

Travel Infographic: How Mobile Shapes the Customer Journey

Thanks to mobile, a traveler's decision making process includes more and more micro-moments—when people turn to a device with intent to answer an immediate need. In fact, 40% of the visits to U.S. travel sites now come from mobile devices.¹ In the four key types of travel micro-moments below, the stakes are high for travel brands as preferences are shaped and decisions are made.



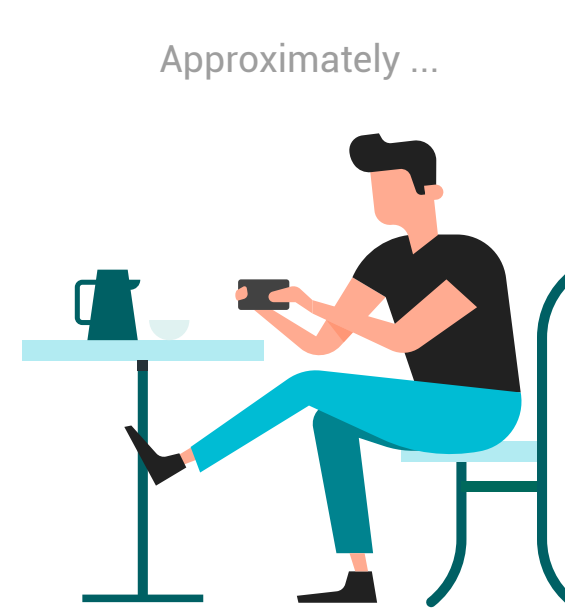
I-WANT-TO-GET-AWAY MOMENTS

People turn to mobile to explore destination options and dream about what their next getaway could look like.



60%

of destination information searches come from mobile devices.²



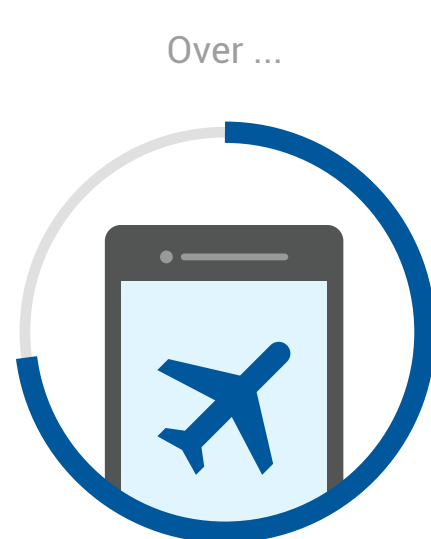
Approximately ...

2/3

of watch time for top travel videos on YouTube happens on mobile.³

TIME-TO-MAKE-A-PLAN MOMENTS

Once travelers choose a destination, they often use search and their smartphones to make the dream a reality.



70%

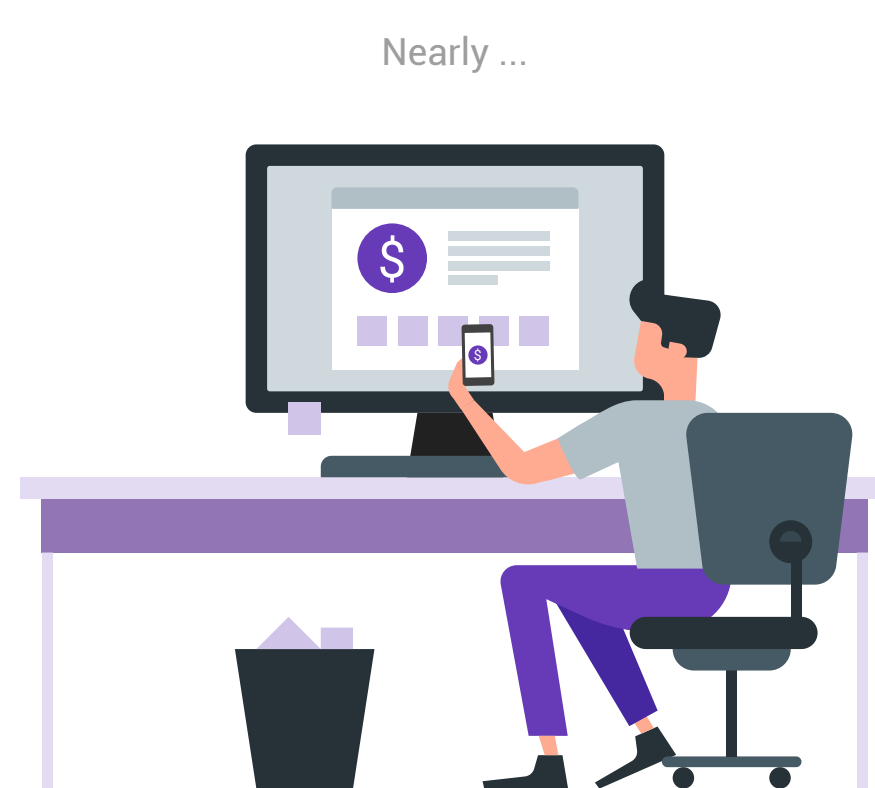
of travelers with smartphones use them to research travel.⁴



During the planning phase, travelers say that search is the most common way in which they discover the brand they ultimately book with.⁵

LET'S-BOOK-IT MOMENTS

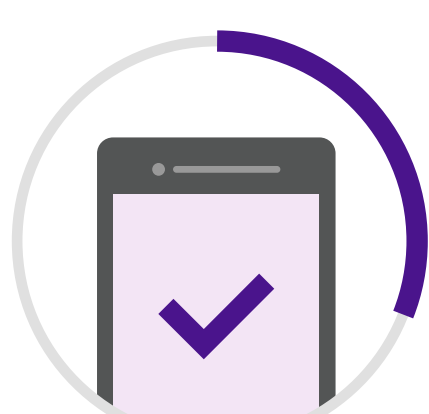
Even with travel being a significant investment, mobile bookings are still on the rise.



Nearly ...

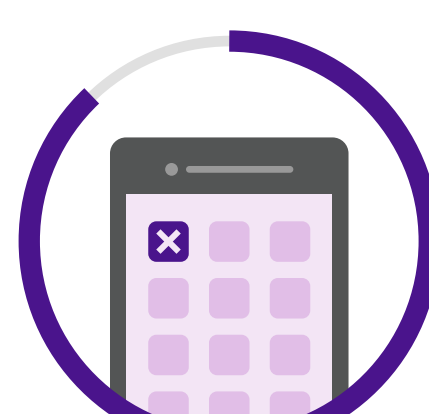
60%

of leisure travelers claim a trip was their largest discretionary purchase in the last year—more than home improvements, financial investments or health-related products.⁶



31%

of leisure travelers say they've booked travel on a smartphone, while 53% of business travelers say the same.⁷



88%

of travelers with smartphones would switch to another site or app if yours doesn't satisfy their needs.⁸

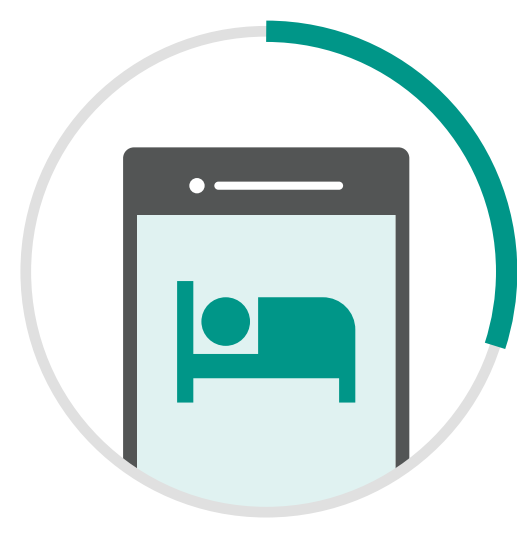
CAN'T-WAIT-TO-EXPLORE MOMENTS

Travelers want to find the best places to see, eat, and shop while on their trips. These moments of experience are driven by the devices in their pockets.



85%

of leisure travelers decide on activities only after having arrived at the destination.⁹



+30%

increase in smartphone searches from hotel properties in the last year.¹⁰

SOURCING

- 1 Google Analytics aggregated data, U.S., travel vertical, mobile devices include smartphones and tablets, Apr. 2016.
- 2 Destinations on Google Data, U.S., Jan. 2016.
- 3 YouTube Data, U.S., Mar. 2016.
- 4 Google/Ipsos Connect, travel playbook omnibus, n=1,664, among U.S. travelers 18+, Apr. 2016.
- 5 Google/TNS, Global Travel Survey, Apr. 2016.
- 6 Google/Phocuswright, Leisure Traveler Study, base: U.S. leisure travelers, n=930, Oct. 2015.
- 7 Google/Ipsos MediaCT, "The 2015 Traveler's Road to Decision," base: U.S. leisure travelers—2014, n=2,312; 2015, n=2,477, Aug. 2015.
- 8 Google/Ipsos Connect, travel playbook omnibus, n=1,304, among U.S. travelers 18+ who use a smartphone, Apr. 2016.
- 9 Google/Ipsos MediaCT, 2015 Traveler's Road to Decision. Base: US leisure travelers, n = 3500, Aug. 2015.
- 10 Google Data, aggregated, anonymized internal data from a sample of U.S. users that have turned on Location History, Mar. 2016.