

## New Research Shows How Brands Can Win Travel Micro-Moments



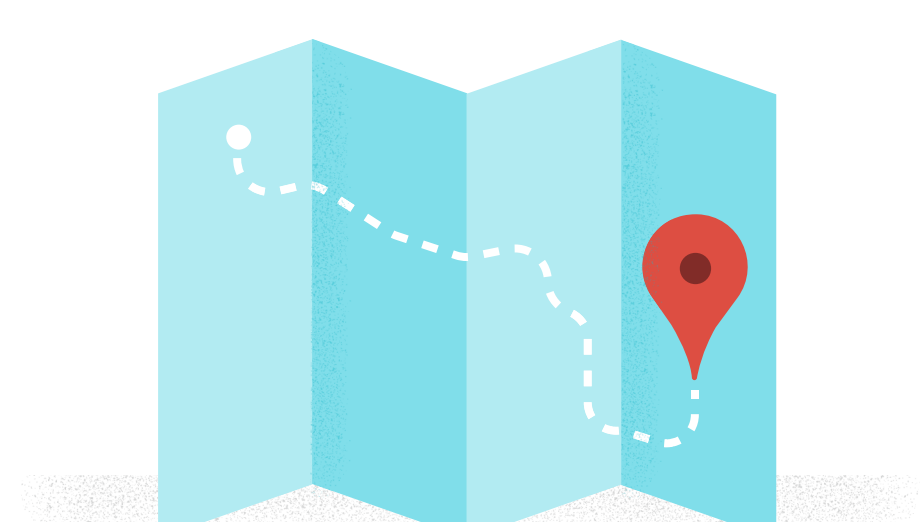
### TRAVEL IS A BIG DEAL

Most US leisure travelers only take a couple of trips a year, but they invest considerable thought and money in each purchase.



60%

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



55%

of leisure travelers take just 1-2 vacations a year, and they put a lot of thought into planning these trips.



37%

think about their next trip weekly to several times a month.

### HARNESS THE POWER OF PROMOTIONS

By offering deals, brands can inspire leisure travelers to be spontaneous, try new things, and upgrade. When presented with a deal:



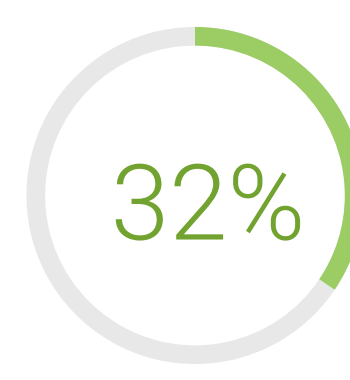
would take a trip when they weren't planning to



would go to a destination they weren't familiar with



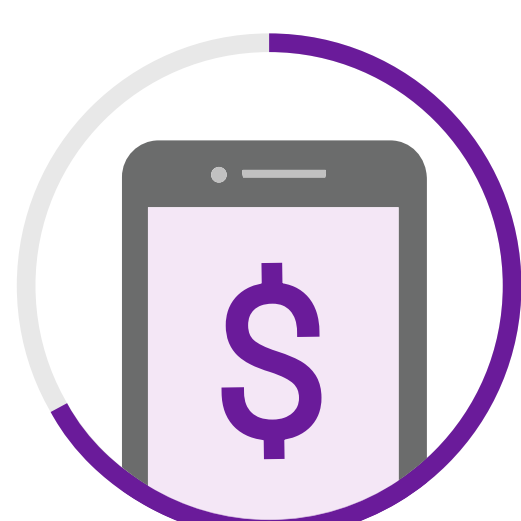
would consider booking a last-minute flight



would book a hotel they're unfamiliar with

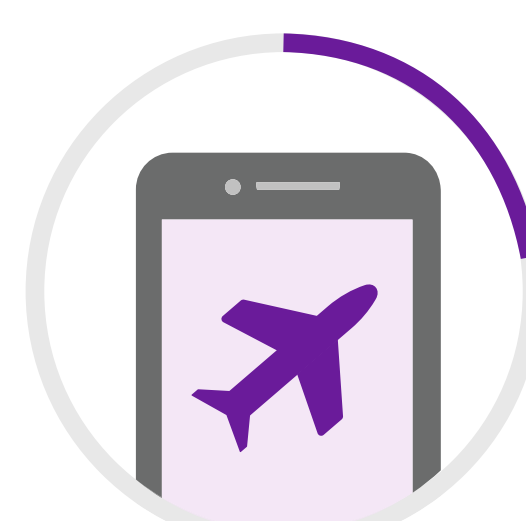
### REDUCE BOOKING NERVES

Brands can help travelers feel more comfortable with making a mobile purchase by offering assurances like free cancellation or a best price guarantee.



69%

of leisure travelers are concerned that they are not finding the best price or making the best decision while booking a trip.



23%

of leisure travelers are confident that they can find the same hotel and flight information on their smartphone as on their desktop computer.

### UNDERSTAND CONSUMER SHOPPING BEHAVIOR ACROSS DEVICES

Mobile plays a significant role in the travel planning process, but people often switch devices to make a booking. Make sure to offer a smooth experience for consumers moving between screens.



After shopping on a smartphone:

Nearly **2 in 3** double-check flight prices on a computer.  
**1 in 2** double-check hotel prices on a computer.



About

75%

of travelers who shopped for either hotels or flights on their smartphone would typically end up purchasing on a desktop or laptop computer.