

The Trust Gold Rush: The Commercial Value of Brand Trust in Travel



	How important is trust when choosing a travel brand? <i>5 = my top consideration 1 = not even on my radar</i>	What influences my trust in a travel brand?	The one thing I'm most likely to do when I trust a travel brand...	What breaks my trust in a travel brand?
	<i>Look to highlight trust for those travelers who rank trust higher.</i>	<i>Focus on these touch points and sources of information to build trust with this type of traveler.</i>	<i>Focus on building trust with this traveler or trip type if you want to influence once of these metrics.</i>	<i>Be on the lookout for these issues if you're hoping to elevate trust with a certain traveler.</i>
Response by Most Commercially Valuable Segment				
Travelers with big budgets <i>Travelers comfortable with higher nightly rates in hotels and more expensive airfares</i>	★★★★☆	<ul style="list-style-type: none"> Transparent Pricing Word-of-mouth recommendations from colleagues, friends, and family 	 <i>Purchase New Products Without Hesitation</i>	 <i>When I Receive Inaccurate Information</i>
Road warriors <i>Travelers who take more than 5+ trips per month.</i>	★★★★★	<ul style="list-style-type: none"> Reliability of Services Customer Reviews and Ratings (e.g., TripAdvisor, Yelp) 	 <i>Recommend the Brand to Others</i>	 <i>When there are Safety or Security Issues</i>
High earning Gen-Xers and Millennials <i>The traveling population with the most income and generating the most demand for travel</i>	★★★★☆	<ul style="list-style-type: none"> Quality of Experience Word-of-mouth recommendations from colleagues, friends, and family 	 <i>Pay More for the Brand</i>	 <i>When Services are Unreliable</i>
Responses by Trip Type				
Domestic trips	★★★★☆	<ul style="list-style-type: none"> Accurate Information Customer Reviews and Ratings (e.g., TripAdvisor, Yelp) 	 <i>Choose the Brand Over Competitors</i>	 <i>When I Receive Inaccurate Information</i>
International trips	★★★★☆	<ul style="list-style-type: none"> Transparent Pricing Recommendations from Travel Agents and Consultants 	 <i>Pay More for the Brand</i>	 <i>When I Receive Inaccurate Information</i>
Professional / Business Trips <i>Includes: Training and Workshops, Conference Attendance, Client Meetings, Sales and Marketing Events, Team Building/Retreat</i>	★★★★★	<ul style="list-style-type: none"> Reliability of Services Word-of-mouth recommendations from colleagues, friends, and family 	 <i>Participate in Loyalty Programs</i>	 <i>When I Receive Inaccurate Information</i>
Standard Leisure Trips <i>Includes: Vacation, Family visit, Reunion, Anniversary, Honeymoon, Solo getaway</i>	★★★★☆	<ul style="list-style-type: none"> Consistent Service Across Experiences Recommendations from Travel Agents and Consultants 	 <i>Choose the Brand Over Competitors</i>	 <i>When there are Issue with Quality of Experience</i>
Experience-Specific Trips <i>Includes: Sports event, Art and museum exploration, Nature retreat, Shopping trip, Adventure travel, Cultural event, Music festival, Food and culinary experience, Non-Work Related Education, Religious, Gaming convention, Medical treatment</i>	★★★★☆	<ul style="list-style-type: none"> Consistent Service Across Experiences Professional reviews in Travel Guides and Magazines 	 <i>Choose the Brand Over Competitors</i>	 <i>When I Receive Inaccurate Information</i>