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:

T&H organizations

intend to deploy digital

40% of their properties.

twin to an average of

have be

have been implementing or expanding digital twins as part of their digital transformation.

42%

are planning to deploy digital twins within 2023.* INTERNAL
CHALLENGES
UNDERMINE DIGITAL
TWIN BENEFITS

T&H organizations must budge 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.

74%

70%

61%

derived 4K and/or 3D-ready collateral for creating digital content.*†

lowered carbon emissions due to the ability to conduct remote site visits.

were able to manage their assets/properties remotely.

DIGITAL TWIN IS A STRATEGIC FUTURE PRIORITY FOR T&H

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

85%

strive to create a VR/AR experience for customers.

82%

want to better understand their customers' content preferences to improve customer-facing assets. 77%

seek to improve IT capabilities to enhance CX.

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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