

Hilton, Wyndham, Sol Melia, Expedia and Travelocity reveal how to manage and measure customer data to build loyalty and maximize sales

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According to IBM, inaccurate data costs US businesses \$116 billion per year in postage, printing and overheads. Without properly sourced and managed data, a CRM system has no hope of success. And this is particularly important in the travel industry, where customer preferences, geographical information and brand loyalty play such an important role in leveraging marketing campaigns. In order to succeed, in today's highly competitive market, travel companies need to both be fanatically data-driven and have a consumer-centric philosophy - Two central themes of EyeforTravel's inaugural conference, **CRM Technology for Travel**, being held on 9-10 October in Las Vegas. For more information click here: www.eyefortravel.com/crmtech2007

This unique event looks at CRM from a technological perspective, concentrating on data management, performance measurement and segmentation. Over 150 CRM, database marketing and loyalty experts in travel are expected to attend, all gathered to find out how to use data to grow loyalty and generate maximum profits from their customer database. This event will be held as part of the **Travel Distribution Summit North America**. For a full agenda click here: www.eyefortravel.com/crmtech2007/agenda.shtml

By holding this niche conference as part of the Travel Distribution Summit North America, EyeforTravel have created a fantastic networking opportunity for CRM executives in travel. Each delegate will receive an access-all-areas pass, which means that they can wander between sessions freely and meet with a wide variety of experts from distribution, ecommerce, marketing, revenue management, pricing, and technology backgrounds. (Not to mention the 100+ loyalty and CRM experts attracted by the CRM Technology event!) Other conferences being held as part of the Summit are the Travel Distribution Executive Conference and Revenue Management and Pricing in Travel.

For this conference, EyeforTravel have assembled speakers from companies who excel in the CRM arena. Those with loyal followings, like Southwest Airlines, huge customer bases, like online giants Travelocity and Expedia, and most importantly companies with a consumer-centric outlook, like Hilton. All these leading travel companies, plus many more, will be adding to the discussion. For a full list of speakers click here: www.eyefortravel.com/crmtech2007/speakers.shtml

Speakers include the VP Distribution, Pricing and CRM for Hilton, the VP of Customer Experience for Hotwire and the MD Worldwide Marketing Communications for Delta Air Lines. They will be joined by Directors of Loyalty Marketing and CRM from companies such as, Southwest Airlines, Travelocity, Wyndham Hotels, Sol Melia Hotels and Resorts and Lufthansa. With a great line-up of speakers and an agenda that appeals to anyone involved in CRM, loyalty, marketing or technology, this event promises to be a great addition to the well-established **Travel Distribution Summit. (9-10 October, Caesars Palace, Las Vegas)**

The first day of this conference sees travel companies discuss how they collect, manage and segment their customer data to maximum effect. Delegates will be able to see how leading travel companies use customer data to build loyalty and hear next generation tactics in data segmentation. On the second day focus shifts to measuring data. Speakers will discuss how to identify and deliver distinctive value to the most attractive customers, evaluate the latest analytical tools and demonstrate how they use sophisticated metrics to measure the effectiveness of their B2C campaigns. For a full agenda click here: www.eyefortravel.com/crmtech2007/agenda.shtml

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