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The Rise of Salesforce Agentic ABM:

Rewriting the Rules of B2B Marketing in Travel & Hospitality

Introduction

The Travel and Hospitality (T&H) industry has always been about creating experiences that stay with people. Yet, when it comes to marketing, especially in the B2B space, many organizations still rely on outdated approaches. Traditional Account-based Marketing (ABM), with its fixed campaign cycles and static messaging, is increasingly out of sync with how today's buyers make decisions.

Think about the people you're trying to reach: corporate travel managers juggling cost control and shifting budgets; event planners under pressure to secure venues that balance availability, experience, and sustainability; procurement heads tasked with negotiating long-term contracts while managing policy compliance; HR and wellness leaders seeking travel options that protect duty of care and employee well-being; finance executives scrutinizing total program ROI and carbon impact; and loyalty program directors aiming to maximize share-of-wallet from repeat travelers. None of them want another generic seasonal promo email. They expect timely, relevant, and personalized interactions that reflect their unique needs and context. In short, the rules of engagement have changed.

Why traditional ABM falls short

The old model of ABM simply doesn't fit the realities of the travel buyer journey. Campaigns are often tied to predictable but rigid calendars like 'summer deals' and 'holiday specials' while actual buying decisions happen fluidly, in response to evolving business priorities. A corporate travel desk might suddenly be tasked with cutting costs, or an events team could be sourcing venues for a hybrid global summit with only weeks' notice. Waiting for the next pre-scheduled campaign is a recipe for missed opportunities.
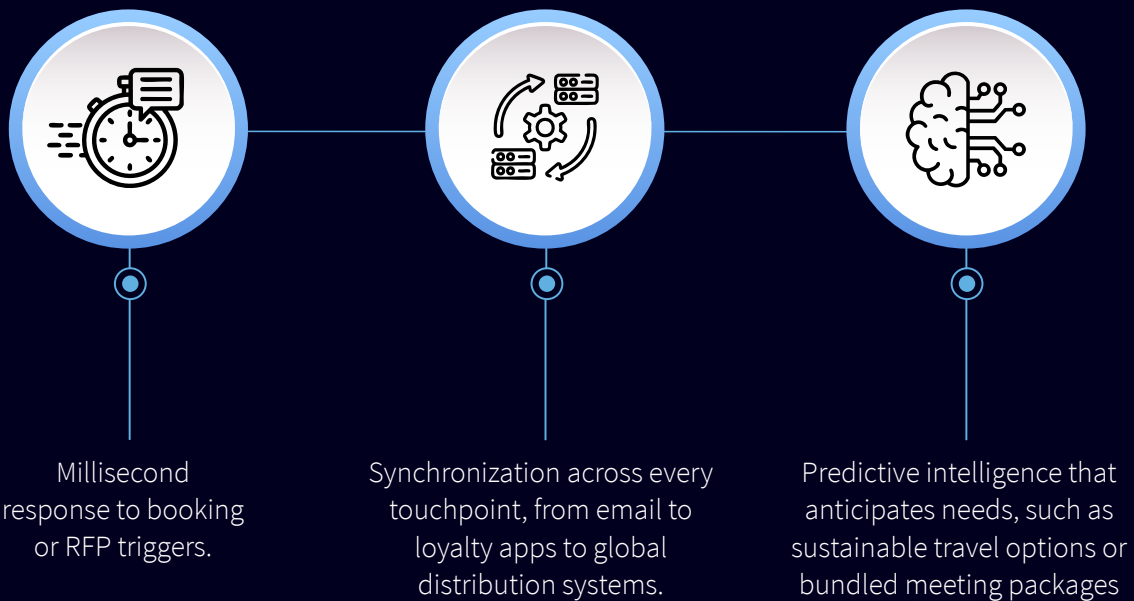
Data is another stumbling block. Hospitality providers sit on mountains of information, booking engines, loyalty databases, CRM records, property management systems, and third-party travel agency feeds, but rarely in a way that's unified. The result is fragmentation and blind spots: missing intent signals when buyers are actively sourcing, outdated contacts that derail outreach, and disconnected systems that prevent loyalty insights from informing digital campaigns.

Even personalization, the industry's favorite buzzword, often rings hollow. For all the talk of tailored experiences, ABM messages to corporate buyers or event planners are frequently templated and generic. Sustainability mandates, carbon reporting requirements, hybrid meeting preferences are all too often overlooked. This disconnect undermines credibility and weakens trust.

A shift in expectations

Buyers today operate on a different rhythm. They want real-time responses and contextual engagement. If a corporate travel manager is browsing hotel options in the morning, they expect a personalized proposal in their inbox that same afternoon and not a canned campaign arriving next week.

The new standard demands:

Millisecond response to booking or RFP triggers.

Synchronization across every touchpoint, from email to loyalty apps to global distribution systems.

Predictive intelligence that anticipates needs, such as sustainable travel options or bundled meeting packages

At the same time, segmentation needs to go deeper. It's not enough to lump together 'corporate' or 'leisure' buyers. High-value corporate contracts, repeat premium-tier leisure guests, and event planners managing hybrid global conferences - each requires very different approaches. Modern ABM must scale personalization to that level of nuance.

And now, with the rise of autonomous AI agents, there's an entirely new layer: intelligent systems that can detect when a travel management company is comparing hotel portfolios, generate custom offers on the fly, and continue optimizing without human intervention. In other words, intelligent AI systems enhance travel marketing and redefine it, shifting the competitive edge to those who can let machines anticipate, personalize, and act at scale.

Market signals shaping the shift

This transformation isn't happening in a vacuum. Several market forces are pushing T&H providers to rethink ABM:

Business travel is returning cautiously. GBTA forecasts global business-travel spend to hit USD1.57 trillion in 2025.[1] Nearly half of buyers expect more trips, and over half anticipate higher spend compared to 2024. APAC markets are the most optimistic.[5]

But uncertainty lingers. Mid-2025 polling[3] reveals fragility, especially around U.S. policy shifts and budget cuts. That's why scenario planning and pipeline hedging are critical.

Meetings and events remain a stronghold. Demand for corporate retreats and conventions is sustaining group bookings and pipeline visibility. ABM must lean into planner buying centers.[6]

RFPs are evolving. Today, buyers weigh cost control alongside carbon impact and traveler experience. ABM assets must demonstrate value across all three.[4]

Hospitality media networks are expanding their reach. For instance, Marriott's new MARRIOTT MEDIA[7] and Expedia's growing B2B advertising[8] arms give providers powerful new ways to surround decision makers during buying windows.

Practical ABM plays for T&H

What does all this look like in action? Several plays are already showing impact:

- 1:1 Executive ABM for corporate programs. Building proposals around the three RFP pillars - cost, carbon impact, and traveler experience - while offering total cost of ownership models, CO_2 reporting, and buyer-aligned SLAs.

- 1: Few vertical plays. Tailored campaigns for industries like tech, pharma, and consulting, launched regionally (APAC first, where optimism is strongest).

- Programmatic ABM to planner centers. For instance, combining Cvent's Supplier Network (CSN) with retargeting to measure shortlist placement and win rates by named account.

- Engaging leaders and decision makers. Content-led campaigns for distribution and technology teams that demonstrate readiness for modern distribution models such as Offers and Orders, designed to engage procurement leaders and IT decision makers.

- Media-network surround. For instance, using Marriott Media and Expedia Ads to 'wrap around' target accounts during contract negotiations or major conferences.

- Gen-AI copilots. Leveraging generative AI to auto-draft account plans, personalize outreach, and even prep sales agendas cuts cycle times and improves meeting conversion rates.

Enter Salesforce's Agentic ABM ecosystem

This is where Salesforce's Agentforce ecosystem reshapes the landscape. It brings together three critical layers: Data Cloud, Marketing Cloud, and Agentforce.

Data Cloud acts as the central nervous system. It unifies disparate sources: booking and reservation systems, loyalty data, event management platforms, and even on-property systems like PMS and POS into a single, continuously refreshed view of accounts and guests. That means real-time segmentation based on live signals (like booking intent or cancellation risk), predictive modeling to highlight high-value accounts, and even the ability to integrate external data such as sustainability indices to sharpen targeting.

Marketing Cloud is no longer just an email engine. It is a complete orchestration platform. For hospitality providers, it enables AI-driven journey design, dynamic content tailored to specific personas, and consistent experiences across email, mobile apps, booking engines, and sales outreach. It can also experiment and optimize automatically, testing whether bundled packages or loyalty incentives resonate more with a given account.

Agentforce is a transformative power. Autonomous AI agents can monitor signals across loyalty apps, booking portals, and event platforms, and then generate hyper-personalized content - from RFP-ready proposals for corporate travel managers to curated seasonal packages for premium leisure guests. They execute campaigns autonomously, learn from outcomes, and continually refine strategies. The result: The manual overhead drops dramatically, while engagement quality soars.

Together, these layers unlock five core capabilities:

Unified Account Data	**Personalization at Scale**	**Intelligent Targeting**	**Sales & Marketing Alignment**	**Continuous Optimization**
A 360° profile that integrates bookings, loyalty, CRM, and guest interactions.	Offers designed for segments like business travelers, Meetings, Incentives, Conferences, and Exhibitions (MICE) planners, or high-value leisure guests.	Predictive analytics that spotlight the most valuable accounts.	Shared visibility across acquisition, upsell, and loyalty efforts.	Autonomous learning to refine strategy in real-time.

Proof points that matter

The data speaks for itself:

USD 1.57 trillion in projected 2025 business-travel spend[1]

48% of buyers expecting more trips, **51%** expecting higher spend (versus 2024)[2]

Strengthening pipelines from meetings and events

RFP evaluation criteria now spanning cost, carbon, and experience[4]

New ABM channels opening through hospitality media networks

Conclusion

T&H sits at a fascinating crossroads. While the industry is complex, with multiple stakeholders and unpredictable cycles, the potential for growth has rarely been stronger. The challenge is that most providers are still running static campaigns and working with siloed data.

The bottom line is clear: ABM in T&H can no longer be about pushing seasonal offers to static lists. It must be about dynamic, personalized, and intelligent engagement, meeting buyers where they are, when they're ready, and with content that speaks directly to their needs. Providers that embrace this shift will capture a larger share of the wallet and build deeper, more resilient relationships with their most valuable accounts.

Salesforce's agentic ABM ecosystem offers a way to break free. With Data Cloud unifying fragmented systems, Marketing Cloud orchestrating hyper-personalized journeys, and Agentforce delivering autonomous, real-time engagement, the industry has the right tools to meet modern buyer expectations head-on.

References

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[6]*Meetings & Events remain a stronghold. Demand for corporate retreats and conventions is sustaining group bookings and pipeline visibility. ABM must lean into planner buying centers.* [https://www.hospitalitynet.org/news/4125706.html](#)

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