

# 5 Ways Travel Firms Can Use **FOMO** To Maximize Bookings

**BOOK  
NOW**

## Use Urgency Messages

Phrases like "Fares are likely to go up" or "Last Rooms" create a sense of urgency & scarcity which triggers FOMO.

**FLASH  
SALE**

## Run Flash Sales

Limited time offers create urgency & encourage instant bookings. Showing a countdown to the end of the sale further enhances this effect.



## Display Stock Availability

Showing limited availability makes users feel anxious that the item they're looking at may not be available if they don't book now.

## Show Customer Testimonials

Positive reviews from others, especially with photos/videos makes users feel they're missing out on a great experience.



## Display Number of Bookings

Showing how many times a product has been booked acts as social proof that helps reduce friction and increase confidence.

