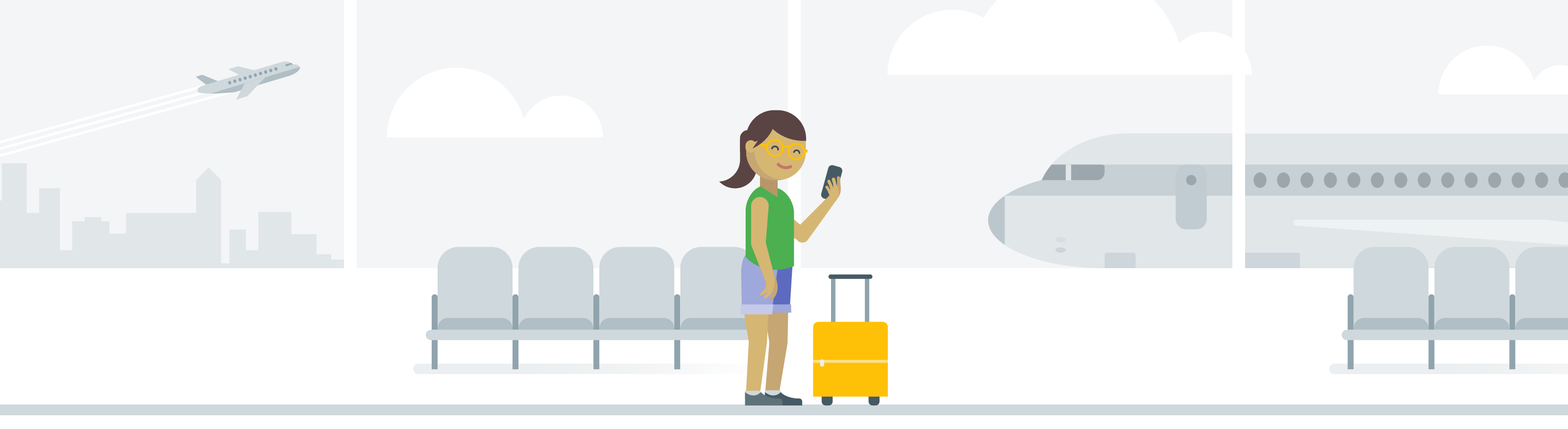


# How smartphones influence the entire travel journey in the U.S. and abroad

In a recent study Google conducted with PhocusWright, we uncovered global insights on smartphone usage in the span of travelers' entire journey, from shopping to booking, to the ways they use mobile devices in-destination. Here's what we found.

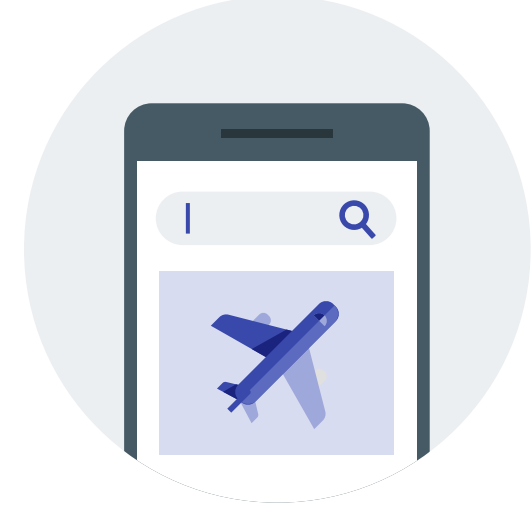
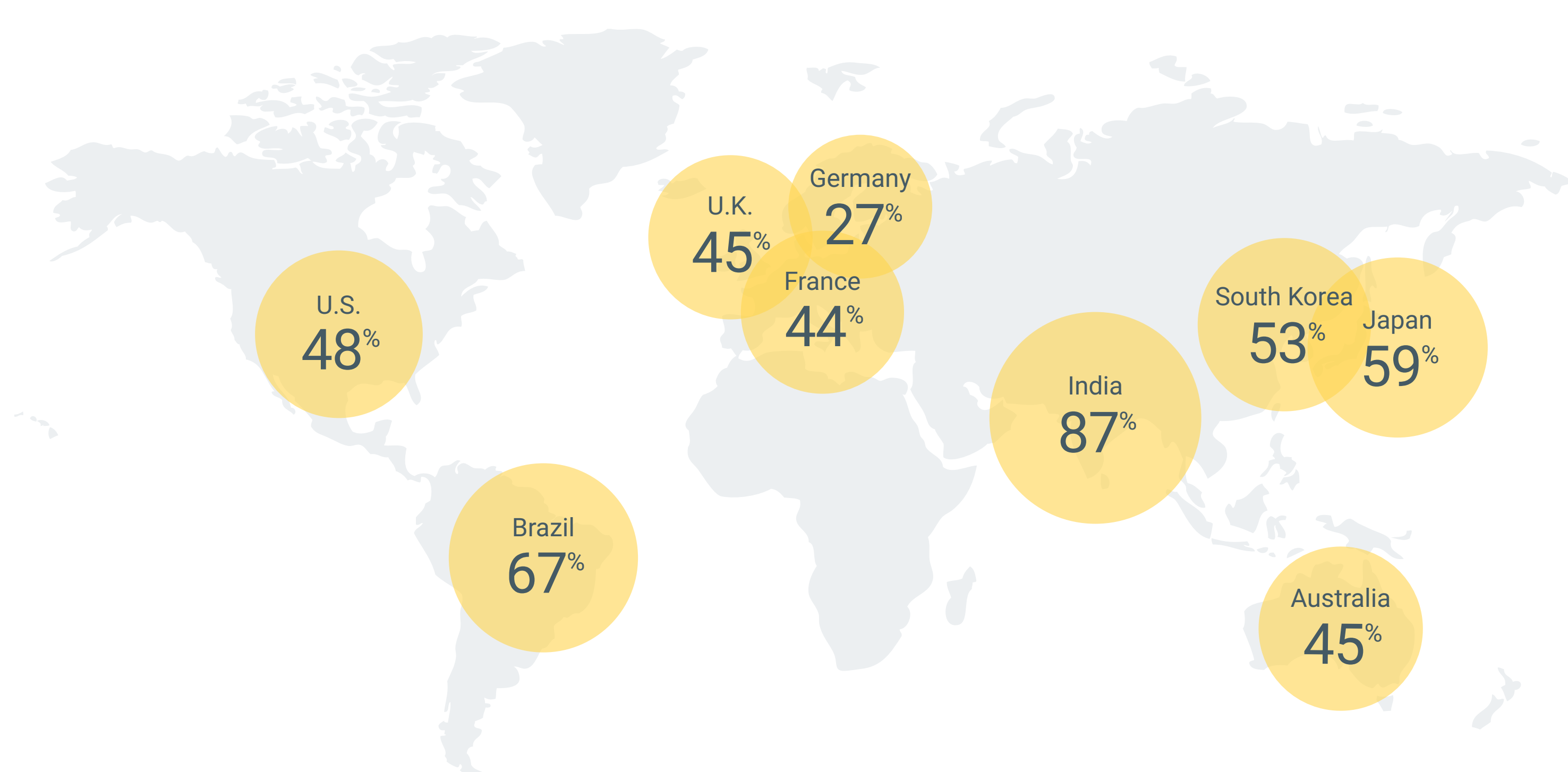


## Researching

Across all markets, researching hotels and airfares is as common as shopping for clothing on a mobile device.<sup>1</sup>



**Percentage of smartphone users who are comfortable researching, booking, and planning their entire trip to a new travel destination using only a mobile device<sup>2</sup>**

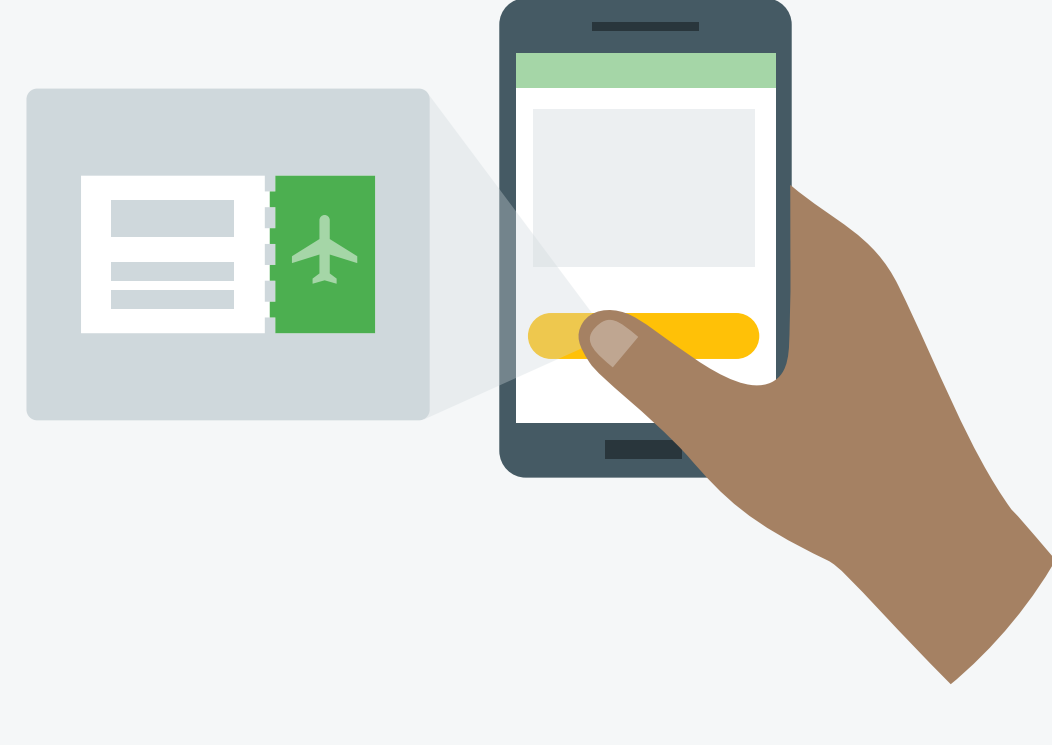


### Why it matters

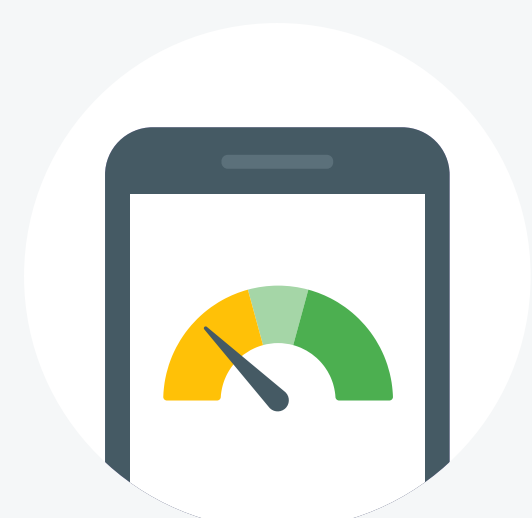
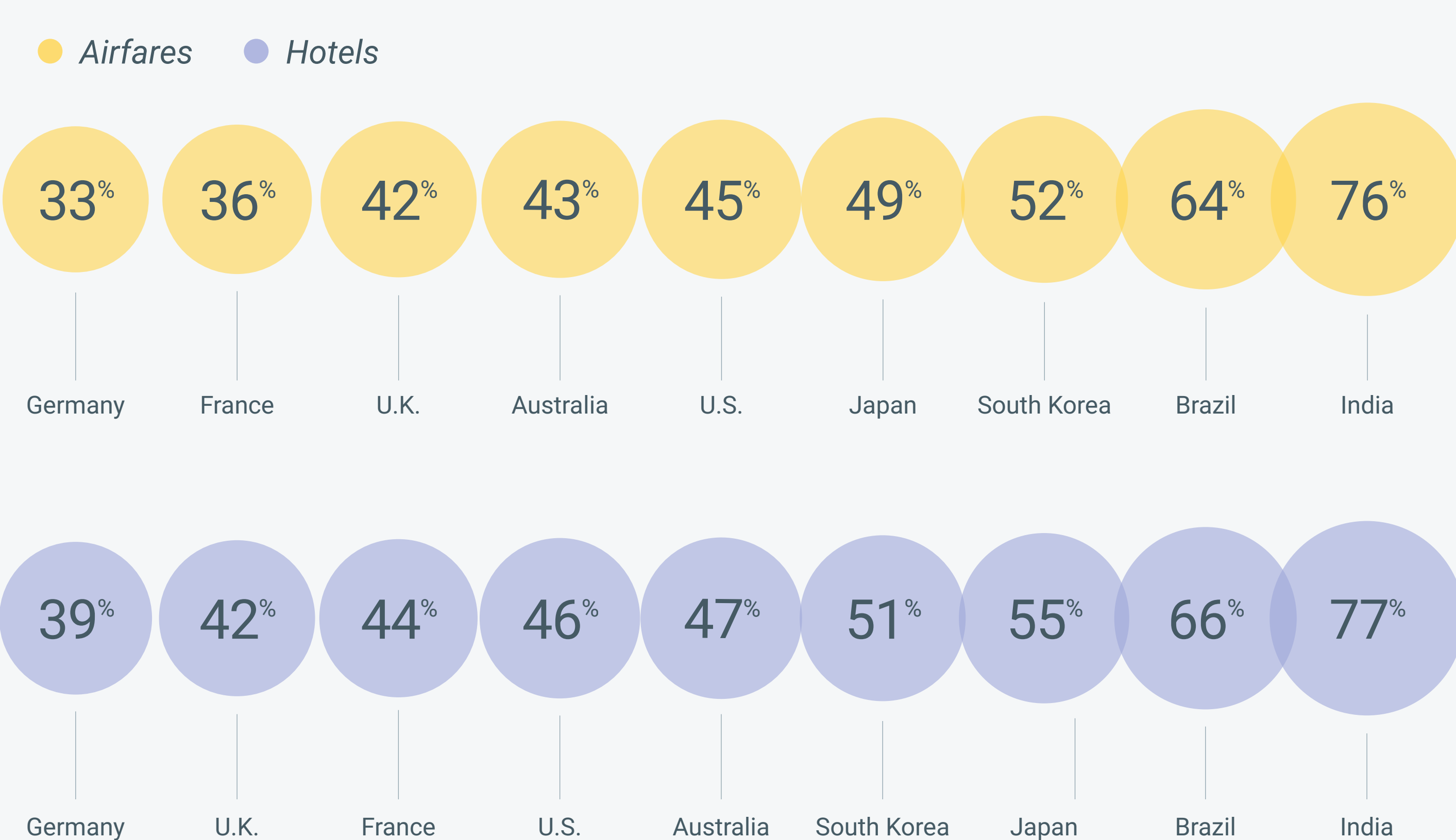
After a traveler clicks on your content—whether it's an ad or your site—the beyond-the-click experience matters. Try matching the information you present to what travelers want. Anything travelers expect to accomplish online should be easy to accomplish on mobile devices.

## Booking

When it comes to booking, user experience matters across all devices. Across all markets, across all devices, smartphone users cite price as the most important factor in booking.<sup>3</sup> An easy search functionality and a simple booking process are also cited as important features.<sup>4</sup> Friction on a mobile site when completing a booking can lead to travelers trying another site.<sup>5</sup>



**Percentage of smartphone users who consider researching hotels and airfares on their mobile devices to be easy<sup>6</sup>**



### Why it matters

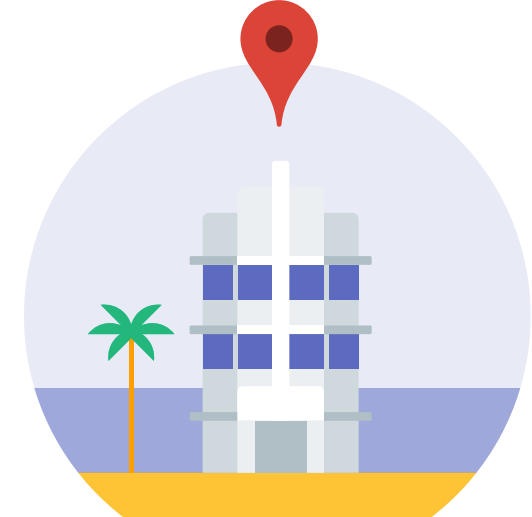
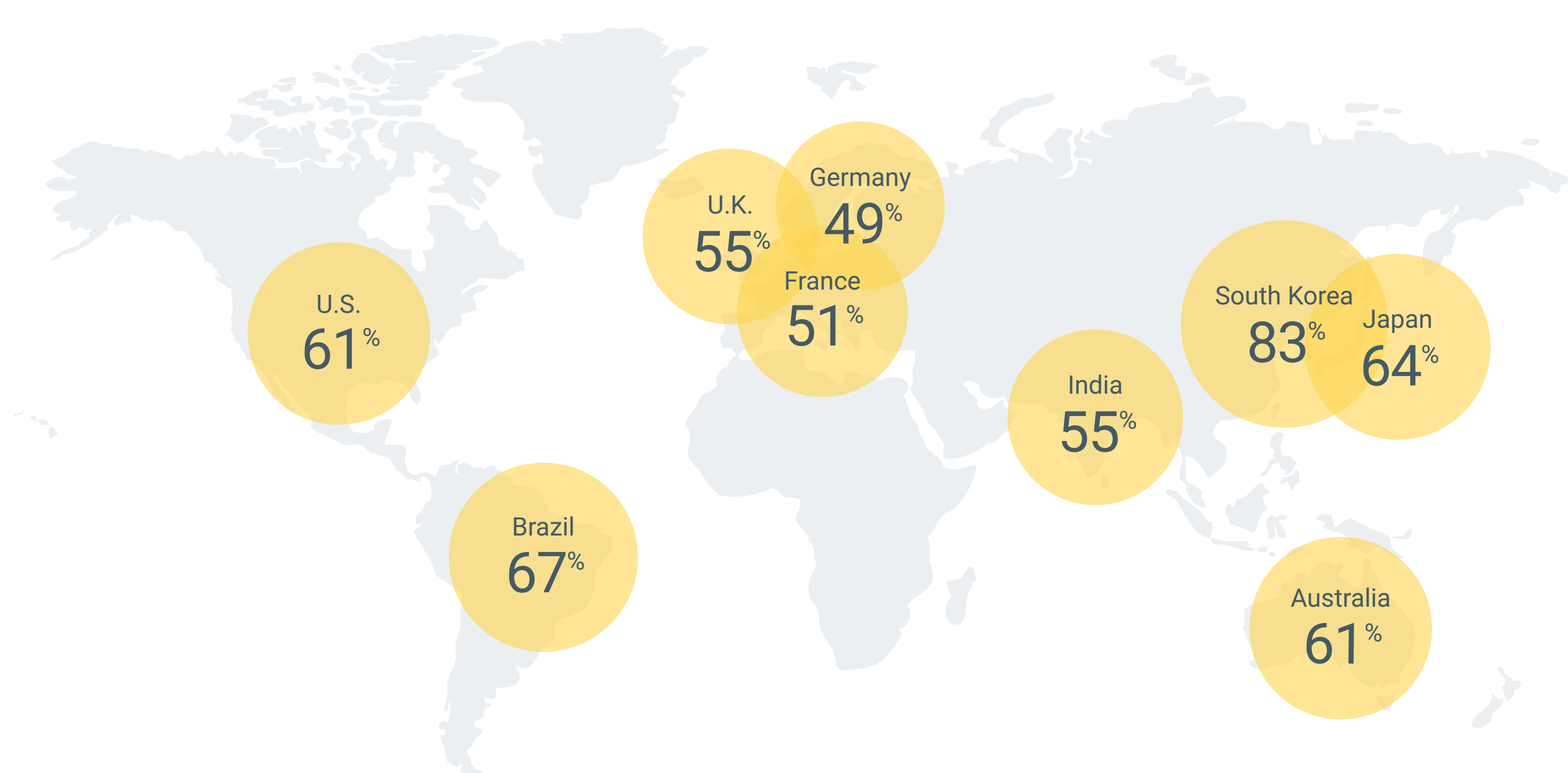
Over one-third of smartphone users in each market have a negative view of a brand if the mobile experience is slow.<sup>7</sup> Identify areas on your mobile site or app that are causing friction for users and take steps to simplify. Also, conduct a review, followed by a full user experience and site speed audit to pinpoint, test, and implement key improvements.

## In-destination planning

Smartphones are the new concierge. Over 70% of U.S. travelers agree that they “always” use their smartphones when traveling, up from 41% in 2015.<sup>8</sup> Travelers most frequently use their mobile devices to research activities or attractions, to locate shopping areas and restaurants, or to look up directions.<sup>9</sup>



**Percentage of smartphone users who use their mobile devices to seek directions<sup>10</sup>**



### Why it matters

Be assistive when travelers are searching for directions. There are also chances to connect with travelers who are seeking hotels near a specific address or venue. Plus, personalization opportunities abound based on in-destination context. Location and time of day can serve as triggers to drive more targeted messages at the right moment.