

HOW MOBILE IS IMPACTING THE TRAVEL INDUSTRY

A COMPREHENSIVE GUIDE

KEY MOBILE STATISTICS YOU SHOULD KNOW

40%
Online Travel Sales Happen on Mobile

31%
Users Research Travel on mobiles

12%

Online Flight Bookings Made on Mobile

Airlines



95%

Airlines Intend to Invest More in Mobile

65%

Same Day Bookings Made on Smartphones

Hotels



20%

Online Hotel Bookings Made on Mobile

Tours and Activities

45%

Travelers Book Activities on their Smartphones



94%

TripAdvisor Customers Search Local Activities on Mobile

Emerging Technologies Shaping Mobile

Chatbots and Artificial Intelligence

Creating Personalized Experiences

Live Streaming on Social Media

Real-time engagement with customers



Virtual Reality

Creating Immersive Travel Content

IoT and Geo-fencing

Selling pre-trip and in-trip ancillaries

Mobile Wallets

Enabling one-tap payments

Mobile Usage Across the Traveler Journey

Pre-Trip Planning

60%

Searches for destination information come from mobile devices

30%

Use Mobile exclusively for Travel Research

25%

Mobile Travel searchers look for Deals

Booking

33%

Travel Searchers complete their booking on Mobile

88%

Travelers with Smartphones would switch to another site or app if yours doesn't satisfy their needs

46%

Travelers who decide on Mobile switch to Desktops for Booking

In-Trip & Post-trip

44%

Travelers use their phones to research travel while traveling

54%

Look for Nearby Restaurants on their Mobile

76%

Travelers Post Vacation Photos on Social Networks

Tips for Increasing Engagement on Mobile

Send timely push notifications based on user activity

Provide useful destination info for first-time users

Ensure your mobile site loads fast

Eliminate unnecessary steps on mobile (one-click-bookings)



Integrate instant messaging for real-time discussions

Offer incentives on referrals via mobile

Offer additional discounts on mobile app bookings

Offer local activities and restaurant content on mobile

Mobile in Corporate Travel

- Average Business Travel Checks their smartphone **34** times daily
- **61%** travel managers feel that mobile should be a part of the travel program
- **27%** of 18-34 year old US business travelers use smartphones to book travel

What Corporate Travelers Expect from Mobile

- Ability to **Check in/out**
- Ability to order room service, cabs and other **concierge services** through an integrated app
- Predictive apps that put their mind at ease about **connections**
- Detailed **airport map apps** that guide them towards useful services such as currency exchange, ATMs etc
- **Timely information** based push notifications such as flight and gate updates, baggage notifications
- Integrated booking and in-trip **expense management solution**

