

The Danish travellers and their online customer journey

Whether it's a spontaneous weekend getaway or a carefully planned trip across the globe, online is the first destination for most travellers



78% of travellers have used online at some point in their customer journey



71% of travellers would use a search engine to explore a new destination



50% of air travellers started their customer journey without knowing which company/brand to book with



35% of travellers have researched a destination, flight, hotel or vacation as a result of seeing an online ad

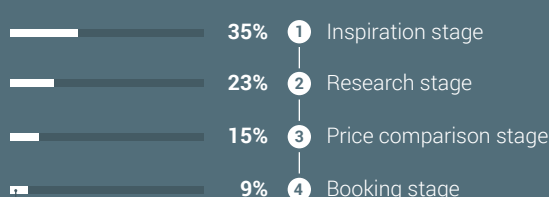
Travellers turn to their mobile devices with intent to answer immediate needs, but brands risk missing out on these opportunities due to poor mobile experiences



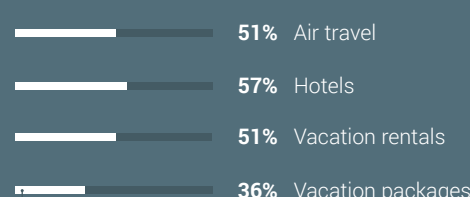
Many air travellers use two or more devices in the stages leading up to the conversion



Poor mobile experiences are abundant across all travel categories, forcing mobile users to switch to other devices



% air travellers that went through customer journey stage using two or more devices



% travellers using mobile that had to switch to another device per product category

Online videos offer new ways to engage travellers early in the customer journey



13% of travellers have watched a travel related video



36% of travel video watchers say videos have inspired them to think about planning a vacation



40% of travel video watchers say videos have inspired them to think about a new destination



30% of travel video watchers say videos have influenced where they decided to travel

The Finnish travellers and their online customer journey

Whether it's a spontaneous weekend getaway or a carefully planned trip across the globe, online is the first destination for most travellers



82% of travellers have used online at some point in their customer journey



61% of travellers would use a search engine to explore a new destination



51% of air travellers started their customer journey without knowing which company/brand to book with



46% of travellers have researched a destination, flight, hotel or vacation as a result of seeing an online ad

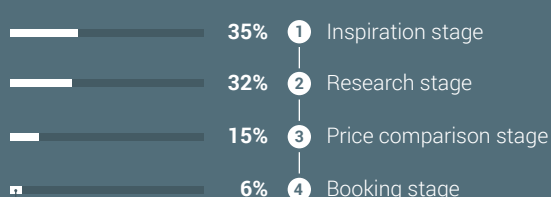
Travellers turn to their mobile devices with intent to answer immediate needs, but brands risk missing out on these opportunities due to poor mobile experiences



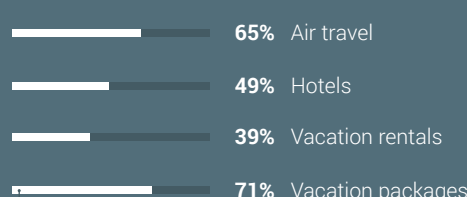
Many air travellers use two or more devices in the stages leading up to the conversion



Poor mobile experiences are abundant across all travel categories, forcing mobile users to switch to other devices



% air travellers that went through customer journey stage using two or more devices



% travellers using mobile that had to switch to another device per product category

Online videos offer new ways to engage travellers early in the customer journey



17% of travellers have watched a travel related video



63% of travel video watchers say videos have inspired them to think about planning a vacation



38% of travel video watchers say videos have inspired them to think about a new destination



46% of travel video watchers say videos have influenced where they decided to travel

The Norwegian travellers and their online customer journey

Whether it's a spontaneous weekend getaway or a carefully planned trip across the globe, online is the first destination for most travellers



81% of travellers have used online at some point in their customer journey



57% of travellers would use a search engine to explore a new destination



37% of air travellers started their customer journey without knowing which company/brand to book with



34% of travellers have researched a destination, flight, hotel or vacation as a result of seeing an online ad

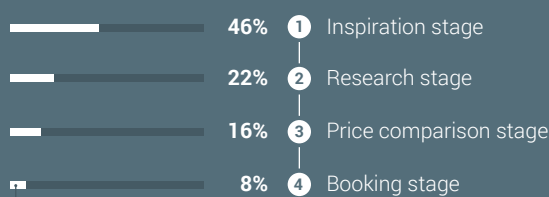
Travellers turn to their mobile devices with intent to answer immediate needs, but brands risk missing out on these opportunities due to poor mobile experiences



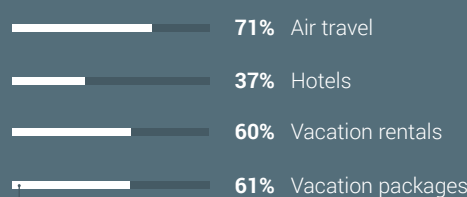
Many air travellers use two or more devices in the stages leading up to the conversion



Poor mobile experiences are abundant across all travel categories, forcing mobile users to switch to other devices



% air travellers that went through customer journey stage using two or more devices



% travellers using mobile that had to switch to another device per product category

Online videos offer new ways to engage travellers early in the customer journey



11% of travellers have watched a travel related video



52% of travel video watchers say videos have inspired them to think about planning a vacation



45% of travel video watchers say videos have inspired them to think about a new destination



28% of travel video watchers say videos have influenced where they decided to travel

The Swedish travellers and their online customer journey

Whether it's a spontaneous weekend getaway or a carefully planned trip across the globe, online is the first destination for most travellers



81% of travellers have used online at some point in their customer journey



57% of travellers would use a search engine to explore a new destination



56% of air travellers started their customer journey without knowing which company/brand to book with



43% of travellers have researched a destination, flight, hotel or vacation as a result of seeing an online ad

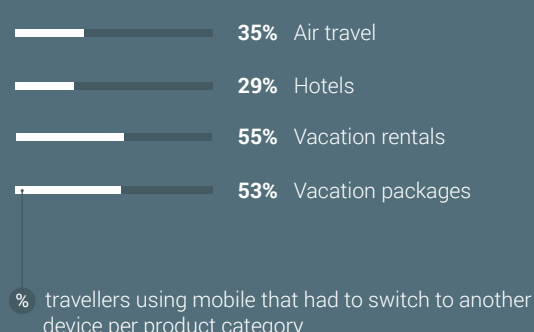
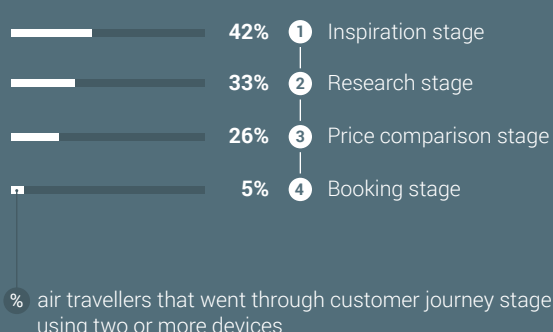
Travellers turn to their mobile devices with intent to answer immediate needs, but brands risk missing out on these opportunities due to poor mobile experiences



Many air travellers use two or more devices in the stages leading up to the conversion



Poor mobile experiences are abundant across all travel categories, forcing mobile users to switch to other devices



Online videos offer new ways to engage travellers early in the customer journey



12% of travellers have watched a travel related video



42% of travel video watchers say videos have inspired them to think about planning a vacation



35% of travel video watchers say videos have inspired them to think about a new destination



31% of travel video watchers say videos have influenced where they decided to travel