

The State of Martech 2025 in Travel & Transportation

Three Big Bets to Future-Proof Your Business

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Foreword

Growing up, we had a world map on the wall of a long hallway in our house. My brothers and I would sit for hours, looking at it and talking about the places we wanted to visit one day.

Travel is about experience. It's about connection. It's about people. And we are fortunate to live in a time where technology in the Travel and Transportation space has evolved (and continues to do so at a rapid pace) in a way that makes the customer journey almost as enjoyable as the journey itself.

As you read this report, you'll learn that the proliferation and democratization of AI are having a transformative effect on the travel and transportation space. By embracing this and other technology shifts, organizations can

provide personalized and proactive services that enhance the overall experience and improve the customer journey.

The State of Martech 2025 in Travel and Transportation is rooted in research and provides recommendations for creating human-centric, actionable go-to-market technology strategies. We hope you find these insights valuable.



Sara Faatz

Director Technology
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**Digital Experience Team
at Progress**

Introduction

Do you recognise what booking travel means for customers? Calling a hotline, waiting on hold, and juggling clunky airline or hotel websites that make even simple reservations a time-consuming, frustrating chore.

In the future, those experiences are giving way to seamless platforms that feel more like Expedia or Booking.com, fast, intuitive, and tailored to your needs across platforms. The Travel & Transportation industry is in the middle of a fundamental shift from generic,

static experiences to seamless, dynamic, and personalized journeys. This isn't just a trend. It's an imperative.

Our research shows that Travel & Transportation outperformers don't wait. They deliberately invest in specific Martech capabilities aligned with real customer behavior. Those who delay risk more than a poor experience — they risk losing bookings, loyalty, and long-term competitiveness in a market that rewards responsiveness.

What Are Travel & Transportation Companies?

Travel and Transportation organizations include businesses that provide services related to the movement of people and goods, accommodations, and travel planning. This category spans transportation providers (e.g., Delta, Star Alliance, Uber), logistics companies (e.g., FedEx, DHL, Maersk), lodging and hospitality brands (e.g., Hilton, Marriott, Airbnb), and travel agencies or aggregators (e.g., Expedia, Booking.com).

Travel & Transportation companies typically serve both B2C travelers and B2B customers, including corporate clients and partners. Increasingly, these organizations leverage marketing, sales, and service technology to deliver personalized experiences, optimize logistics, and streamline booking processes.

A New Metric to Evaluate Martech

Based on five years of data science research, we introduced a new and meaningful metric for evaluating Martech: Stack Value. A “stack” refers to the combination of tools a company, or a specific business unit, uses to engage customers across service, marketing, content, and analytics.

Our research is grounded in over a decade of analysis: 1,500+ real-world Martech stacks, 14,000+ tools available on MartechMap.com, and 4,500+ curated requirements from our independent proprietary data warehouse, spanning 16+ industries and 30+ countries.

These data points are mapped against capability maturity benchmarks based on the Capability Maturity Model (CMMI) from the Carnegie Mellon University.¹

One of our key insights is that higher maturity isn't always better. Especially in Red Martech, we found that chasing maturity for its own sake can add cost without improving outcomes. By contrast, industry outperformers show a distinct pattern, investing in the right capabilities at the right time, which correlates with higher revenue-per-employee ratios.

How Martech Drives Value

The Stack Value methodology helps organizations quickly see in a single chart where to invest (Green Martech), where to evolve cautiously (Amber Martech), and where to rationalize tools that add cost without great customer value (Red Martech), all tailored to their specific vertical. This empowers teams to make decisions that directly drive customer engagement and business performance.

Consider CMS: In the Nonprofit sector, it's categorized as Green Martech, delivering high value at an average maturity of 2.7. In BFSI, it's Amber Martech—valuable for the right use

cases when kept at a moderate maturity level of 2.2. In Education, CMS is seen as Red Martech, requiring the right expertise to reach a high maturity of 3.0 to deliver foundational impact.

For this industry report, we combined our industry benchmarks with how leading analyst firms forecast the future of Travel & Transportation. We identified the most compelling industry shift and the impact on their go-to-market models and Martech investments. This report summarizes that evolution in three big bets so you can start preparing for the future today.

¹[Wikipedia - CMMI Model](#)

The Shift From Static to Dynamic Experiences

The Travel & Transportation industry is undergoing a fundamental shift in how it engages customers. The traditional approach with generalized offerings, static pricing, and disjointed customer interactions is rapidly being replaced by personalized, dynamic, and seamless experiences. This transformation isn't just a trend; it's an imperative.

The numbers tell the story. In 2020, only 46%² of Travel & Transportation companies feel confident in delivering personalized customer experiences. In 2024, 92% of Travel & Transportation executives agree that digital transformation is important to the overall strategy. In 2020, 61% of travel organizations say their priority was to adopt new technologies to better serve customers and/or suppliers.³

Travelers no longer tolerate one-size-fits-all recommendations. They expect customized experiences, dynamic pricing that reflects demand, and a seamless omnichannel journey across every touchpoint.

- 80% of global travelers surveyed feel it's important to be able to book their trips entirely online.⁴
- 76% of global travelers said they look for travel apps that reduce the friction and stress of travel.⁵
- Social media had the greatest influence on

leisure travelers' travel destinations, with 75% of travelers saying social media posts inspired their trips to a specific destination in 2023.⁶

- 65% of all travel bookings were made online in 2023, with 35% of online sales happening via mobile.⁷
- Over a fifth (22%) of global travelers have used ChatGPT or similar AI chatbots to plan travel.⁸
- 65% of customers indicated that they are willing to pay up to 25% more for a personalized guest experience or stay.⁹

A Real-World Example

Imagine a frequent traveler who used to book flights and hotels through a mix of online searches and phone calls. Today, AI-driven platforms automatically suggest tailored travel packages, adjusting in real time based on the traveler's preferences, past behavior, and even weather patterns. This level of personalization not only enhances the traveler's experience but also drives higher conversions and loyalty for travel brands.

² [statista - personalized experiences statistics, 2020](#)

³ [Hospitality Insights - digital transformation](#)

⁴ [travelperk - online travel booking statistics and trends](#)

⁵ [Hilton - Hilton trends report 2024](#)

⁶ [statista - social media influence on travel, 2023](#)

⁷ [Euromonitor International](#)

⁸ [Simple Flying - AI use research and plan travels](#)

⁹ [Euromonitor International - industry trends 2025](#)

How This Shift Changes Go-to-Market Strategy

The shift toward digital, personalized experiences doesn't just impact service delivery — it transforms how Travel & Transportation companies go to market. The traditional GTM model relied on mass marketing, static pricing, and siloed channels. That approach no longer matches how modern travelers discover, evaluate, and book their journeys.

To stay relevant, Travel & Transportation leaders must rethink how they deliver value — not just what they offer, but how and when. This requires a new GTM model built around three core priorities:

Big Bet #1: Proactive Engagement

Customers expect brands to anticipate their needs and offer support or inspiration before they ask.

Big Bet #2: Integrated Platforms

Customers move across devices and channels fluidly. They expect consistency — not confusion.

Big Bet #3: Dynamic Pricing

Customers now expect pricing that adapts to context, timing, and value — not fixed rates.

These aren't future-facing trends. These bets are a competitive advantage. Outperformers are already aligning their Martech investments to meet these expectations — and winning customer loyalty as a result.

Why Act Now on Technology & AI?

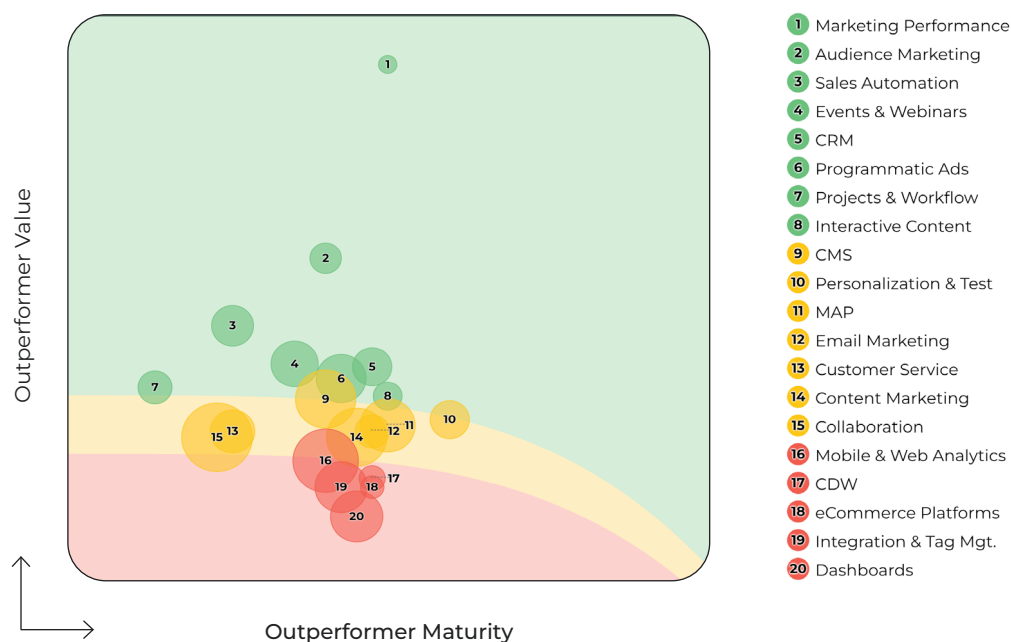
Travel & Transportation companies use a wide variety of marketing technologies with different levels of success. The quadrant below demonstrates which technologies are used and which ones contribute most to company value (left axis). The right axis shows how proficient (mature) travel & transportation companies are to reap those benefits.

At the center of this transformation are content management systems (CMS) and digital experience platforms (DXP). These technologies enable travel & transportation companies to manage customer interactions across multiple channels, power self-service bookings, and personalize the end-to-end journey.

As the industry shifts toward AI-powered recommendations, dynamic pricing, and service-based revenue models, CMS and DXP become critical tools for delivering real-time, context-aware experiences that meet modern traveler expectations.

These technologies ensure a seamless omnichannel experience and provide relevant and real-time engagement. The need to adapt is urgent, as for years, these technologies have operated in silos, failing to deliver a cohesive learning experience. No one role owns the stack with a cross-organizational mandate, and that lack of ownership is reason enough to act now on technology.

Stack Value Quadrant - Travel & Transportation Organizations

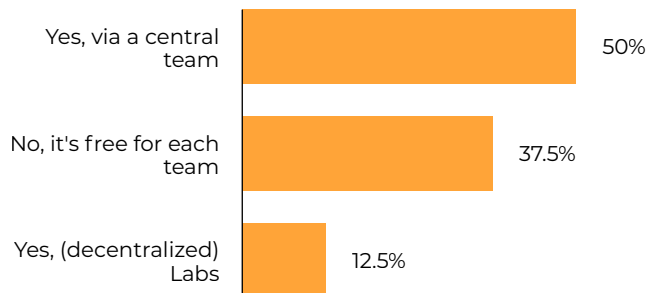


Note:

Bubble size = prevalence in Outperformer Stacks

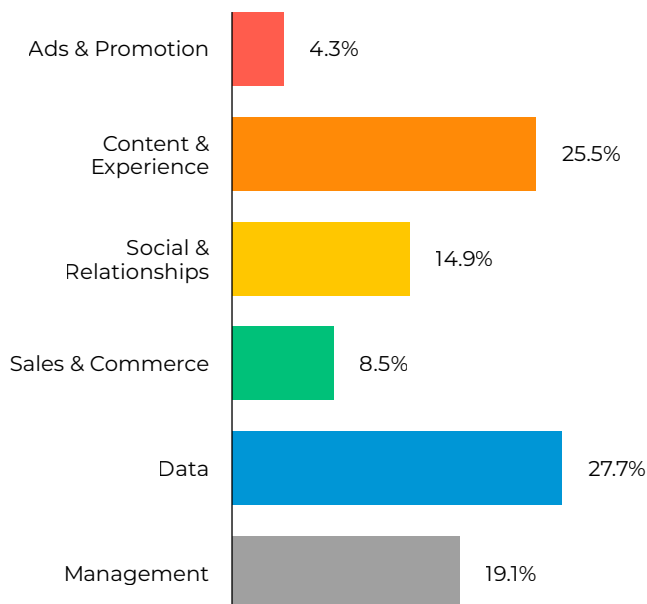
But that's not all. There's also Generative AI. Only 62% of the travel & transportation companies state they have an AI policy in place.

Do you have a GenAI policy?¹⁰



Unlike many other industries, travel & transportation companies use GenAI mostly in *data scenarios*, more than content use cases. There are quite a few data use cases adopted.

GenAI Adoption by (AIDARI) Category¹¹

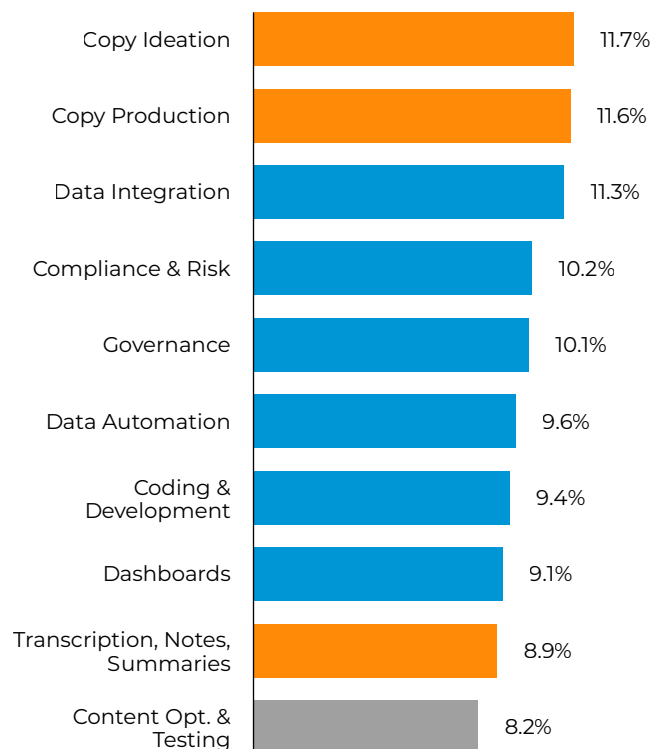


Remarkably, *Compliance & Risk* and *Governance* use cases are ranking high. Possibly due to the absence of an AI policy, employees use GenAI to cover security, compliance and corporate responsibility needs on the go.

GenAI is supporting travel & transportation companies with *Data Integration* and *Coding & Development* to ensure customer data flows across different platforms. GenAI also is used to enhance *Dashboards* and get better insights.

For content GenAI is used for brainstorming, creating, and producing copy. It also is frequently used for testing content results, as the outperformers are already skilled users of *Personalization & Testing* solutions (see *Big Bets #1* and *#3*).

Top 10 GenAI Use Cases¹²



^{10,11,12} Data source: 2024 GenAI Survey, chiefmartec & MartechTribе

^{11,12} 47 recorded use cases (16 organizations responded)

Additional resources about [AIDARI categories](#)

The Three Big Bets

This report introduces three big strategic bets, each driven by technological advancements and evolving customer behavior and backed by research and proprietary data. These bets come with actionable go-to-market technology recommendations grounded in our unique Stack Value research.

1. Proactive Engagement

Using AI and data-driven personalization to anticipate customer needs before they ask.

2. Integrated Platforms

Unifying systems and channels to ensure a seamless, omnichannel experience.

3. Dynamic Pricing

Leveraging real-time analytics to maximize revenue and occupancy.

	Big Bet 1	Big Bet 2	Big Bet 3
Shift	FROM Reactive Customer Service TO Proactive Engagement	FROM Fragmented Systems TO Integrated Platforms	FROM Static Pricing Models TO Dynamic Pricing Strategies
Strategy	Proactive Engagement	Integrated Platforms	Dynamic Pricing
Tactics	1. Data-Driven Personalization 2. Develop unified platforms 3. Automate data synchronization	1. Seamless Omnichannel Integration 2. Ensure cross-channel consistency 3. Optimize content workflows 4. Adjust marketing campaigns dynamically	1. Adopt dynamic pricing 2. Real-Time Revenue Optimization 3. Leverage AI-based pricing engines 4. Utilize demand forecasting tools
Technology	1. CRM, Audience Marketing, Sales Automation, Personalization & Test, CMS, Mobile & Web Analytics 2. CDW, CRM, CMS, Dashboards 3. Integration & Tag Management, CRM, MAP	1. CMS, MAP, CRM, Email Marketing, Events & Webinars 2. CMS, Customer Service, Email Marketing, MAP 3. CMS, Projects & Workflow, Collaboration 4. Programmatic Ads, MAP, Integration & Tag Management	1. CMS, Personalization & Test, Programmatic Ads, Content Marketing 2. Marketing Performance, CMS, Interactive Content 3. CMS, Personalization & Test, Programmatic Ads 4. Projects & Workflow, Collaboration, Video Marketing

#1 Proactive Engagement

The Shift

Travel brands have traditionally focused on reactive customer service, i.e., responding when customers reached out with a question or issue. But today's travelers expect more: seamless, proactive experiences that anticipate their needs. In 2023, 65%¹³ of bookings were made online, and 22%¹⁴ of travelers used AI tools like ChatGPT to plan their trips. This shift reflects a growing demand for timely, personalized experiences before the customer even asks.

The Big Bet

To meet these expectations, Travel & Transportation companies must transition to proactive engagement. By leveraging real-time customer data and predictive analytics, they can personalize experiences across

channels, automating offers, support, and recommendations based on behavior and context.

Tactics

- Use data-driven personalization to tailor interactions before, during, and after a trip
- Develop unified customer profiles to enable consistent experiences across platforms
- Automate data synchronization between marketing, sales, and service systems

Technology's Role

For this bet, Green Martech delivers increasing value as proficiency grows (capability maturity), while Amber Martech provides foundational value when applied with care and skill, based on our research.

Proactive Engagement-stack



¹³ Hospitality Insights-industry trends for 2025

¹⁴ Simple Flying-passengers AI research use analysis, 2023

Use data-driven personalization. This transformation depends on a solid Martech foundation. *CRM* systems store critical customer data, supported by *CDW* platforms that connect to financial and transactional systems. To enrich and activate those profiles, *Audience Marketing* and *Sales Automation* tools come into play. The former uses data science to build lookalikes and identity graphs, while the latter streamlines outbound campaigns and lead nurturing.

Personalization & Test tools, such as Hotjar or UserPilot, help tailor digital experiences across devices through A/B testing, heatmaps, and UX experiments. All of this feeds into the *CMS*, which delivers dynamic *content* experiences across web and mobile. To identify what's working, *Mobile & Web Analytics* help track real-time behavior and interaction across channels, closing the loop between insight and action.

Develop unified customer profiles.

Unified engagement begins with unifying data. *CRM*, *CDW*, and *CMS* systems form the connective tissue for this customer view. While *Dashboards* like Tableau or PowerBI offer advanced reporting, many travel brands find more actionable insights from native reporting features within their *CMS*, keeping them closer to operational realities.

Automate data synchronization. While *Integration & Tag Management* platforms like Zapier or Make can orchestrate connections, outperformers often get more value from tight native integrations across *CRM*, *MAP*, and other core systems. The key is to ensure data flows seamlessly so all teams act on the same truth.

#2 Integrated Platforms

The Shift

Travel & Transportation companies have long struggled with fragmented systems and disconnected tools for booking, marketing, and customer service. The result? Inconsistent experiences, manual errors, and missed opportunities. Today's travelers expect a seamless journey, whether they book through an app, receive updates via email, or speak to a representative. As digital expectations rise, fragmented systems are no longer viable.

The Big Bet

The future belongs to integrated platforms. By unifying marketing, content, and service technologies, companies can ensure a consistent and cohesive experience across all customer touchpoints while increasing operational efficiency and reducing duplication.

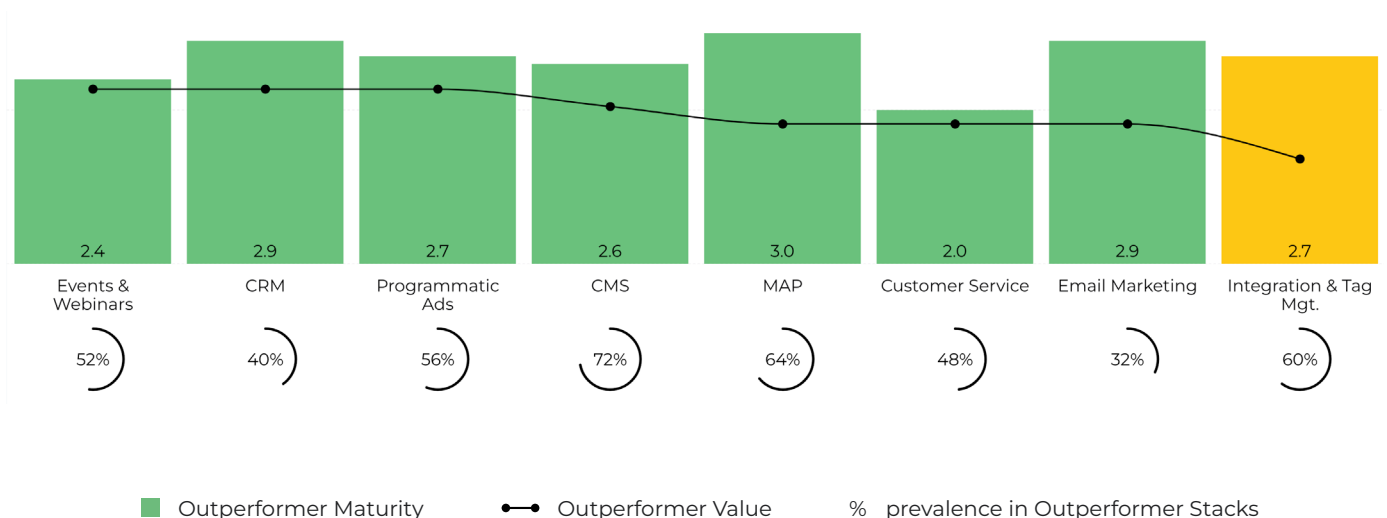
Tactics

- Enable seamless omnichannel integration to unify web, email, mobile, and offline touchpoints
- Ensure cross-channel consistency in messaging and service delivery
- Optimize content workflows to speed up campaign creation and publishing
- Adjust marketing campaigns dynamically in response to real-time insights

Technology's Role

For this bet, Green Martech delivers increasing value as proficiency grows (capability maturity), while Amber Martech provides foundational value when applied with care and skill, based on our research.

Integrated Platforms-stack



Enable seamless omnichannel integration.

This is where your Martech backbone shows its value. *CMS*, *CRM*, *MAP*, *Email Marketing* (Newsletters), and *Events & Webinars* platforms work together to create continuous experiences. Customers might start with a push notification, follow through to email, and complete a booking online — and expect it all to feel connected.

Ensure cross-channel consistency in messaging and service delivery. Consistency is driven by a shared data layer. *Customer Service*, *CRM*, and *MAP* tools, integrated with *Email Marketing* and *CMS*, enable service reps and marketers to access the same information — so messages don't contradict and handoffs feel seamless.

Optimize content workflows to speed up campaign creation and publishing.

Teams need to move fast. *CMS* supports modular content publishing, while *Projects & Workflow* tools coordinate deadlines, assets, and approvals. *Collaboration* tools make sure everyone stays on the same page, even across teams and time zones.

Adjust marketing campaigns dynamically in response to real-time insights.

When markets shift, campaigns must adapt. *Programmatic Ads* enable real-time media buying based on performance signals, while *MAP* platforms adjust campaign logic behind the scenes. *Integration & Tag Management* tools like iPaaS (Integration Platform-as-a-Service) and Data Integration solutions enable seamless data exchange between systems through pre-built connectors, APIs, and workflows supporting tasks like synchronization, aggregation, ETL, and mapping across applications, databases, and data warehouses.

#3 Dynamic Pricing

The Shift

Static pricing models were once the norm in travel, rates set months in advance, updated only periodically. But in a digital-first world, pricing must be as dynamic as demand, where Booking, Expedia, Airbnb, and Uber are setting the customer experience standards. With travelers using AI tools and real-time platforms to plan and book, prices need to reflect live factors: seasonality, user behavior, and availability. Companies that fail to adapt risk leaving money on the table.

The Big Bet

Dynamic pricing is the new revenue engine. By using AI and forecasting tools to adjust prices in real time, travel brands can maximize revenue,

increase occupancy, and deliver personalized value to different customer segments.

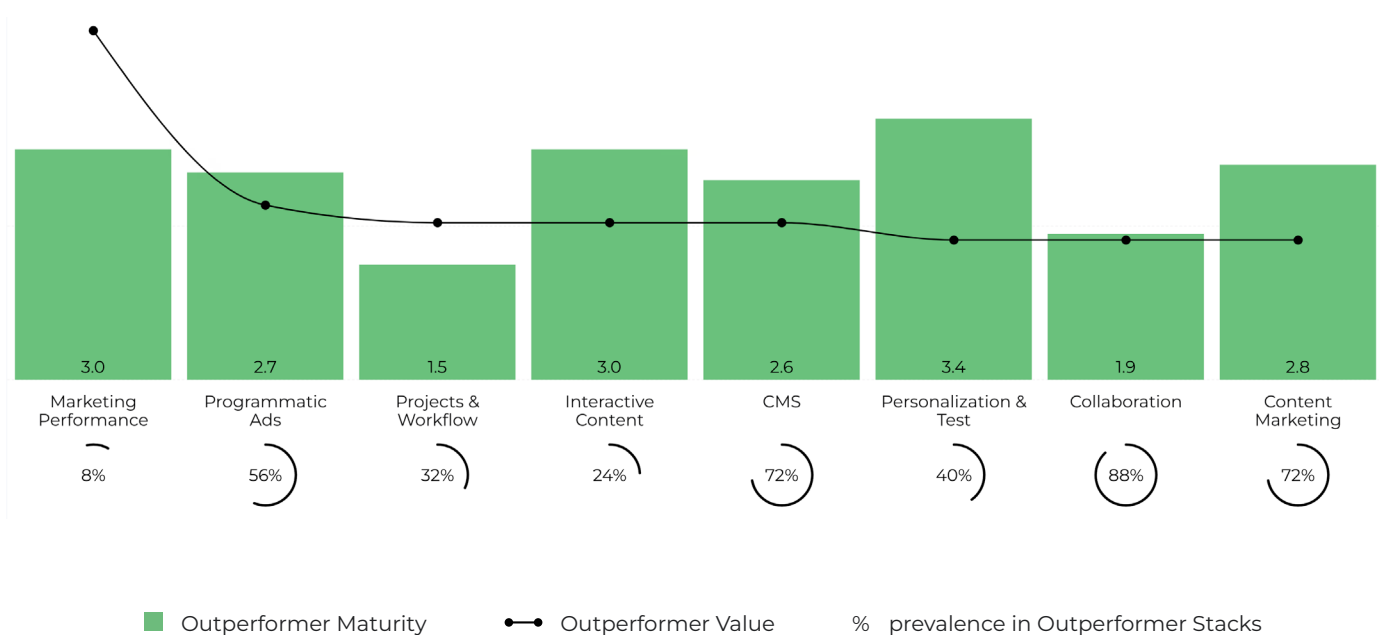
Tactics

- Adopt dynamic pricing models across products and services
- Implement real-time revenue optimization to match supply with demand
- Leverage AI-based pricing engines to personalize offers at the individual level
- Utilize demand forecasting tools to guide pricing decisions in advance.

Technology's Role

For this bet, Green Martech delivers increasing value as proficiency grows (capability maturity), based on our research.

Dynamic Pricing-stack



Adopt dynamic pricing models across products and services. AI-powered pricing engines are often embedded directly within *CMS* platforms and activated via *Personalization & Test* tools. These enable brands to tailor offers at the point of interaction, whether on landing pages, booking flows, or in-app experiences. *Programmatic Ads* extend this flexibility into external channels, surfacing personalized rates where users browse.

Implement real-time revenue optimization. Outperformers turn to *Marketing Performance* tools to track conversion efficiency across channels, helping optimize pricing decisions. *CMS* remains central to serving up these real-time changes, while *Interactive Content* like calculators and booking widgets help contextualize price in value-based terms for the customer.

Leverage AI-based pricing engines to personalize offers. AI doesn't just adjust price — it personalizes it. *CMS*, *Programmatic Ads*, and *Personalization & Test* platforms work together to tailor offers based on timing, behavior, or loyalty tier. The result is greater conversion without undermining perceived value.

Utilize demand forecasting tools. Getting ahead of the curve means forecasting demand accurately. *Projects & Workflow* and *Collaboration* platforms help cross-functional teams align around upcoming pricing initiatives. Meanwhile, *Video Marketing* supports campaigns with rich, venue, destination-driven testimonials that enhance perceived value and encourage higher booking intent.

FROM HERE TO INFINITY

The screenshot displays the Progress Sitefinity CMS interface. At the top, a header bar includes the title "Repurposing Content: How to Do ..." and buttons for "Save as Draft" and "Publish". Below this is a rich text editor toolbar with various formatting options. The main content area features a large image of a smiling woman. A "CONTENT BLOCK" is highlighted with a green border, containing the text "Bring Your Brand to Life - One Digital Moment at a Time" and a sub-headline "Progress® Sitefinity® isn't just a CMS—it's a customer-first digital experience platform trusted by brands with global impact." To the right of the content block, an AI menu is open, showing options like "Compose new text", "Improve writing", "Summarize text", "Make text shorter", "Make text longer", and "Change tone". At the bottom left, a search bar labeled "People in motion..." shows a grid of four image thumbnails. At the bottom right, a workflow diagram shows four steps: "Review", "Approve", "Publish", and "Sync", each with a corresponding icon.

Repurposing Content: How to Do ... Preview

Save as Draft Publish

Format B I

CONTENT BLOCK

Bring Your Brand to Life - One Digital Moment at a Time

Progress® Sitefinity® isn't just a CMS—it's a customer-first digital experience platform trusted by brands with global impact.

People in motion...

Review Approve Publish Sync

#ScaleWithSitefinity

About The Author

Frans Riemersma founded [MartechTribe](#), a company specializing in Martech research and benchmarking.

With 30+ years in consultancy, he combines qualitative expertise with quantitative Martech data on stacks, vendors, and requirements in a proprietary Martech Data Warehouse.

He is the author of *[A Small Book on Customer Technology](#)* and co-author of *Marketing Tech Monitor*, *Customer Technology Sector Trends*, and *Hello Firstname*.

In collaboration with Scott Brinker, he also co-produces the [MartechMap](#), an overview of the marketing technology landscape.



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Acknowledgments This report was produced in partnership with [Progress](#).
Creative design and information graphics by Angela Ribeiro da Silva at [Dattura](#).

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