



AMAZON WEB SERVICES

Cloud Solutions for Travel and Hospitality

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Driving personalization, connected experiences, and cost reduction

Millions of consumers are once again taking vacations, visiting relatives, and traveling for business. There is huge pent-up demand for air and train travel, cruises, tours, hotels and resorts, casinos, restaurants, and theme parks.

With the pandemic, the shift to online shopping, digital communications, and contactless solutions has accelerated the digital transformation of the travel and hospitality industry. Companies large and small are challenged with keeping up with customer expectations for seamless experiences. Before, digitization was mostly about websites and Wi-Fi. Now, it's about making better use of customer data to build better experiences across marketing, reservations, and customer service while making a company's overall operations more efficient.

Upgrading digital systems in the travel and hospital industry—going far beyond having a website and digital booking—makes sense for a diverse set of use cases. Affordable solutions can deliver major efficiencies for organizations and experiences that satisfy patrons' increasing preference for digital, omnichannel communication and shopping.

Using cloud, Internet of Things (IoT), artificial intelligence (AI), and other technologies, businesses from restaurants to hotels to airlines can be run more efficiently and profitably by achieving more with less overhead, cutting costs, and finding new ways of generating revenue. By utilizing data-driven solutions, businesses can enhance the customer experience, optimize operational efficiencies through analysis and forecasting, and provide insights that drive better decisions about where to invest, where to adjust costs and personnel, and what unrealized opportunities may exist.

“As we go forward and see whatever the future throws at us, I know that I’ve got a platform that will be able to support that and an infrastructure suite that will enable us to innovate even as that scale and pace increases.”

– Richard Haigh, CTO, Just Eat Brands¹

¹ “Just Eat Takeaway Uses AWS to Scale to Meet Unprecedented Demand,” AWS customer **case study**, 2021.





“What we want to be able to do together with AWS, and what other airlines will need to do, is to adopt a strategy on data management and analytics, customization, personalization, and a targeted approach to the customer.”

– Jeffrey Goh, CEO, Star Alliance²

Challenges in the travel and hospitality industry

Customer desires and behavior are constantly changing, making it a continuous challenge to forge relationships that are sustainable and profitable over time. Additionally, the industry is defined by low-margin, high-volume businesses without the budgets and IT personnel required to build and support in-house digital solutions. That makes it difficult to use data to understand the changing needs of customers or to apply data and analytics to customer relationships.

Among industry segments, digitization in aviation, travel, and tourism alone is forecast to create up to \$305 billion of value for the industry through increased profitability between 2016-2025.³ Technology is a means to an end, not an end itself. Hotels, restaurants, airlines, tour operators, car rental services, and other travel and hospitality businesses need to solve critical issues—without worrying about hardware and software maintenance and costs, data centers, or security.

In a recent travel and hospitality industry study, 91% of industry leaders surveyed indicated that digital transformation is essential for their business. Yet only 29% said their business is currently ahead of the curve when competing in an increasingly digital world.⁴

Sustaining the benefits of digitization over time requires staying up to date on new types of software and systems for marketing, revenue management, e-commerce, operations, sales, and other parts of the business. That’s a tall order for smaller companies like restaurants and hotels, with high attrition rates and labor shortages.

¹ “Star Alliance Goes all in on AWS,” AWS customer [case study](#), 2021.

² “Digital Transformation Initiative – Aviation, Travel, and Tourism Industry,” World Economic Forum [report](#), 2017.

³ “The 2021 Digital Transformation Report,” [Skift + AWS](#), 2021.



Why cloud is essential for travel and hospitality businesses of all sizes

Cloud providers give businesses the ability to rent storage, computing capacity, and access IT expertise—while eliminating costly on-premises solutions. Using the cloud for these services provides an affordable way to unlock new possibilities for efficiency, transparency, and growth.

Using robust services instead of building and managing an in-house network, computing, and storage infrastructure makes smart business sense. So it's no wonder that companies around the world, across every segment of the travel and hospitality industry, and of every size, run on cloud services. Cloud-based software-as-a-service (SaaS) solutions are already being used extensively by even the smallest restaurants.

Moving to the cloud has enabled thousands of companies to:

- **Enhance customer experience with personalization:** Capturing and analyzing data from customer interactions can help personalize offers and make them more relevant, timely, and effective.
- **Create connected experiences:** Data from multiple channels before, during, and after customers receive services can be used to better understand what customers want and cross-sell and up-sell.
- **Improve customer service:** A cloud-based contact center can handle inquiries and support requests, text and email options, and optimize callback queues to reduce customer wait times.
- **Enhance core operations:** Connecting the assets, operational processes, and infrastructure of travel and hospitality businesses to cloud applications can help companies utilize them more efficiently.
- **Reduce IT costs:** Using cloud services instead of in-house IT resources shifts budgets to operational instead of capital expenditures and makes for a more flexible, scalable, less complex, and more agile IT platform for innovation.
- **Develop sustainable business practices:** Companies can lessen environmental impacts with greater resource optimization.

“With the flexibility of AWS, we can say we want to scale not just the entire operation up or down, but on a feature-by-feature basis. Being able to say how we want each one to respond to change in demand is pretty huge.”

— Will Sprunt, CIO, Deliveroo⁵

⁵ “Deliveroo Finds Ingredients for Success with AWS,” AWS customer **case study**, 2020.





Why Amazon Web Services for travel and hospitality

Amazon Web Services (AWS) is the leading cloud services company in the world. Longstanding companies and market-disrupting new entrants are AWS customers, transforming their businesses with an always-evolving set of features and services.

AWS offers the most reliable, trusted, and secure cloud for businesses of any size—whether you're a boutique hotel, cruise line, reservation service, or restaurant. Early-stage startups get cloud technology, support, mentoring, training, and guidance to get started quickly in the cloud.

We support companies of all sizes, including more startups than any other cloud provider. So whether you start your business in a garage or in a tiny restaurant space, you get the same technology as the world's largest companies, democratizing innovation by enabling the best idea to win instead of the one with the most resources behind it.

AWS Travel and Hospitality Competency partners support our customers with products and services that accelerate the move to and use of AWS Cloud. Find the partner that is best equipped to address your business needs. You can search for them by service type and more on the AWS Travel and Hospitality Competency Web site. **AWS Activate** for startups offers free tools, resources, and more to quickly get started on AWS.

“The whole ethos around what AWS provides to us as support to our business is really what drives us and its really about speed to market, cost control, innovation... We’ve seen these benefits ourselves firsthand. [AWS] has supported us in every way possible.”

— Hilton Warmback, COO, Run Africa⁶

⁶ “Rhino Africa Relies on AWS to Provide Unique African Holiday Experiences,” AWS customer **case study**, 2020.





When you work with AWS, you benefit from:

- **Real savings you can see and measure:** Moving to the cloud provides the opportunity to reduce costs while increasing efficiency. Migrating with AWS leads to an average cost savings of 31 percent,⁷ but it can be hard to predict or achieve measurable savings. We offer free tools and calculators to assess your workload and costs and measure your migration ROI—taking the guesswork out of operational costs and identifying new opportunities to save. Further, we have reduced costs more than 100 times over the last decade, returning more than half a billion dollars to our customers.
- **Support through best-in-class partners, programs, and training:** You need to maximize IT performance with limited budgets and resources. With AWS, help is always close at hand. We help you plan, scope, and size your migration, as well as reduce risk and complexity by automating shifting workloads to the cloud. We also offer a free, comprehensive library of digital, self-paced training courses and a range of skill certifications, workshops, and immersion days for your team, while our thousands of certified partners and consultants are here to support and accelerate your cloud migration—at any budget. AWS has launched the AWS Travel and Hospitality Competency, which helps identify, validate, and match the most experienced AWS partners to customers.
- **The highest level of cloud security:** AWS security infrastructure is built to satisfy the highest requirements of the world's leading financial, educational institutions, and governmental institutions. AWS compliance programs include 230 security features and services.
- **Capacity and scalability that grows as you need it:** AWS automatically adjusts cloud capacity to meet demand, while only charging for what you actually use, ensuring you have the space to grow without paying for more than you need. We constantly monitor activity to balance loads, scaling compute power and storage up or down to meet fluctuations in demand and reduce unnecessary costs, ensuring you always have enough capacity and no fear that you're wasting money.

⁷ "Accelerating your AWS Journey: Migration and Modernization, **e-Book**, 2021.



Get started at your own pace

Using the AWS Cloud isn't an all or nothing decision. Your company can move at your own pace based on the most pressing challenges and opportunities. A good way to start might be with particular applications, hotel reservations, customer service, or chatbots on the AWS Cloud. Most of the major vendors have migrated versions of their systems to the cloud. Chances are we host it.

A next step might be to put machine learning to work to deliver personalized experiences for customers based on their collected taste and preference data. With AWS, you can process your data, identify what is meaningful, experiment with algorithms, and optimize a customized, personalized model. Then make relevant recommendations in personalized communications.

For other companies, efficient operations are top of mind. Use AWS to process and analyze your data to provide predictive capabilities; adjust routes, trim energy and fuel costs; more efficiently plan inventory, and optimize scheduling. Another use of the AWS Cloud is to reap sustainability benefits by monitoring and cutting the use of electricity, water, and other resources to reduce your carbon footprint.

The AWS advantage

Cloud services are an essential, competitive tool for travel and hospitality companies. Benefits range from cost reduction to new ways of engaging customers. Cloud is proven and getting better all the time. It gives travel and hospitality companies of all types and sizes the opportunity to reconsider costly capital investments and instead to move storage, computing, and networking to a cloud partner with ready-made or custom solutions. AWS provides travel and hospitality companies with a wide array of services on the AWS Cloud that easily scale with your seasonal or promotional requirements. Our global expertise in the travel and hospitality industry and large and diverse partner network are available to support your company's cloud journey, wherever it begins.

To learn more, visit [**AWS Travel and Hospitality**](#).

