



Booking.com

Booking.com Makes Last Minute Travel Easier on Mobile

Published
July 2016

Topics
Travel & Hospitality
Moments-that-Matter
Mobile

According to Booking.com, 1 in 2 traveller journeys starts on mobile. And, travellers who book on a mobile device are more likely to book last minute, with three quarters of same day bookings happen on a mobile device. Chief Marketing Officer Pepijn Rijvers talks about how Booking.com addresses the new consumer behaviour that is driven by mobile.

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“Mobile has fundamentally changed how [people] travel. When we started seeing big changes in mobile behaviour, and seeing a lot more people using their mobile at the start of the journey, we had to rethink as a business how we wanted to address those customer needs. Our target customer is really anyone with a travel intent.”

-Pepijn Rijvers, chief marketing officer for Booking.com