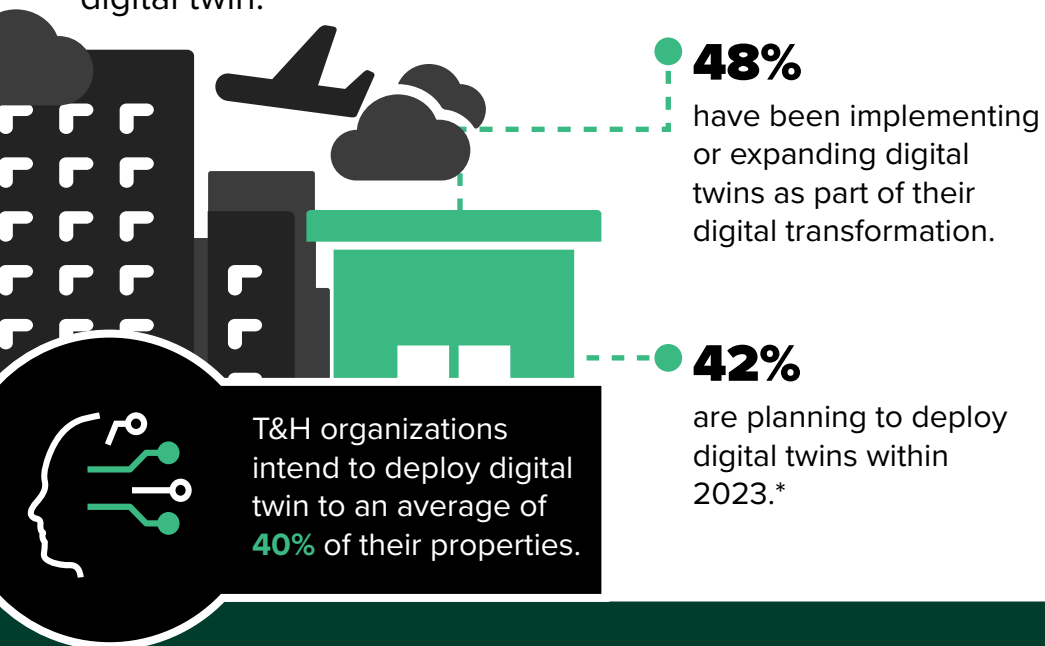


# Transform Customer Experiences (CX) With Digital Twins

Travel and Hospitality (T&H) organizations are actively innovating towards customer-centricity.

## DIGITAL TWIN TECHNOLOGY IS GROWING FAST IN APAC TRAVEL AND HOSPITALITY

T&H organizations have substantially adopted digital twin:



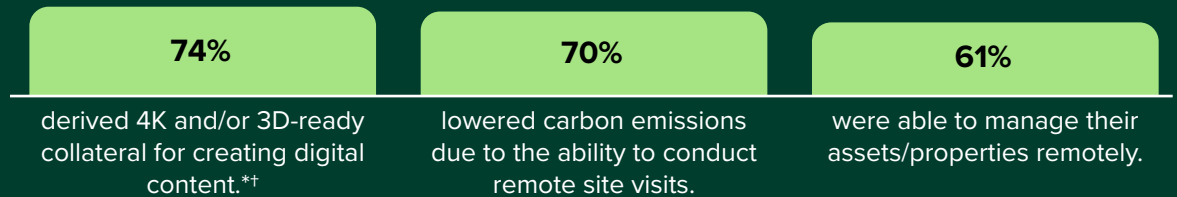
### INTERNAL CHALLENGES UNDERMINE DIGITAL TWIN BENEFITS

T&H organizations must bridge deficiencies to leverage digital twins successfully.

- 71%** struggle to personalize experiences with digital twins or AR, VR, or mixed-reality technologies.†
- 68%** foresee lacking content development skills as a barrier.‡
- 67%** don't have access to the right technologies.§
- 70%** face difficulty with attributing marketing performance to digital twin technologies.~

## DIGITAL TWINS HELP T&H ORGANIZATIONS TO ACHIEVE SUSTAINABILITY AND EFFICIENCY GOALS

Transform operations and reduce the need to conduct in-person site visits with digital twins.



## DIGITAL TWIN IS A STRATEGIC FUTURE PRIORITY FOR T&H

T&H organizations are all-in on creating an enhanced, customer-centric experience.



Base: 187 APAC T&H business and tech decision-makers responsible for their organizations' digital twin tech

\*Base: 97 APAC T&H business and tech decision-makers responsible for and plan to deploy digital twin tech at their organizations

†Base: 73 APAC T&H business and tech decision-makers responsible for their organizations' digital twin tech, whose top 5 challenges include personalizing experiences with digital twin technology

‡Base: 62 APAC T&H business and tech decision-makers responsible for their organizations' digital twin tech, whose top 5 challenges include lacking content development skills

§Base: 58 APAC T&H business and tech decision-makers responsible for their organizations' digital twin tech, whose top 5 challenges include access to the right technologies

~Base: 71 APAC T&H business and tech decision-makers responsible for their organizations' digital twin tech, whose top 5 challenges include attributing marketing performance to digital twins

\*†Base: 90 APAC T&H business and tech decision-makers planning to implement, upgrade, or expand implementation of digital twin tech at their organizations

Source: A study conducted by Forrester Consulting on behalf of Matterport, August 2022

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