



MOBILE  
TRAVEL  
REPORT

The title 'MOBILE TRAVEL REPORT' is presented in a grid format. Each letter is orange and set against a dark grey or black square background. The grid is arranged in three rows: 'MOBILE' in the first row, 'TRAVEL' in the second, and 'REPORT' in the third.

Mobile travel is one of the fastest growing sectors in e-commerce. Travel search engine KAYAK.co.uk has analysed its data to see how UK travellers behave when searching on KAYAK's apps for iPhone, iPad, Android and KAYAK.co.uk. The data experts have analysed and compiled KAYAK's data to reveal the latest trends for the mobile British traveller.



# Table of contents



## **Travel Trends: what Brits are looking for**

- Favourite destinations vary depending on the device
- Most popular mobile platforms: the app is the best way to search for travel according to Brits
- Cabin classes: British iPhone users like to fly business class
- Hotel star ratings: searching for mid- to high-range hotels is the norm



## **Purchasing power: how much Brits are prepared to spend on their holidays**

- Spending on popular destinations: British iPhone users are the least price sensitive
- Spending on premium destinations: the computer is still the preferred place for Brits to search and book their flights
- Spending on 4 and 5 star hotels: British iPhone users book more luxury hotels than users on other platforms.



## **Time: how much time Brits dedicate to searching and booking their travel**

- Flights: Brits are the slowest in Europe when searching on mobile
- Hotels: Brits are among the slowest when searching on mobile across Europe
- Top weekdays to search: Brits search for travel on their computer when at work, and switch to mobile searches on Sundays
- Top time of the day: 9pm is the busiest time Brits search for travel across all devices
- When Brits book: Brits book less in advance on mobile than on computer
- Average length of trip: UK travellers favour short trips on any device.



## **Mobile Travel Profiles**

- iPhone Travel Persona
- Android Travel Persona
- Desktop Travel Persona



## **Mobile Travel Facts & Hacks**



Travel Trends

What

**Brits**

are looking







for



# Favourite destinations vary depending on the device

The research has shown that British travellers' favourite holiday destinations depend on the device they are using. New York and Bangkok are consistently the most popular destinations searched for by KAYAK desktop, Android, and iPhone users. Along with this British Android users seem to favour Spain, with three Spanish destinations being in the top 10.

Bangkok is popular with other European travellers as well as Brits, being the most popular destination for the French and the second favourite destination for Germans. The Spanish prefer to travel to London and Paris, while Italian desktop users prefer New York, Italian iPhone users choose London, and Italian Android users prefer Paris.

	Android 	iPhone 	Desktop 
	● Bangkok 	● New York 	● New York 
01	● New York	● Bangkok	● Bangkok
02	● Orlando	● Dubai	● Amsterdam
03	● Paris	● Orlando	● Barcelona
04	● Barcelona	● Mumbai	● Dubai
05	● Dubai	● Amsterdam	● Paris
06	● Amsterdam	● Paris	● Orlando
07	● Madrid	● Barcelona	● Dublin
08	● Mumbai	● Dublin	● Berlin
09	● Malaga	● Los Angeles	● Los Angeles
10			

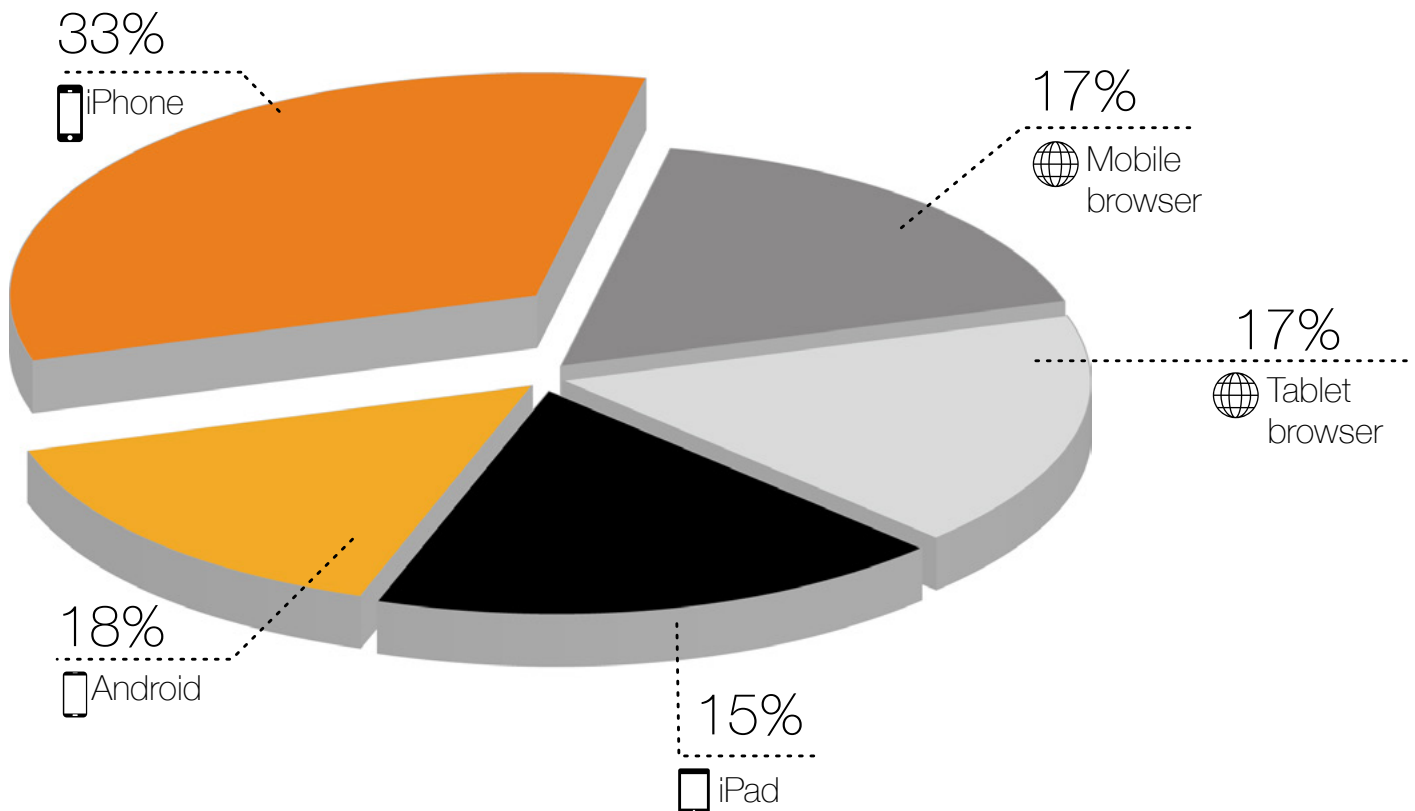
# Most popular mobile platforms:

the app is the best way to search for travel according to Brits

KAYAK has also found that 66% of searches occurred on the app. As when they are on their phone or tablet, Brits are more comfortable using the app than a browser.

The research has seen iPad users like to browse for inspiration in the evening rather than booking flights,

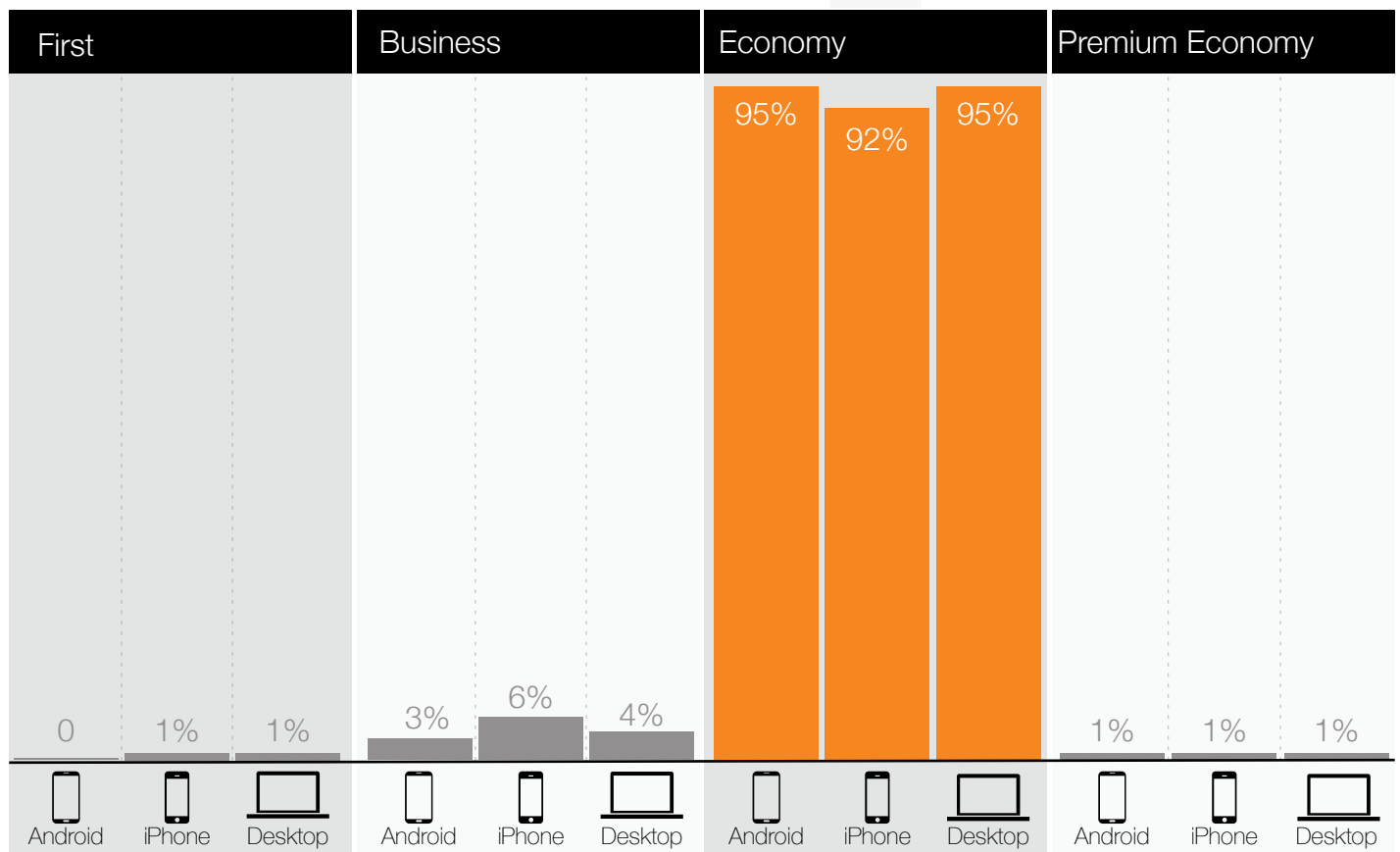
while app users are more likely to be iPhone owners, accounting for nearly one third of all mobile searches. Across Europe, the iPhone is generally the most popular device to search for travel, with the exception being Poland and Spain where the majority of travellers using the app have Androids.



# Cabin classes:

British iPhone users like to fly business class

**UK** travellers overwhelmingly prioritise value over comfort, with more than 90% of users across all channels searching for economy flights. iPhone users prefer flying in business class compared to those using other platforms.

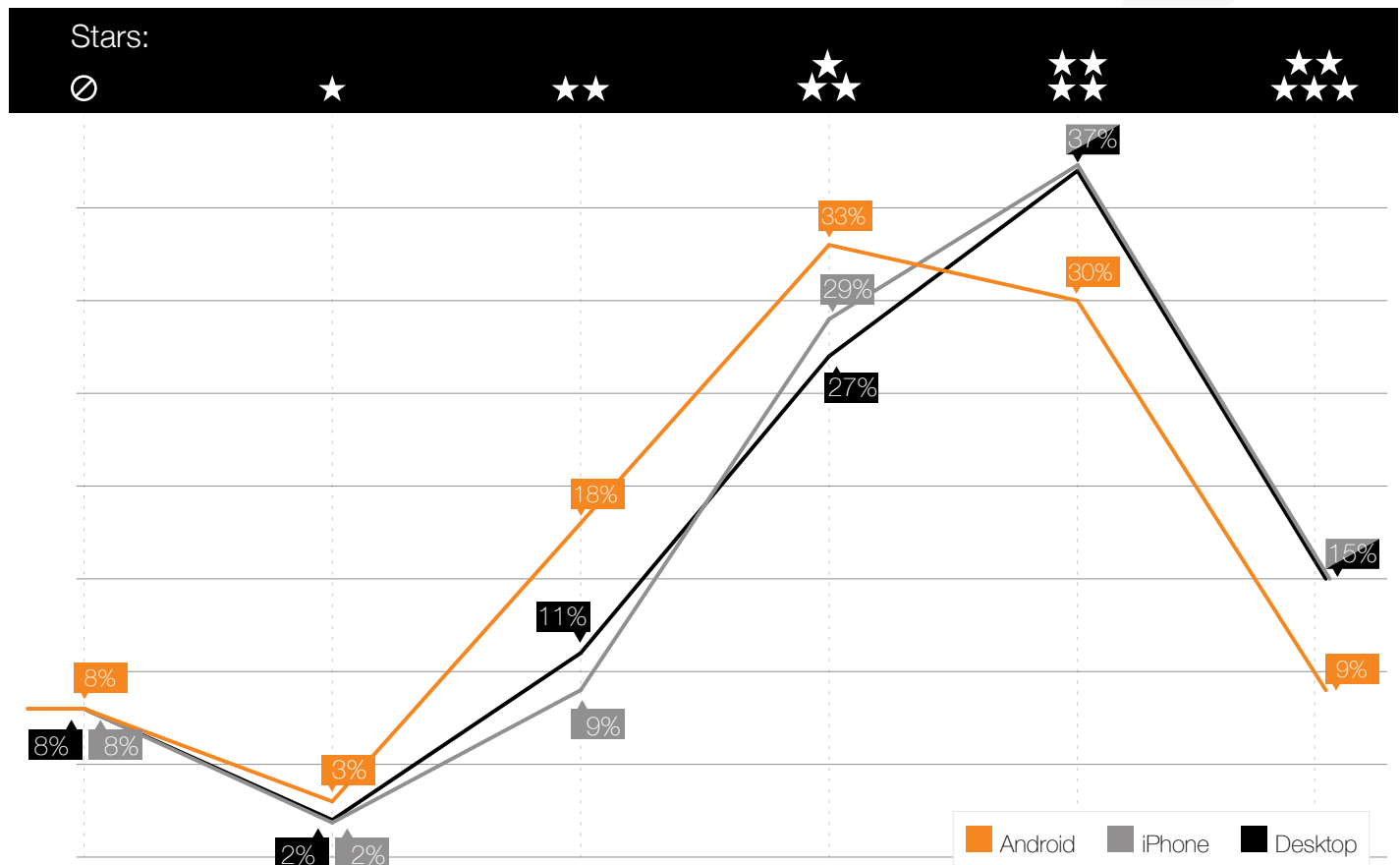


# Hotel star ratings:

searching for mid- to high-range hotels is the norm

Brits generally prefer to search for mid- to high-range hotels, with only one in ten searches looking for hotels ranked 1 star or below. iPhone users have the most ambitious or deepest pockets when it comes to taste in hotels, with 81% of all searches being for 3 star and above.

UK Android users make more searches for 3 star hotels than any other star rating, while iPhone and desktop users search primarily for 4 star hotels.





Purchasing power

how much

**Brits**

are prepared to spend

on their holidays





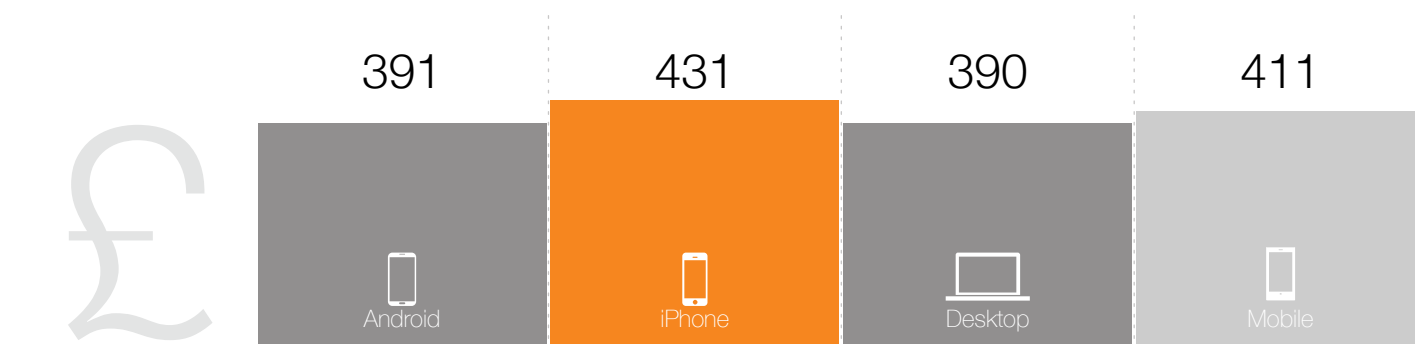
# Spending on popular destinations:

## British iPhone users are the least price sensitive

**UK** travellers seem to be less price sensitive on mobile than when they are searching on their desktop. The average spending is 5% higher on mobile, which may be due to 50% of searches on the KAYAK app being last minute bookings. Brits are more concerned with timing than price when booking on a mobile device. A closer look at the data reveals that higher mobile spending is mainly driven by iPhone users, who spend an average of £431 on popular locations. Android users spend less (£391), and have a similar purchase behaviour as the computer users.




Looking at the ten most popular destinations, KAYAK has seen in most cases flights booked by Brits on their mobiles have higher airfares than those booked on the desktop. Therefore British travellers using mobiles have a fixed idea of when they want to fly, compared to desktop travellers who seem to be more flexible on timing and seeking cheaper flights. In general, it appears iPhone users are willing to pay more for their trips.

### Average spending - top 10 most popular destinations (GBP)



# Spending on popular destinations:

British iPhone users are the least price sensitive

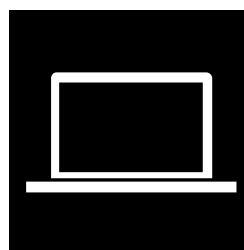
	Popular Destinations 	Popular Destinations 	Popular Destinations 
01	Bangkok 666	New York 601	New York 603
02	New York 588	Bangkok 774	Bangkok 700
03	Orlando 681	Dubai 535	Amsterdam 110
04	Paris 135	Orlando 711	Barcelona 131
05	Barcelona 140	Mumbai 624	Dubai 461
06	Dubai 606	Amsterdam 131	Paris 127
07	Amsterdam 124	Paris 145	Orlando 686
08	Madrid 145	Barcelona 135	Dublin 100
09	Mumbai 564	Dublin 88	Berlin 174
10	Malaga 176	Los Angeles 812	Los Angeles 881
	Android	iPhone	Desktop

# Spending on premium destinations: the computer is still the best place for British to search and book their flights

When searching for flights to expensive destinations, UK travellers still prefer to use their computer, with 34% more on desktop than on mobile. This can be explained by the series of filters available on the KAYAK.co.uk desktop site. From a mobile perspective, Brits still spend 9% more for premium destinations on iPhone than on Android.

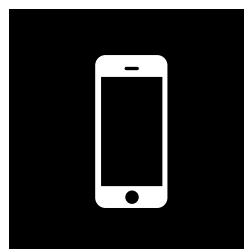
Many of the expensive flights UK travellers search for are to the other side of the world, but are quite different across devices, with the exclusion of flights to Australia. The Australian cities of Sydney, Melbourne, Perth, Brisbane and Auckland all appear in the top ten premium destinations for Android and iPhone. Several South African cities also make the list, and for Android, so does San Francisco.

In contrast to the most popular destinations, Brits spend more on flights to premium destinations on their desktop rather than their mobile devices.



34%

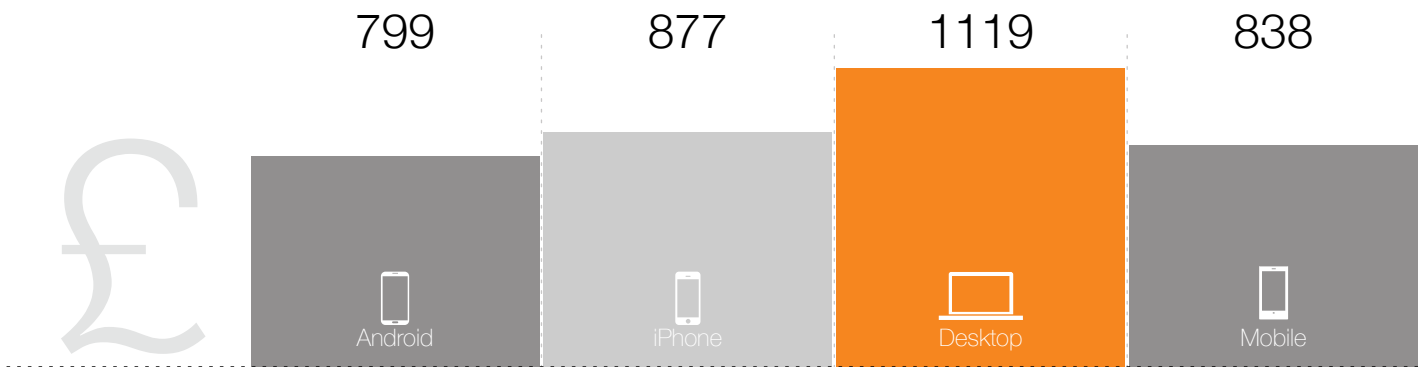
spend more on premium destinations on desktop than mobile



9%

spend more on premium destinations on iPhone than on Android

## Average spending - top 10 premium destinations (GBP)

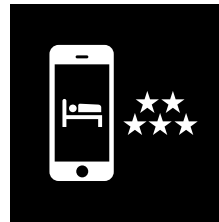


	Favourite Destinations	£	Favourite Destinations	£	Favourite Destinations	£
01	Johannesburg	715	Sydney	992	Sydney	956
02	Sydney	927	Melbourne	872	Melbourne	877
03	San Francisco	709	Cape Town	744	Auckland	1056
04	Melbourne	883	Perth	755	Brisbane	880
05	Vancouver	710	Auckland	1031	Christchurch	980
06	Perth	789	Brisbane	963	Adelaide	888
07	Brisbane	882	Honolulu	837	Wellington	1121
08	Auckland	1039	Port Louis	743	Windhoek	962
09	Kingston	706	Mexico City	744	Victoria	892
10	Bridgetown	720	Seattle	810	Papeete	1479
	Android		iPhone		Desktop	

# Spending on 4 and 5 star hotels:

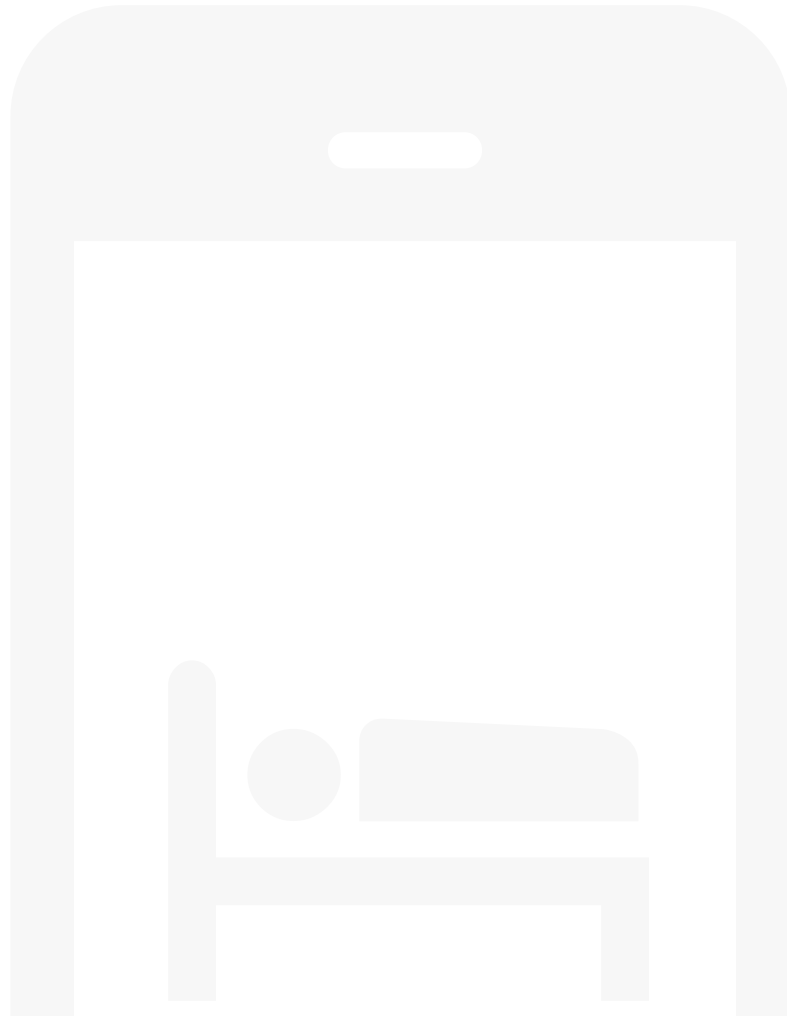
British iPhone users book more luxury hotels than users on other platforms

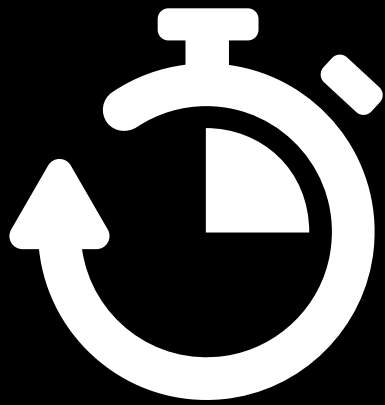
For hotels, Brits using an iPhone are more likely to book luxury hotels than both Android and web users, with 66% of hotel bookings on iPhone searching for 4 and 5 star hotels, compared to 59% on desktop and 57% on Android devices.



**66%**  
of iPhone bookings are for  
4 and 5 star hotels

Across Europe, the top countries for luxury hotel bookings on all platforms are the UK, Germany, and Switzerland. Swiss iPhone users are the most keen on luxury hotels, with 72% of all hotel bookings on iPhone being for 4 and 5 star hotels.





Time

how much time

**Brits**

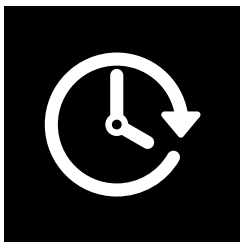
dedicate to searching and  
booking their travel



# Flights:

Brits are the slowest in Europe when searching on mobile

Brits spend an average of five minutes searching for a flight before booking it. This makes them either the slowest or the most cautious in Europe. On the other hand British consumers on Android find a deal faster than iPhone users, spending on average one minute less. The fastest flight bookers in Europe are the Turkish, who reserve flights on their mobile in an average of three minutes.



Average  
search time  
Android

**4min**

Average  
search time  
iPhone

**5min**



Average  
search time  
difference

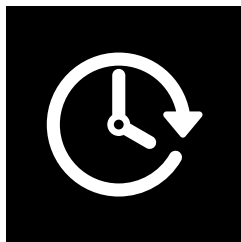
**1 min**

# Hotels:

Brits are the slowest in Europe when searching on mobile

As with flights, Brits take longer than other European users when searching hotels. Android users are faster (8 minutes) in finding a hotel fitting their expectations than iPhone users (9 minutes).

Polish travellers are the quickest in Europe when it comes to searching hotels, taking just 5 minutes on average.



Average  
search time  
Android

**8**min

Average  
search time  
iPhone

**9**min



Average  
search time  
difference

**1** min



# Top weekdays to search:

Brits search for travel on their computer when at work, then switch to mobile searches on Sundays

Brits like to look for travel on a desktop on a Monday; the first day back from the weekend, with 35% of searches being made on a Monday and Tuesday. Search for travel on both iPhone and Android tend to happen on the weekends, with Saturday and Sunday accounting for more than 30% of searches on mobile in total.

French and German users conduct more searches on Sundays than any other day, across all platforms, while Italians prefer to make searches midweek, on Tuesday and Wednesday.

## Busiest days of the week

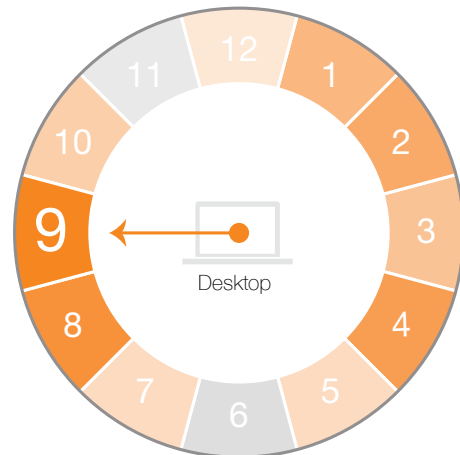
	Android	iPhone	Desktop
01	Monday	Sunday	Sunday
02	Tuesday	Monday	Monday
03	Wednesday	Saturday	Tuesday
04	Thursday	Tuesday	Saturday
05	Sunday	Thursday	Thursday
06	Friday	Wednesday	Wednesday
07	Saturday	Friday	Friday

# Top time of the day:

9pm is the busiest time Brits search for travel across all devices

Searching for travel falls into general use, among news, emails and texts. Brits also check travel when waking up, with searches starting to pick up at 7am. Desktop searches begin to increase from 9am and are stable throughout the day, indicating Brits look for travel during their working hours. Brits get back on their mobile while commuting (by 6pm) and when they return home, searching intensifies during the evening (from 8 to 11pm), with nearly 22% of searches on iPhone completed during that time slot. The absolute peak time across all devices is 9pm, meaning the desktop computer is not redundant yet!

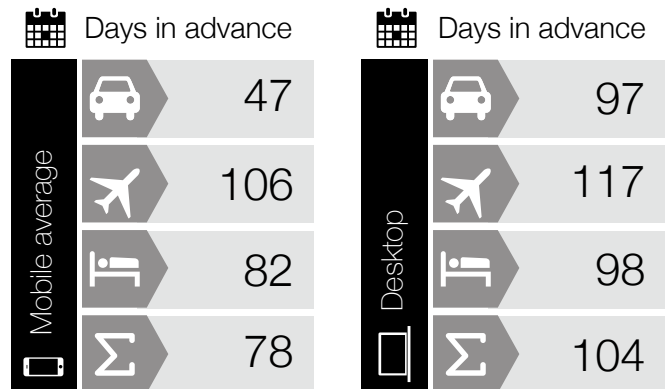
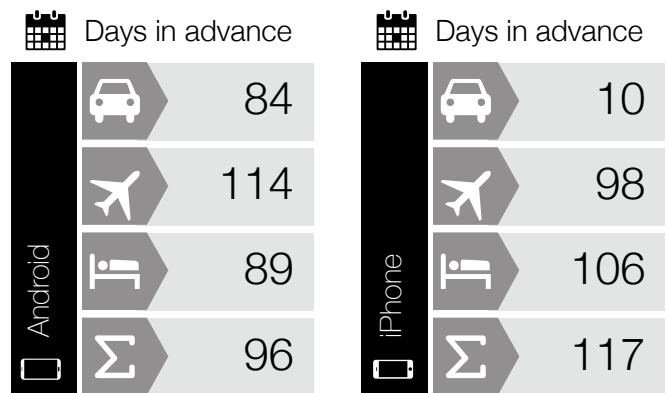
This pattern is replicated in other European countries, with French and German users searching at similar times to the British. The Spanish like to search late at night, with nearly 8% of mobile searches being made between midnight and 3 am.



# Brits book less in advance on mobile

British mobile travellers prefer to leave it closer to the time of travel to search. They book 26 days sooner than those booking on their computer. While iPhone users book an average of two months in advance, making this the shortest time compared to users on any other device. Car rentals show British iPhone users book only 10 days in advance, but plan much further in advance when booking on their desktop computer (3 months ahead).

Germany is the nation that plans the furthest in advance in Europe, booking 4 months ahead on mobile, and more than 4 months in advance on desktop. Austrian travellers also book quite far in advance, except for iPhone users who book on average only 3 weeks in advance.

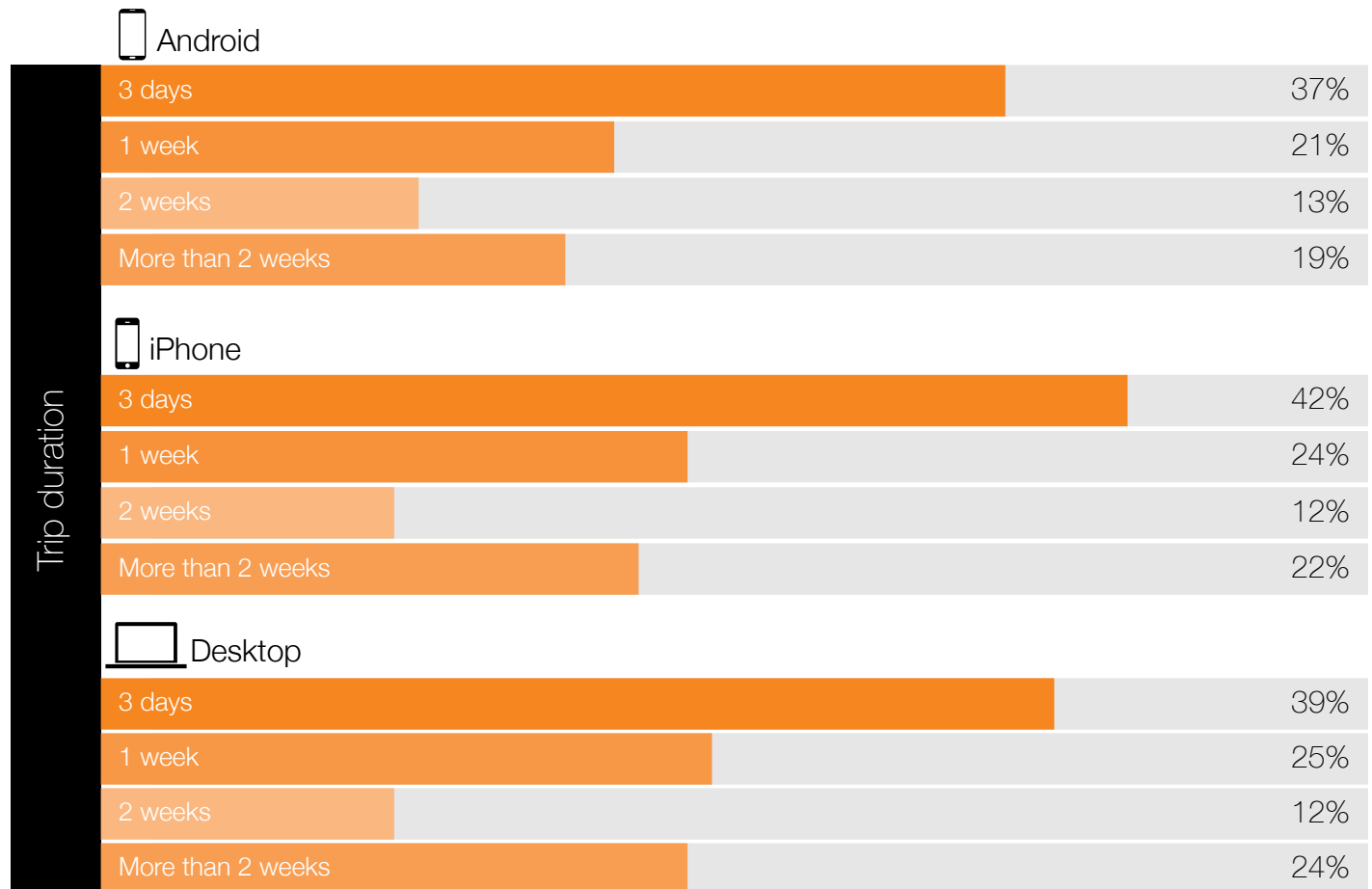


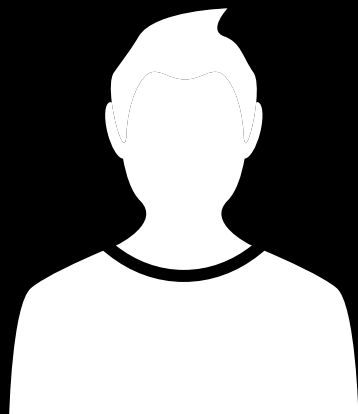
# Average length of trip:

UK travellers book short trips on any device

Brits show an increasing preference for city breaks and weekend getaways. Short trips of up to 3 nights (this figure also includes one-way trips) account for the majority of searches, 39% on desktop, 42% on iPhone and 37% on Android. Week-long trips are the next largest grouping, accounting for almost one quarter of searches.

For longer trips (more than 2 weeks), Brits still prefer the safety of booking on their computer over a mobile device, as booking a long vacation requires far more planning than a short trip.





Mobile

# Travel

Profiles



# UK iPhone Travel Persona


Spends  
**£431**  
on flights to  
popular destinations

Spends  
**9**  
minutes  
searching for  
a hotel

Books hotels  
**75**  
days in advance

Spends  
**5**  
minutes searching  
for a flight

  
Searches on  
Sundays

  
Ideal time of search:  
9pm

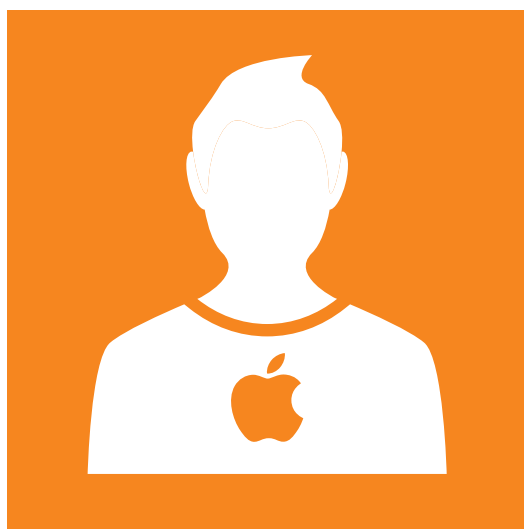
Books cars  
**10**  
days in advance


Books flights  
**98**  
days in advance

  
More likely to  
buy a business  
class ticket

  
Favourite  
city is  
New York

  
Books city breaks  
and weekends



  
Favourite  
premium city is  
Sydney

  
  
Favourite KAYAK  
features are the  
Flight Tracker and  
My Trips


# UK Android Travel Persona


Spends  
**£391**  
on flights to  
popular destinations

Spends  
**8**  
minutes searching  
for a hotel

Books hotels  
**89**  
days in advance


Spends  
**4**  
minutes searching  
for a flight

  
Searches on  
Sundays

  
Ideal time of search:  
9pm

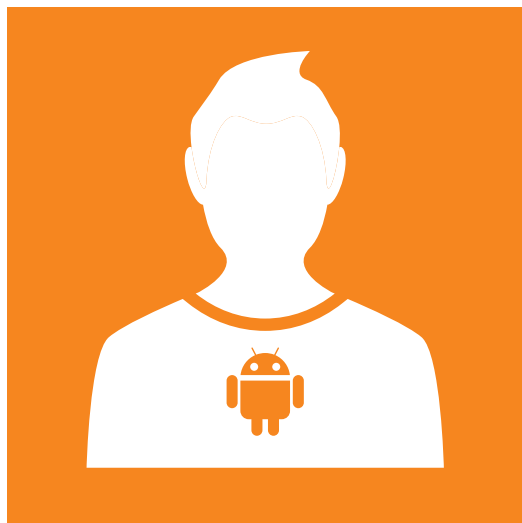
Books cars  
**84**  
days in advance

Books flights  
**114**  
days in advance

  
TICKET  
Prefers to fly  
Economy

  
Favourite  
city is  
Bangkok

  
Books city breaks  
and weekends



  
Favourite  
premium city is  
Johannesburg

  
Favourite KAYAK  
features are  
Flight Tracker and  
Price Alerts

# UK Desktop Travel Persona



Searches on Mondays



Ideal time of search: 9pm

Spends  
**£390**  
on flight to popular destinations

Books hotels  
**98**  
days in advance



Prefers to fly Economy

Books cars  
**97**  
days in advance

Books flights  
**117**  
days in advance



Favourite city is Bangkok



Favourite premium city is Sydney



Favourite KAYAK features are Explore and My Trips





Mobile

# Travel

Hacks and Facts

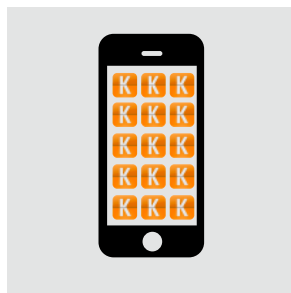


# Mobile Travel Facts



**33%**

of usage of the KAYAK app is at the airport, or nearby.



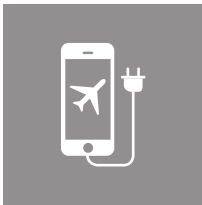
**40,000,000**

KAYAK app has been downloaded 40 million times and in 120 countries



The KAYAK app is also available on Kindle Fire

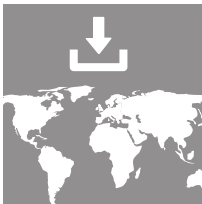
# Mobile Travel Hacks



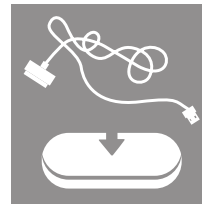
Charge your phone on Flight Mode it will charge a lot quicker!



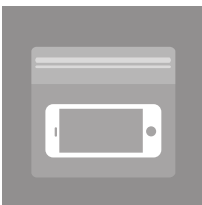
Don't have a charger or adaptor? Use a USB cable to charge your phone. Don't have a laptop? Plug the USB cable into the TV in your hotel room.



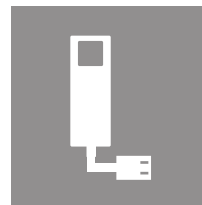
Before leaving for your trip, download an offline map on your smartphone so that you can check a map with no need to use your data.



Keep chargers and headphones in a glasses case to stop them getting tangled.



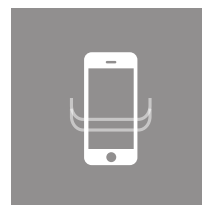
If the back of your plane seat doesn't have a TV, put your phone in a clear plastic bag and hook it to the back of the tray table



To get more power, use a power bank: be sure to have a fully-charged power bank with you when you travel, especially if you're heading to a remote place where there is no electricity.



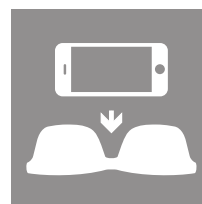
If your hotel room does not have any speakers, grab a cup and put your mobile phone inside to instantly amplify the sound



If you don't have a phone holder in your car, use a rubber band and wrap it up to the blower fan.



Include nearby airports when searching for flights on the KAYAK App to find cheaper fares: wondering if it's cheaper to fly to Heathrow or Gatwick? Your search will automatically include a search for airports near your destination to find the cheapest route.



Want to watch movies hands free? Use your sunglasses as a mobile phone stand. On any flat surface, simply flip your sunglasses upside down and rest your phone against the glasses.



Data for the Mobile Travel Report is drawn from analysis of hotel, flight and car searches in the year 2014 and 2015 on KAYAK's mobile apps, mobile websites and desktop websites. Hacks insight provided by KAYAK experts.

[www.kayak.co.uk](http://www.kayak.co.uk)