadly. This one addresses hospitality and travel's specific structural challenge — a digital booking/planning phase followed by a physical delivery phase (the stay, the flight) — and the particular connection challenge between those two fundamentally different experience modes.

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