



BAD WEATHER AND **TRAVELING**





How the Travel Industry Can Maximize Bookings with Weather-Based Targeting

You might think that no one would cancel a trip they've been planning for months because of a little bad weather. But not everyone has money to waste sitting in a hotel room, waiting for the rain to stop. They'd rather just eat the cancellation fees and take that vacation another time. And some people just don't want to deal with the accompanying travel delays at the airport. On the other hand, there are also people who stare at a soggy weekend forecast and decide it's a great time to get away for the weekend.

Whatever the cause, weather targeting – segmenting your marketing messages based on weather conditions – gives the travel industry a couple of options. First, you can try to influence travelers' decisions. Second, you can take advantage of the decisions they've already made (or that have been made for them, as in the case of flight cancellations). If you're part of the travel industry, here's what you need to know about how weather affects your business:

- **Bad weather means people are stuck in airports.** Whether it's wind, lightning or snow, bad weather can wreak havoc on an airport and that airport's passengers. It's not unheard of for passengers to be stranded for days. Did you ever stop to think about what those stranded passengers need? Food. Lodging. Internet access so they can arrange alternate travel plans. So a hotel chain that uses weather targeting could set up an email trigger based on weather-related airport delays or shutdowns, letting previous customers know that they have a hotel in the area. And airport vendors – restaurants, bars, gift shops, etc. – could use weather-targeting to market to people stranded in airports



where they have locations.

- **Bad weather means some people are going to cancel travel plans.** And that means hotels will have vacant rooms. Hotels facing a stormy weekend could use weather-targeting to market to locals, suggesting that a hotel “staycation” would be a great way to spend the weekend. Airlines facing a lot of empty seats on flights to a destination with a stormy forecast might be able to retain some of those travelers with emails promoting the destination’s indoor activities, like museums, professional sports, and other venues.
- Weather can inspire some people to make travel plans. The reverse is true, too. Hotels in areas with a beautiful forecast could use weather-targeting to entice people in areas where the forecast is stormy to come visit. Airlines could do the same.
- Weather can influence longer-range plans, too. Jimmy Buffett nailed it in his song “Boat Drinks,” when the weather fueled a need to “fly to St. Somewhere.” Cruise lines, airlines, and tropical hotels could use weather-targeting to entice people in areas suffering through a deep freeze to book a cruise or an island getaway.
- Weather-targeting as a reassuring deterrent to cancellations. A key benefit of weather-targeting for the travel industry just might be as a deterrent to weather-related cancellations. Severe weather in the forecast? Send an email about how your cruise ships are sure to reroute away from storms, or email people who have hotel reservations with updates on the storm’s approach.



Direct
Influence on
Purchase
Behavior



Passive
Influence on
Consumer
Behavior



Weather
Diversity

How Skymosity can help

Skymosity helps brands transform their knowledge of how weather impacts business into actionable messages.

- **Analytics:** You can start by doing a deep dive into your sales data to make sure your assumptions about weather-related bookings and cancellations are accurate. Once you've done that, you can identify weather-related triggers and their impact on different market segments.
- **Email:** Once you've matched travel activity to weather, you can start tailoring your email campaigns accordingly. With weather-targeted messaging, you can set up automatic emails triggered by the types of weather events that impact travel.
- **SMS:** Weather-based SMS triggers allow for immediate notifications to customers during key conditions that may be influencing a trip.
- **Content Personalization:** Since travel plans are so heavily influenced by weather, we can help you customize landing pages so that the first thing customers see when they visit your web site is the information that's most likely to deliver what they're looking for. So somebody logging in from a place that's stormy would see a different landing page than someone logging in from a place that's bright and sunny.

About Skymosity

Skymosity is the leading Weather Targeting™ Platform, powering advanced weather-based technology for some of the world's biggest brands. With patent-pending solutions for SMS and Weather-Based Email Trigger™ automation, plus website personalization and analytics based on weather, the Skymosity Weather Marketing Cloud™ helps businesses seamlessly leverage big weather data.

For more information, visit www.skymosity.com.

