

PUBLIC SECTOR SOLUTION OVERVIEW

State tourism and DMO experience management solution



Challenge

The way consumers and businesses make travel and vacation decisions has changed. State tourism offices, airports, and destination marketing organizations (DMOs) can no longer rely on reaching their target audience through websites and TV alone. In order to deliver the personalized and timely experiences their customers expect, travel organizations must meet their audience on the social media and digital channels they prefer.

- Travel and tourism customers **expect personalized experiences.**
- **Agencies must embrace digital channels** to understand their target audience and offer dynamic destination content to engage travelers.
- State tourist offices and DMOs must show value and **understand the impact of every marketing dollar** on their destination's economy across all major spend categories.

Solution

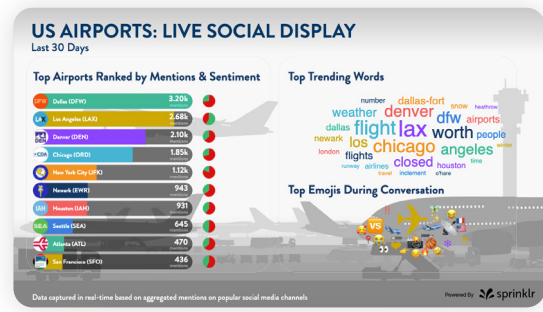
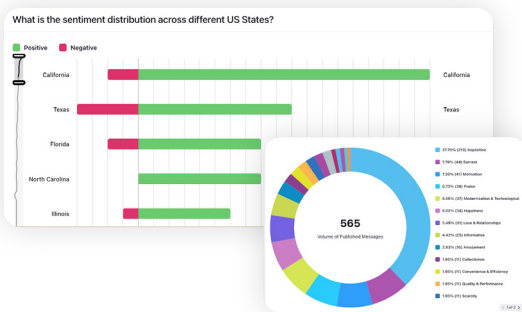
Sprinklr enables tourism and travel organizations to research, analyze, and deliver personalized engagement, marketing, and advertising to billions of consumers on more than 30 digital and social media channels, in 150 countries, and in 50 languages. Using Sprinklr's unified customer experience management (Unified-CXM) platform, DMOs, state tourism offices, marketing agencies, and their partners can easily collaborate, plan, and execute omnichannel campaigns, and analyze real-time, actionable insights in a single platform.

- **Improve return on advertising spend (ROAS) and return on marketing investment (ROMI)** with integrated listening, real-time engagement, advertising, and analytics across all digital channels.
- **Understand traveler sentiment** using AI to analyze unstructured data to increase tourist and business travel revenue from destinations and promotions.
- **Demonstrate the impact and value of marketing** in boosting economic growth by integrating cross-channel, paid, owned, and earned media results in a single dashboard.

State tourism and DMO experience management solution

Sprinklr is the only Unified-CXM platform for the travel and tourism industry. Trusted by leading brands and marketing agencies, Sprinklr unifies all customer-facing functions in a single platform to help organizations increase tourist and business travel revenue.

Leading travel and tourism brands trust Sprinklr



ENGAGE MORE EFFECTIVELY ON SOCIAL MEDIA

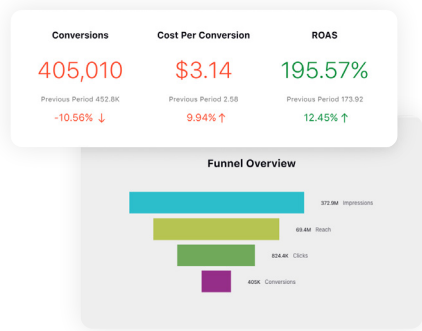
With [Sprinklr Social Publishing & Engagement](#), you can ensure every customer conversation is on-brand, on-message, and on-schedule. Grow your business by engaging more effectively with travelers while reducing cost per engagement and managing brand risk.

- Listen to and engage with travelers on owned, paid, and earned channels
- Use AI to optimize content and engage more effectively
- Use automation to collaborate and quickly scale output
- Manage brand risk with governance tools that eliminate risks of off-brand engagement

LEVERAGE ACTIONABLE INSIGHTS

[Sprinklr Modern Research](#) helps destination marketing organizations transform real-time and historical unstructured data — including 200 billion historical messages across more than 30 digital channels — into actionable traveler and tourism marketing insights.

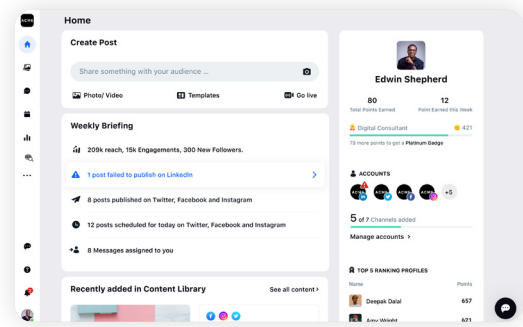
- Receive real-time feedback and key insights about a destination and other DMO offerings and strategies
- Identify critical market trends, trending events, reputation issues, and capitalize on unmet tourism needs
- Combine media coverage across traditional and digital channels, ensuring that you always capture true share-of-voice
- Analyze unstructured destination experience information, including photos, videos, reactions, shares, comments, and emojis



BOOST MARKETING EFFORTS

[Sprinklr Modern Marketing & Advertising](#) enables you to boost tourist and traveler revenue through AI-powered optimization, personalization, channel integrations, and advanced analytics. Easily collaborate with DMOs, state tourism offices, marketing agencies, and other partners using automated workflows and content governance tools.

- Deliver personalized, optimized content to your target audience
- Better understand traveler sentiment through AI-powered social listening
- Tap into advanced analytics and actionable campaign insights
- Target your audience based on share-of-voice, traveler sentiment, and travel trends



AMPLIFY WITH SOCIAL SELLING & ADVOCACY

[Sprinklr Distributed](#) enables state tourism offices and DMOs to take advantage of social media channels by creating a shared repository of assets. Supply partners and stakeholders with the resources they need to collaborate and ensure on-brand messaging. Activate, motivate, and mobilize citizens, visitors, and businesses to participate in destination advocacy programs.

- Create scalable, localized, and personal social media campaigns
- Connect with travelers as their trusted advisor for suggestions and expertise throughout their journey
- Drive engagement across all social and digital channels with relevant messaging and promotions
- Mitigate brand risk with smart alerts and reputation management features

WHAT SETS SPRINKLR APART

Sprinklr is the only Unified-CXM platform for all customer-facing functions. Powered by advanced AI, Sprinklr helps state tourism offices, airports,

and destination marketing organizations deliver human experiences to every customer, every time, across more than 30 digital channels. Travel and tourism

organizations trust Sprinklr to improve and accelerate market research, campaign planning and execution, advertising, advocacy, and social engagement.