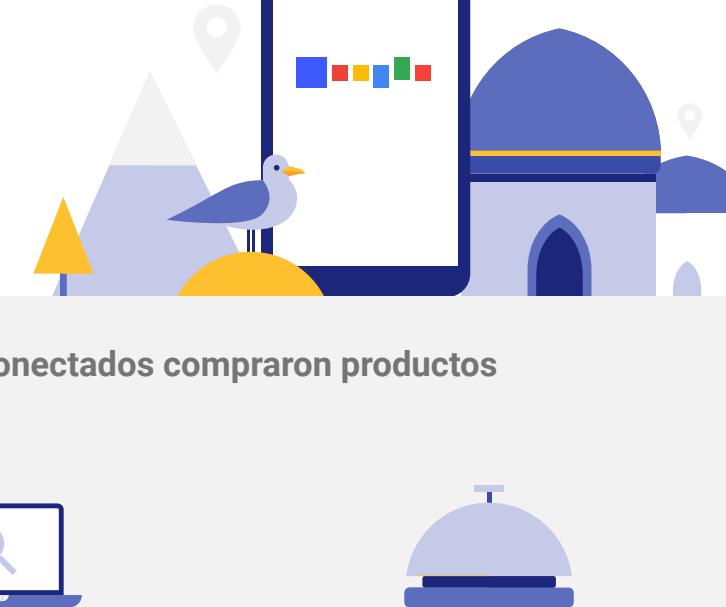


Cómo asistir a los colombianos

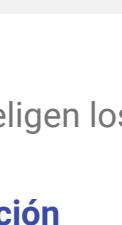
en la compra de sus próximas vacaciones



Ya sea por placer o negocios, los colombianos viajan dentro y fuera de su país cada vez más. Asistir a los viajeros con mensajes personalizados en los momentos clave de su recorrido de compra puede posicionar tu marca como la alternativa buscada.

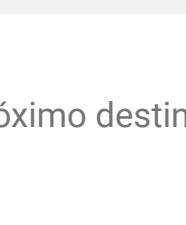


En Colombia, el **60% de los consumidores conectados compraron productos relacionados a viajes en el último año¹**.



20

veces al año piensan en viajar.



5

veces al año investigan sobre viajes.



2

veces al año compran o reservan.

Cómo eligen los colombianos su próximo destino¹:

Inspiración



67%

se inspiran en su tiempo libre, al estar de vacaciones o durante días feriados.

2 de cada 3

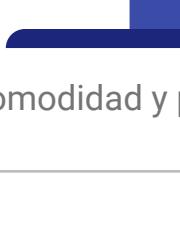
colombianos que quieren reservar no tienen decidido la compañía en la que comprarán el viaje.



87%

se inspiraron por un gran evento de descuentos, como el CyberMonday.

Investigación



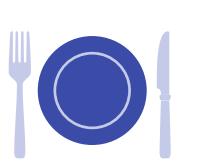
72%

investiga exclusivamente *online* para comprar o reservar viajes.



74%

busca a través de sitios web o apps de agencias, aerolíneas, hoteles u hospedajes.



36%

investiga mediante páginas de reseñas.

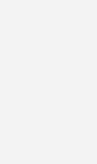
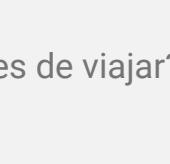
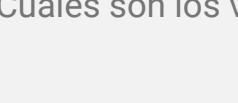
Compra



85%

de los usuarios hicieron *online* sus compras de viajes.

Las razones principales para su decisión:

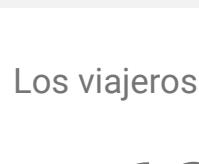


Comodidad y practicidad

Ahorro de dinero

Ahorro de tiempo

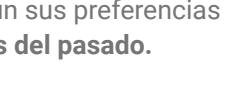
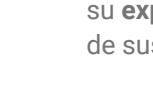
Postcompra



86%

de los viajeros desean que las marcas provean información luego de su compra.

Lo que quieren saber los viajeros:



Dónde comer

Mapas y transportes

Entrenamiento

Fuentes:

1. Google/Kantar TNS. Estudio "¿Cómo asistir a los colombianos en la compra de viajes?", Colombia, septiembre 2018.

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