



Booking.com

Booking.com Makes Last Minute Travel Easier on Mobile

Published
July 2016

Topics
Travel & Hospitality,
Micro-Moments,
Mobile

According to Booking.com, 1 in 2 traveler journeys starts on mobile. And, travelers 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 behaviors that are driven by mobile.

think with **Google**

"Mobile has fundamentally changed how [people] travel. When we started seeing big changes in mobile behavior, 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