

KAYAK

MOBILE
TRAVEL
REPORT

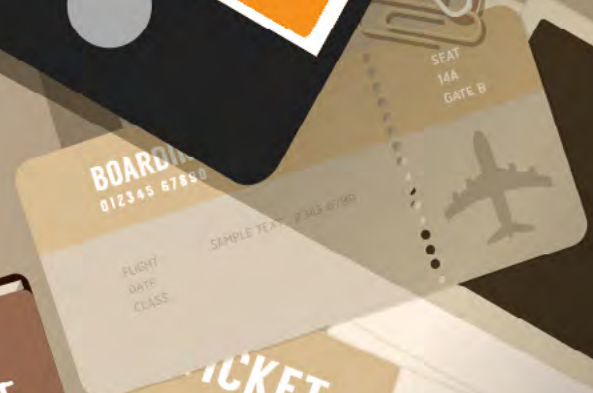
2016



GUIDE
BOOK



MAP
DOLOR SIT AMET
nisque molestie
elit.





The birth of the internet had an enormous impact on the travel industry, with consumers adopting online travel tools to plan and manage their trips. Now, mobile technologies act as a catalyst influencing the consumer travel journey, particularly as travel and mobile devices go hand in hand. Mobile allows travellers to be constantly connected, up-to-date and one step ahead in the planning and managing of trips while on-the-go.

Travel search engine KAYAK.co.uk discovered that while digital is on the rise, offline is definitely not dead. The travel search engine asked Brits to compare how the rising usage of mobile devices has impacted the way they plan and manage their travel now, versus 10 years ago. The travel experts have also crunched KAYAK's data to observe how British travellers look for their next holidays when using KAYAK's apps on mobile devices and the KAYAK.co.uk website, revealing the latest trends for the mobile British traveller.

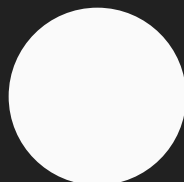


Table of contents



Inspiration and travel planning:

Millennials and Generation Z use mobile for inspiration and holiday planning



Travel booking habits:

Mobile is on the rise but 77% of Britons still use the computer to purchase their holidays



On-the-go:

Brits still prefer printing their travel documents and use the computer as the first tool to share experiences



British Traveller Profiles:

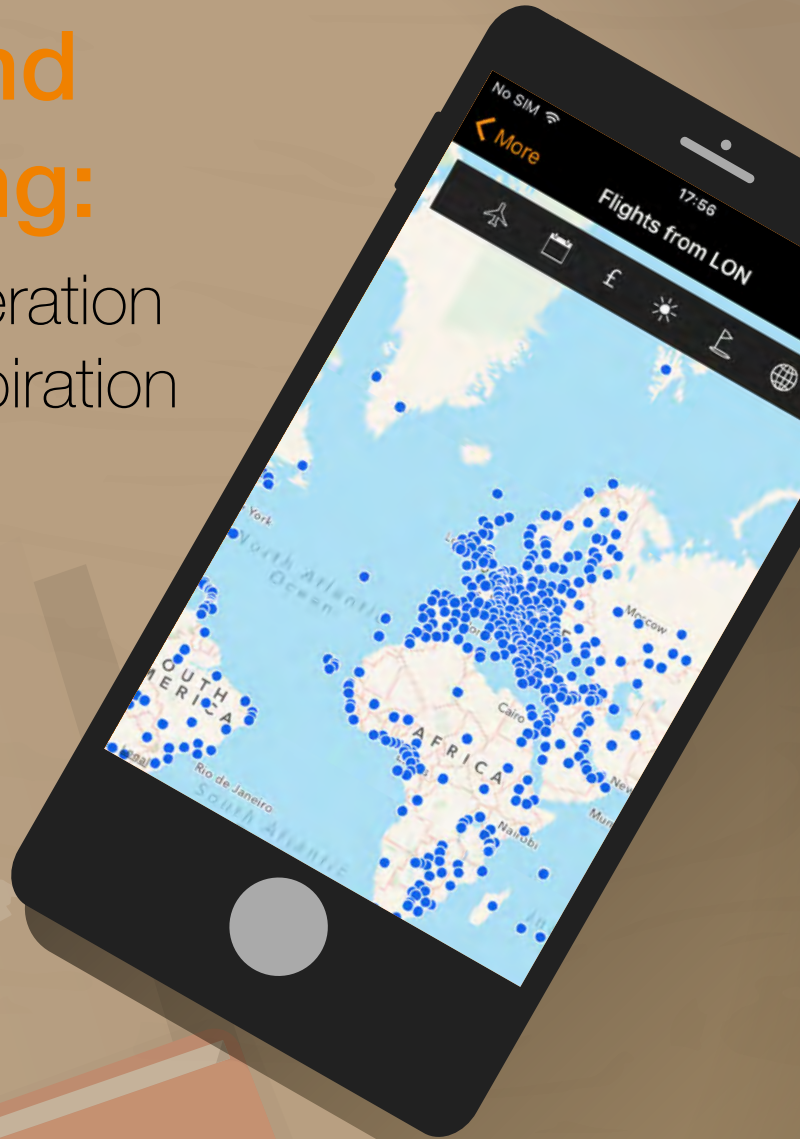
UK iOS Traveller Persona

UK Android Traveller Persona

UK Computer Traveller Persona

Inspiration and travel planning:

Millennials and Generation Z use mobile for inspiration and holiday planning

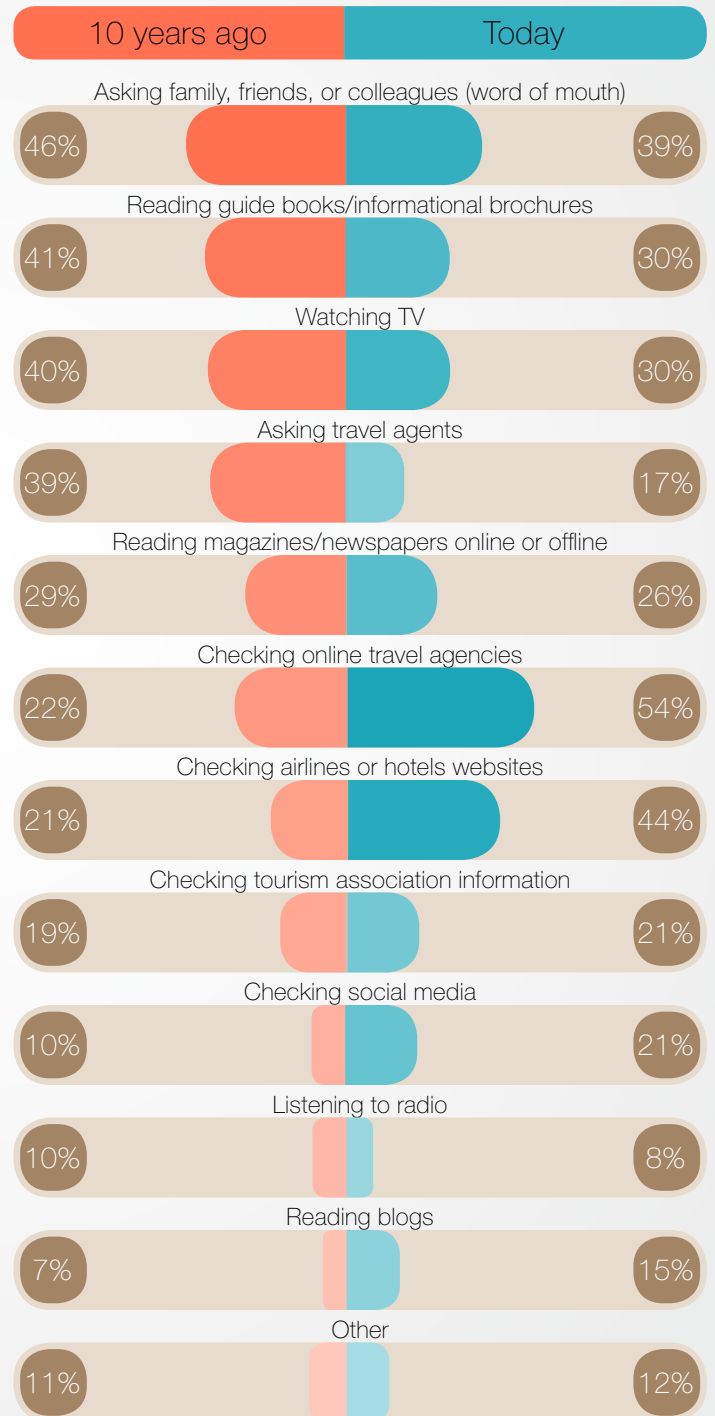


Inspiration sources: seeking friends' advice is becoming less and less of a habit

Brits seek out travel inspiration in a very different form today than 10 years ago. Back in the day 46% of Brits looked to family, friends and colleagues, with 41% looking to printed guide books, or consulting their local travel agent (39%). Only 22% consulted OTAs (online travel agents), 21% checked airline or hotel websites and even fewer relied on social media (10%) or blogs (7%).

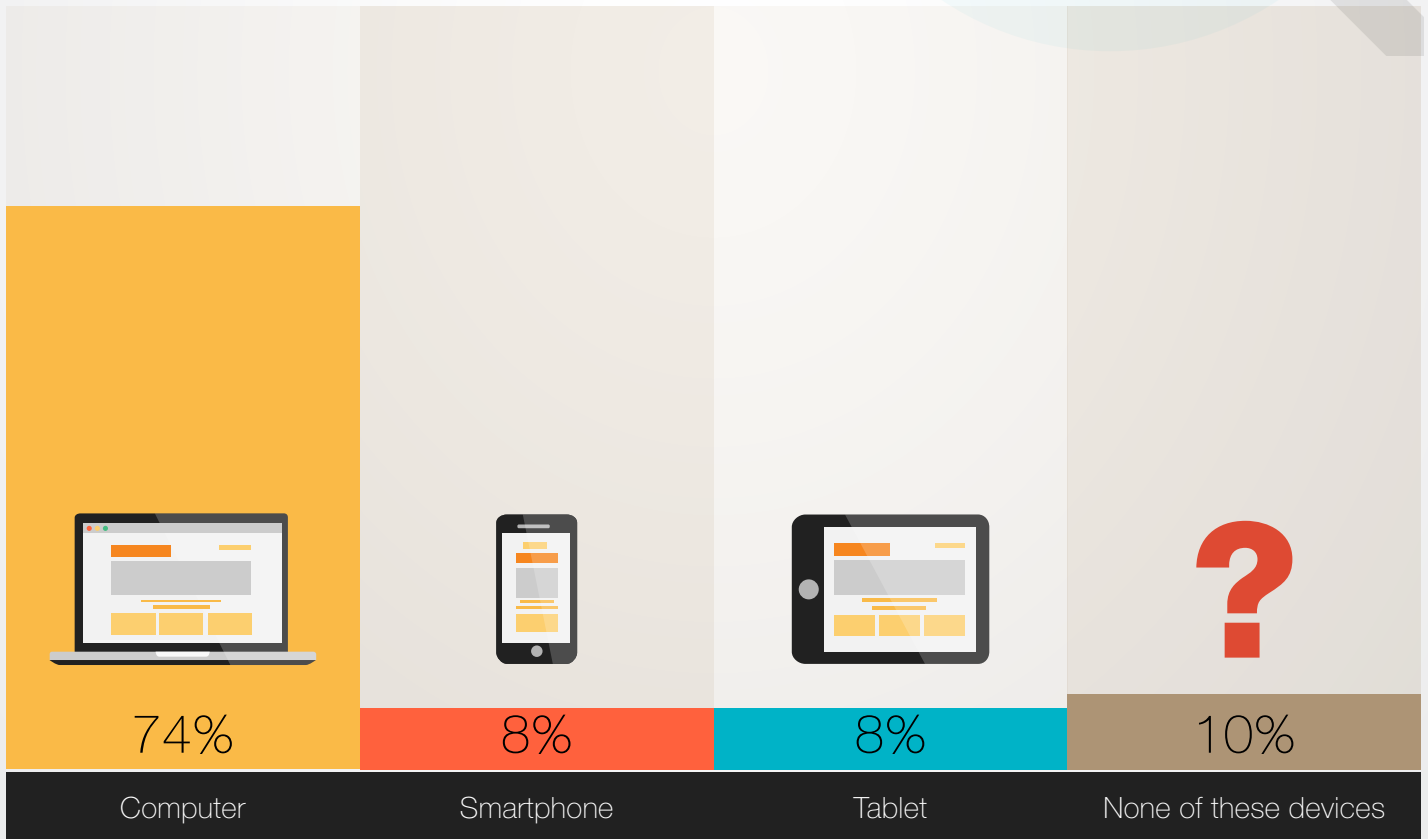
These days the way British travellers gain travel inspiration has changed completely, particularly when looking at online vs. offline platforms. 54% of Brits consult OTAs, and the number referring to social media (21%) and blogs (15%) has more than doubled compared to ten years ago. Local travel agents have seen a sharp decline in popularity, with just 17% of Brits these days opting to use these offline services for travel inspiration. This is highlighted further when looking at the age split, where the younger generation (18-24 yrs) turns even more to online inspiration, with 40% using social media and 33% reading blogs. This shows that Brits are more willing to look online as a prime source of gaining travel inspiration these days.

Across Europe, Brits are more likely than the average European traveller to use OTAs for inspiration (54% vs. 44%). When it comes to social media, however, Russian travellers top the scale, with 47% fuelling their travel dreams via social channels, possibly due to the fact that social media is the easiest way to get free and valuable information.



The computer is still the main tool for Brits to search for their next holidays

The research showed that 74% of Brits use their computer to search for inspiration for their next trip, whereas 16% turn to either a tablet or smartphone. However, differences can be noted between age groups, with 20% of those aged 18-24 years old and 19% of those aged 25-34 using a tablet or smartphone, showing a higher usage of mobile devices to gain travel inspiration.

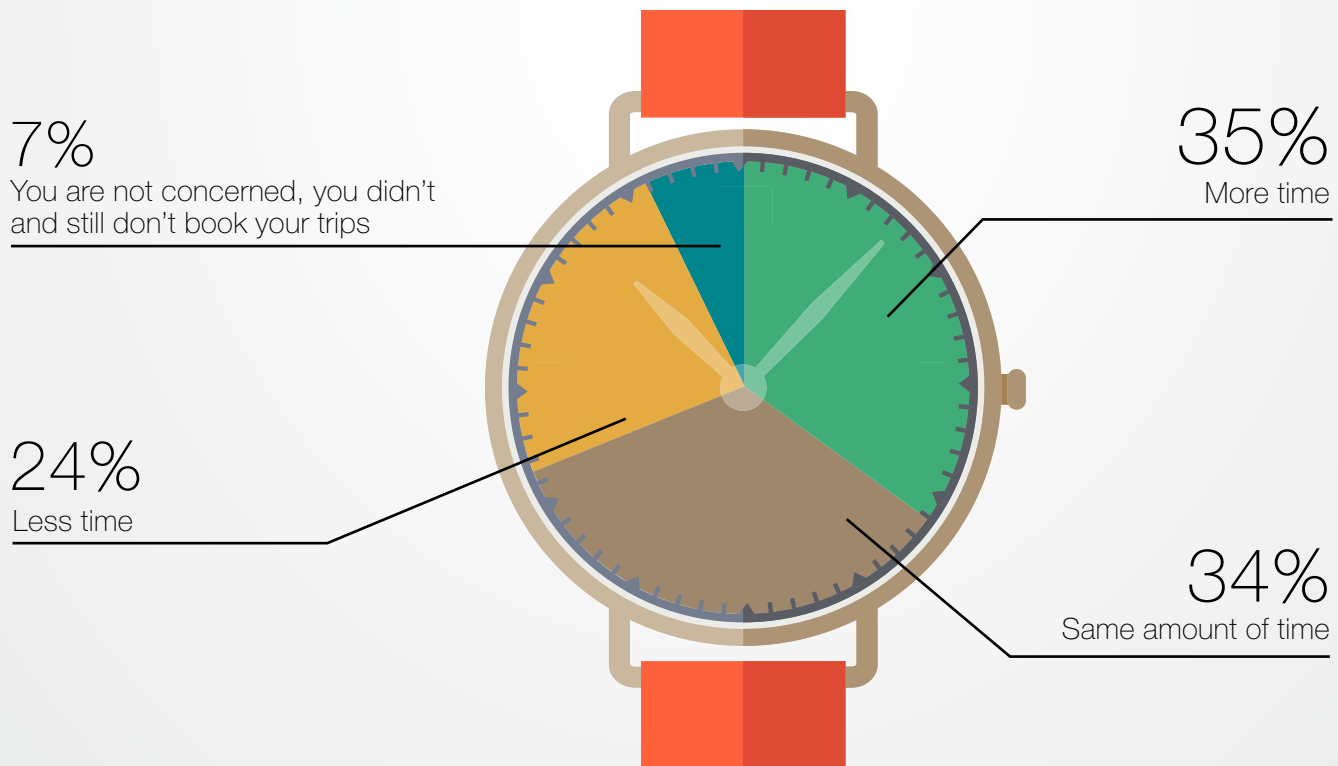


The Internet and new technologies have not helped Brits save time on travel planning

More than 1/3 of UK travellers feel they are spending more time (35%) or the same amount of time (34%) to plan their travel these days as they did a decade ago. In fact, a closer look reveals that nearly half (46%) of the under 35 age segment feel they spend more time planning travel now, than 10 years ago. The reason for this move towards online travel inspiration and planning may be that Brits these days perceive

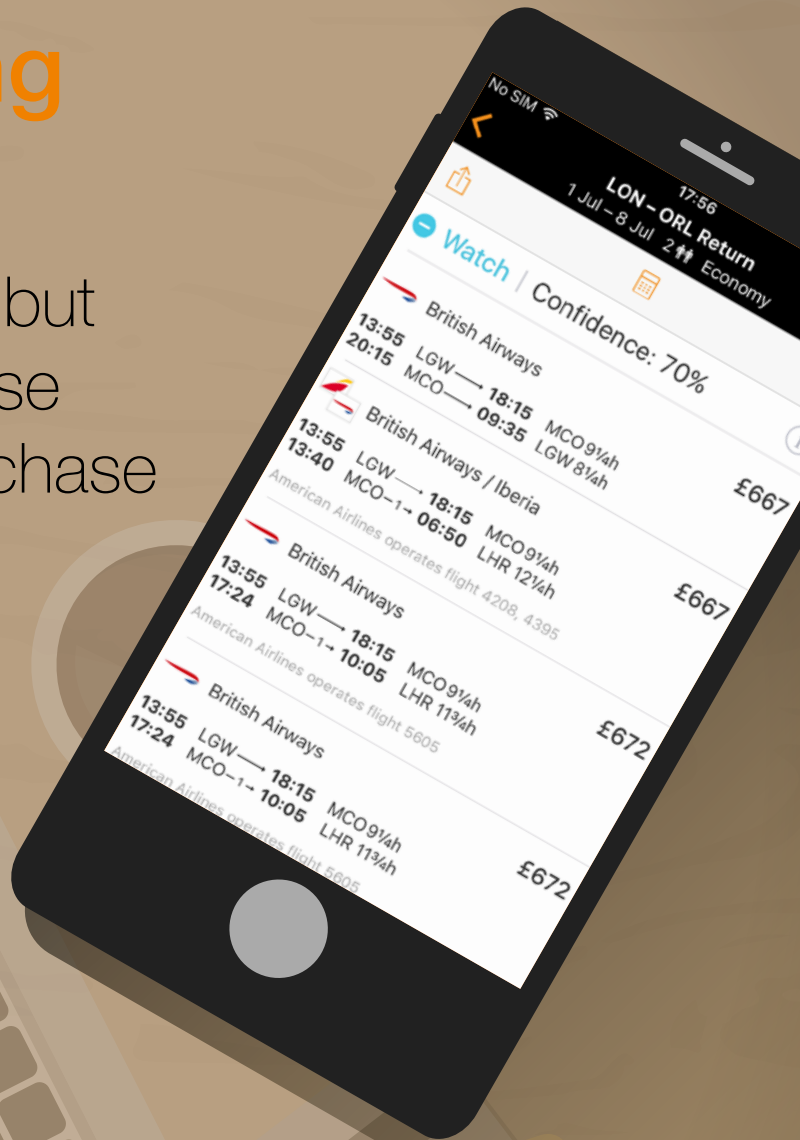
this method as faster and more transparent, with more avenues and infinite options for individual travel research.

Across Europe travellers indicated mixed feelings regarding time spent on travel planning nowadays vs. 10 years ago, with 32% indicating that they spend less time, 31% spending more time and 28% spending the same amount of time.



Travel booking habits:

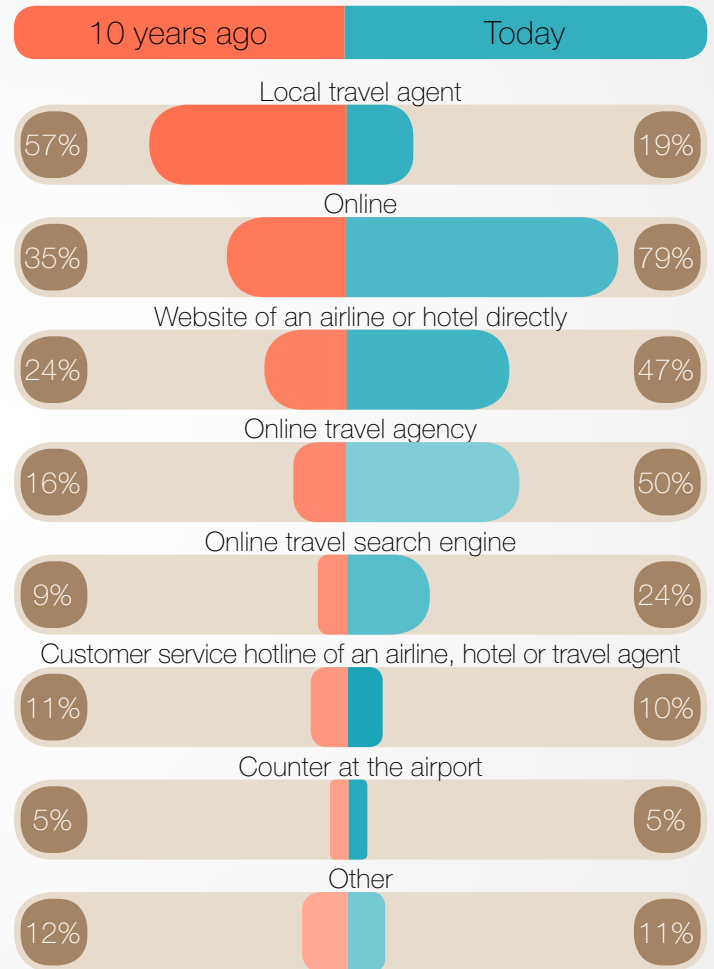
Mobile is on the rise but 77% of Britons still use the computer to purchase their holidays



Services and platforms used: Today websites are the major booking method but local travel agencies still play a role

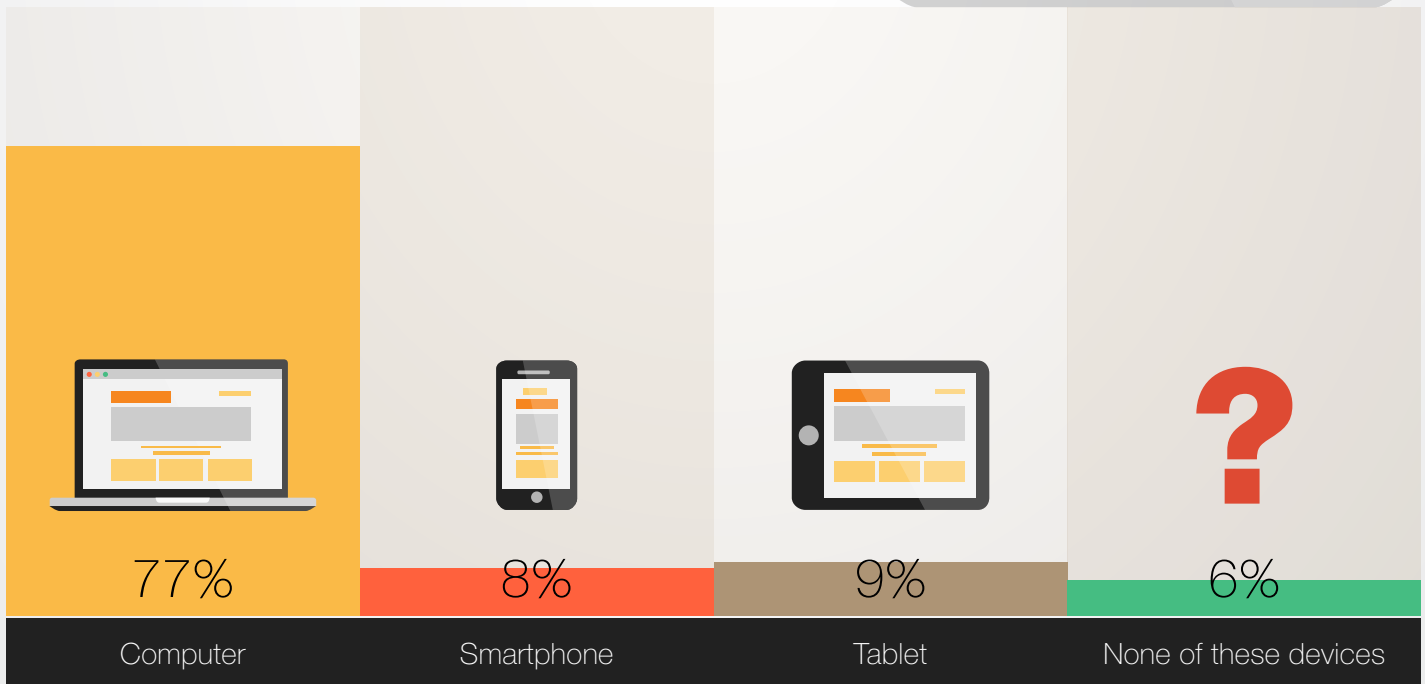
According to the survey, a decade ago, Brits preferred to book their trips offline, with 57% turning to a local travel agent to lock down their travel, while only 35% did so online. This tendency has clearly changed as 79% of British travellers indicate they book their trips online these days, with only 19% still using a local travel agent. In the broader picture, this sets Brits ahead of the average European traveller in the uptake of online booking, with 29% of Europeans booking online 10 years ago, and 73% choosing this option today.

Where British travellers turn to online platforms for booking, the use of OTAs increased from 16% to 50% over the last decade, with travel search engines also gaining popularity (9% vs. 24%), pointing to a desire to independently search and compare prices. With the increasing number of online travel services, higher accessibility to internet across a variety of devices and raised consumer awareness, it comes as no surprise the booking habits of Brits have been considerably influenced by these factors.



The majority of British travellers don't feel comfortable booking on their mobile devices

UK travellers still prefer to turn to the computer to book their trips, with 77% using a computer rather than a tablet (9%) or smartphone (8%). Brits may undertake the actual booking activity on a computer, as they see this as a more user friendly and secure method compared to mobile. However, it also indicates that UK travellers are less flexible and spontaneous when it comes to actually booking a trip. In contrast, younger British travellers have more confidence in booking on their mobile device, with 18% already choosing to make bookings on their smartphone these days.



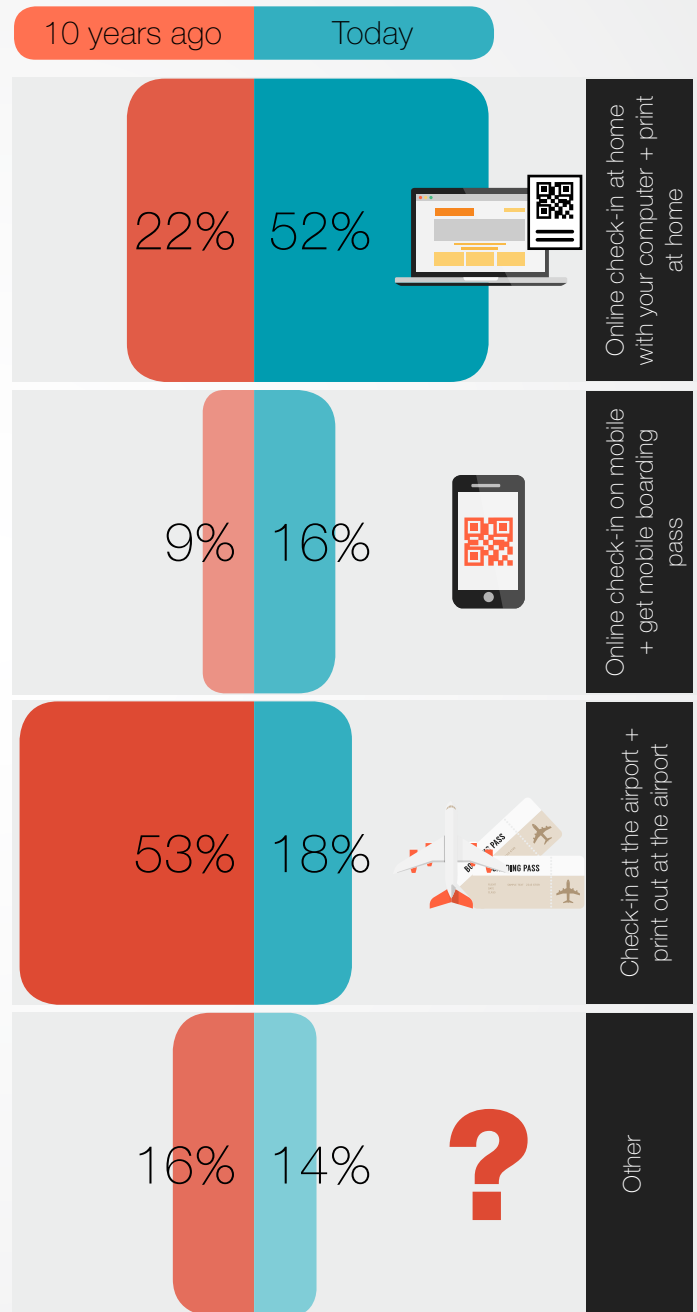
On-the-go:

Brits still prefer printing their travel documents and use the computer as the first tool to share experiences



Smartphone is not preferred for carrying boarding passes

When checking in for a flight 10 years ago, 53% of Brits commonly chose to do this at the airport, while 22% checked in online and printed their boarding pass at home. At the time, only a small number of UK travellers used their mobile device (9%) for checking in and carrying their boarding pass digitally. With technological advancement, this has changed markedly. These days the majority of Brits (52%) check in online and print boarding passes at home and just 18% check in at the airport. While only 16% of average UK travellers carry their boarding pass on their mobile after checking in on their smartphone these days, a closer look reveals that this is more common practice amongst the younger generation of travellers, with 32% already doing so.

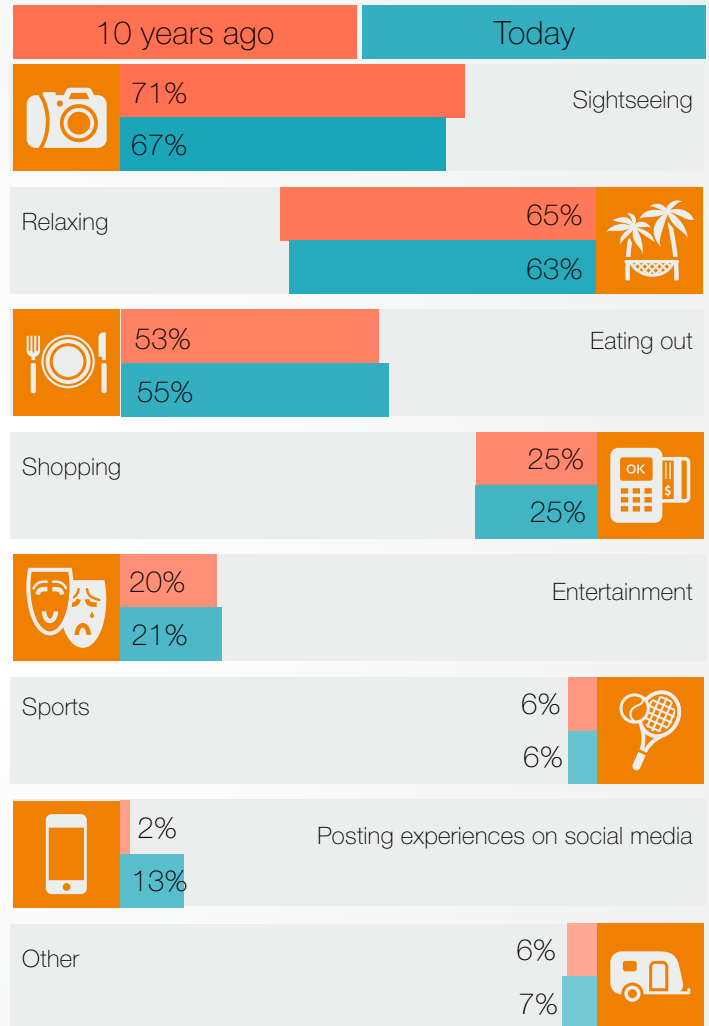


Holidays Habits have not changed much in the last 10 years

Holiday habits of Brits have changed little in the last decade, with sightseeing, relaxing and eating out continuing to top the list. UK travellers clearly enjoy these leisure activities over sports, indicating that Brits categorise working out as an activity best done when at home. This belief is not equally shared by Polish and Swiss travellers, who more happily incorporate sports into their holiday routine.

When it comes to posting on social media while travelling, an increasing number of Brits enjoy this more these days (13%) than a decade ago (2%). This is particularly the case among young British adults, with 27% doing so, due in part to the number of social media channels available and a paradigm shift, but also attributable to the increase of access to the internet when travelling.

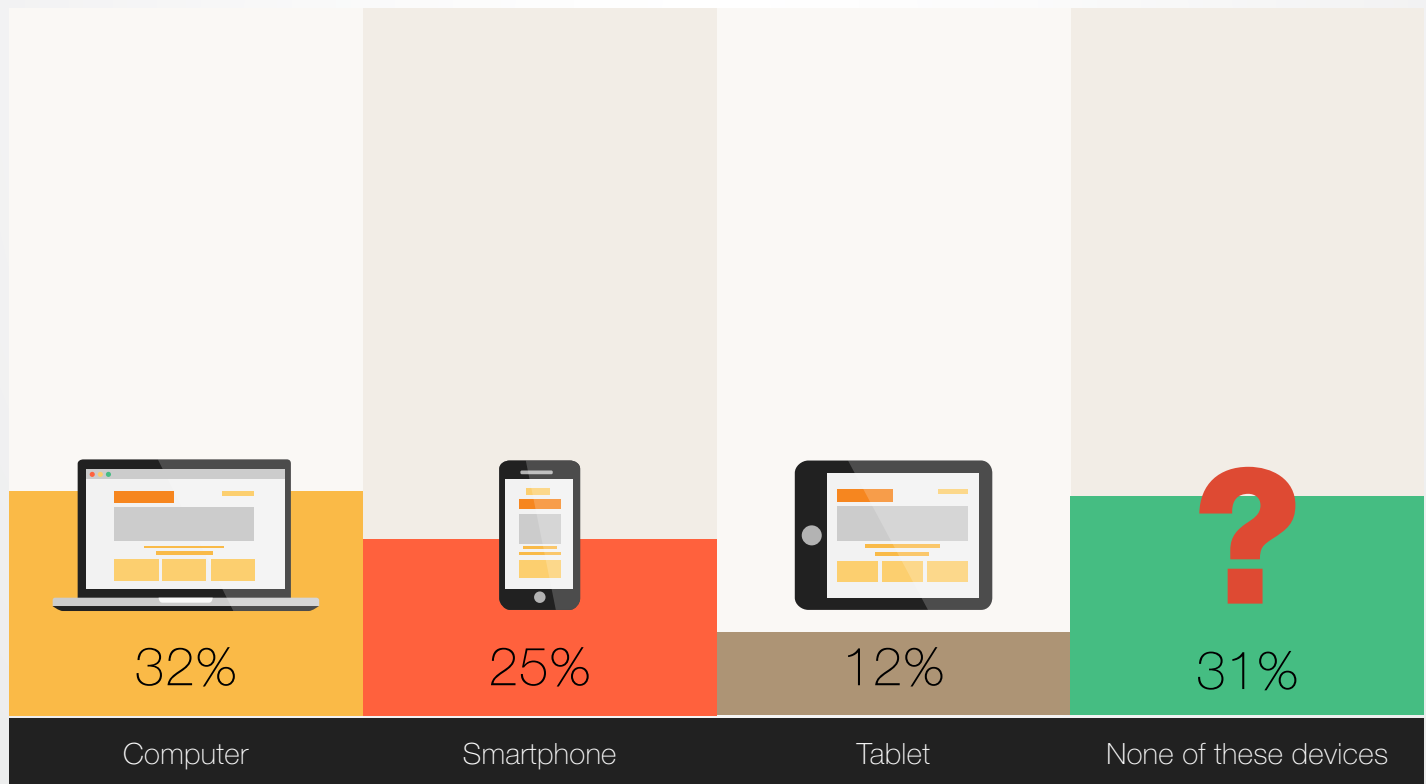
Across Europe, average Russian (22%) and Italian (16%) travellers are the most likely to post experiences on social media these days.



Tablets and Mobile Phones are not used by Brits while strolling or relaxing by the beach

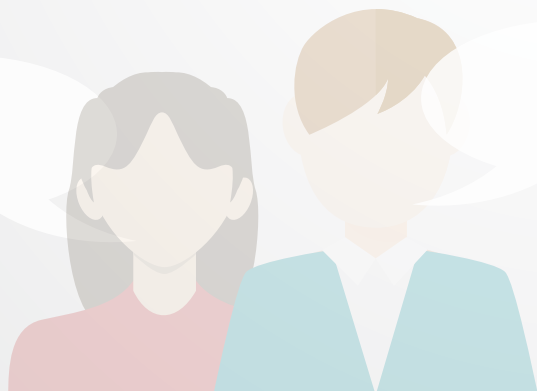
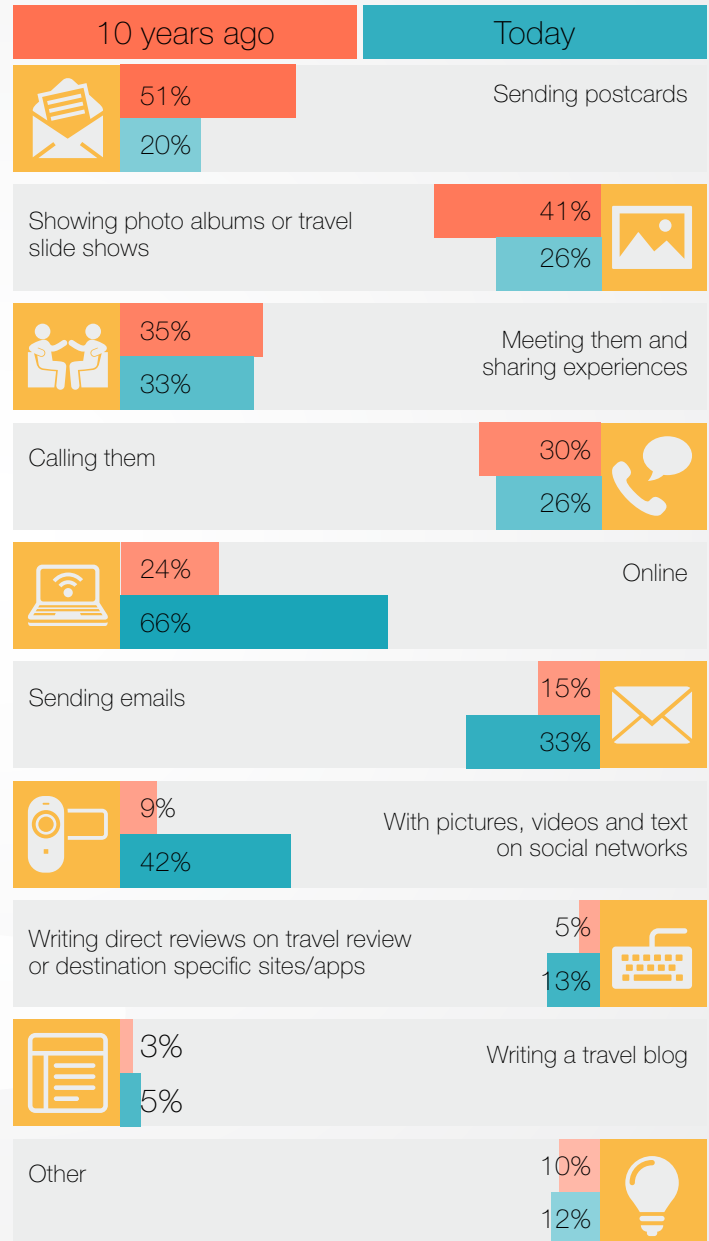
For their holiday activities of choice, Brits today tend to reach for a computer (32%), before a smartphone (25%) or tablet (12%). Looking at the age split, however, it's no surprise that 45% of the under 35 age bracket choose the smartphone over the computer (31%).

Italian, Polish and German travellers showed the highest usage of computers, while the French and Russians, both at 43%, show more affinity for mobile devices, which is above the European average of 29%.



Sharing travel experiences using mobile devices is still not a major habit for Brits

Sharing travel experiences has changed most dramatically in the last decade. Postcards were the most popular way for Brits to share travel experiences a decade ago, but old school photo albums or slideshows and face-to-face meetups with loved ones also topped the list. While get togethers with family and friends have remained popular among Brits, these days only 20% of Brits send postcards. Sharing experiences online is taking over, showing a rapid rise from 24% to 66% over the course of the decade. Instant forms of experience-sharing are the preferred choice for British travellers, reflecting the response to the number of social channels, chat based Apps and online sharing platforms now available. British women are more eager to share their travel experiences online and on social channels than men, who are more inclined than women to share experiences via email.



Sharing travel experiences using mobile devices is still not a major habit for Brits

Brits prefer to use a computer to share travel experiences, rather than the smartphone, with women being more likely to share holiday experiences on a mobile device than men. It is no surprise that those in the under 35 age bracket choose the smartphone (47%), over the computer (33%) for vacation experience sharing, as they are more adapted to today's technological developments than the older generations.



British Traveller Profiles



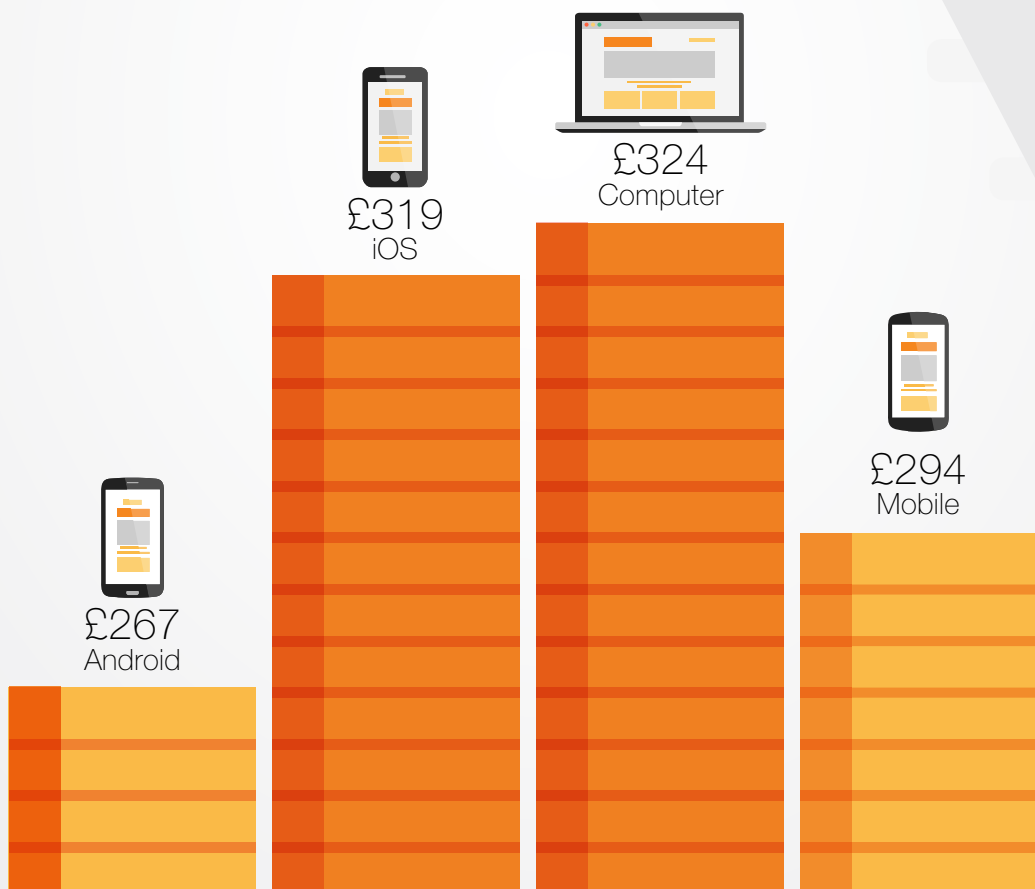
Travel trends: the most popular destinations are Bangkok and New York across all devices

The research has shown that British travellers' favourite holiday destinations depend on the device they are using. While New York and Bangkok are consistently the two most popular destinations searched for across all devices, in third position Android users favour Amsterdam, with iOS users preferring Orlando and desktop users searching for London.

	Android	£	iOS	£	Computer	£
01	New York	467	New York	653	New York	442
02	Bangkok	404	Bangkok	588	Bangkok	418
03	Amsterdam	123	Orlando	873	London	234
04	Barcelona	122	Dubai	533	Barcelona	137
05	Dubai	381	London	403	Amsterdam	142
06	London	209	Amsterdam	175	Dubai	361
07	Orlando	592	Barcelona	176	Orlando	595
08	Alicante	184	Los Angeles	847	Paris	119
09	Dublin	71	Malaga	200	Malaga	166
10	Paris	116	Paris	187	Los Angeles	623

Spending on the most popular destinations for flights: Computer users are the least price sensitive

British mobile users spend 9% less than computer users on flights to the top 10 destinations. Between mobile users, iOS users tend to spend 20% more than Android users on average. When booking a trip to the top 3 destinations, Computer users spend slightly more on average than iOS and significantly more than Android users, at £324 as compared to £319 and £267 respectively.



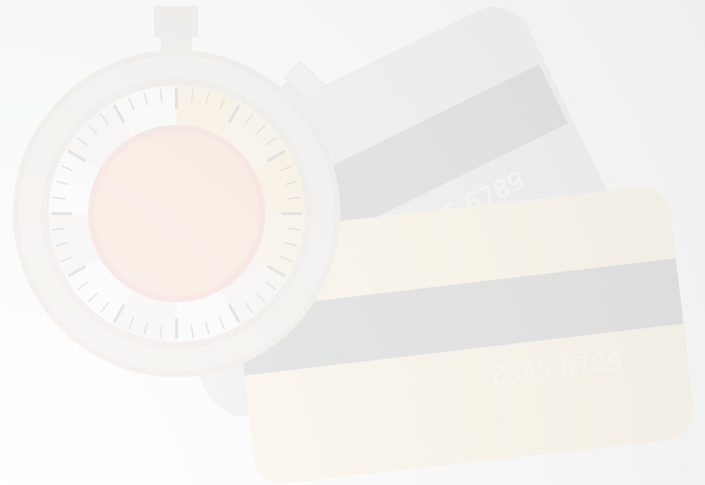
Hotel Star Ratings: searching from mid to high range is the norm

For hotels, Brits on iOS are more likely to book luxury hotels than both Android and desktop users, with 65% searching for 4 and 5-star hotels, compared to 61% on desktop and 57% on Android devices. Across Europe, Swiss iPhone users are the most set on luxury, with 70% of bookings for 4 and 5-star hotels. At the other end of the spectrum, just 40% of bookings by Polish Android users were for the same.

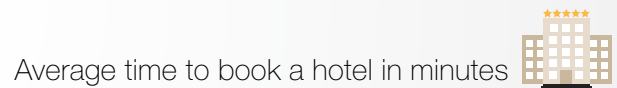


Booking Decision: Brits are more spontaneous on mobile than on computer

British mobile users on iOS and Android devices take an average of 4 minutes to decide which flight to book, which is a full 2 minutes faster than desktop users. The average European traveller takes 6 minutes to decide on a flight to book, however, Polish mobile users are the fastest decision makers across Europe, at just 3 minutes on average. Austrians, on the other hand, need an average of 7 minutes on a computer. UK mobile users are also 1 minute faster than desktop users when choosing a hotel to book, taking 4 minutes on average instead of 5.



Average time to book a flight in minutes

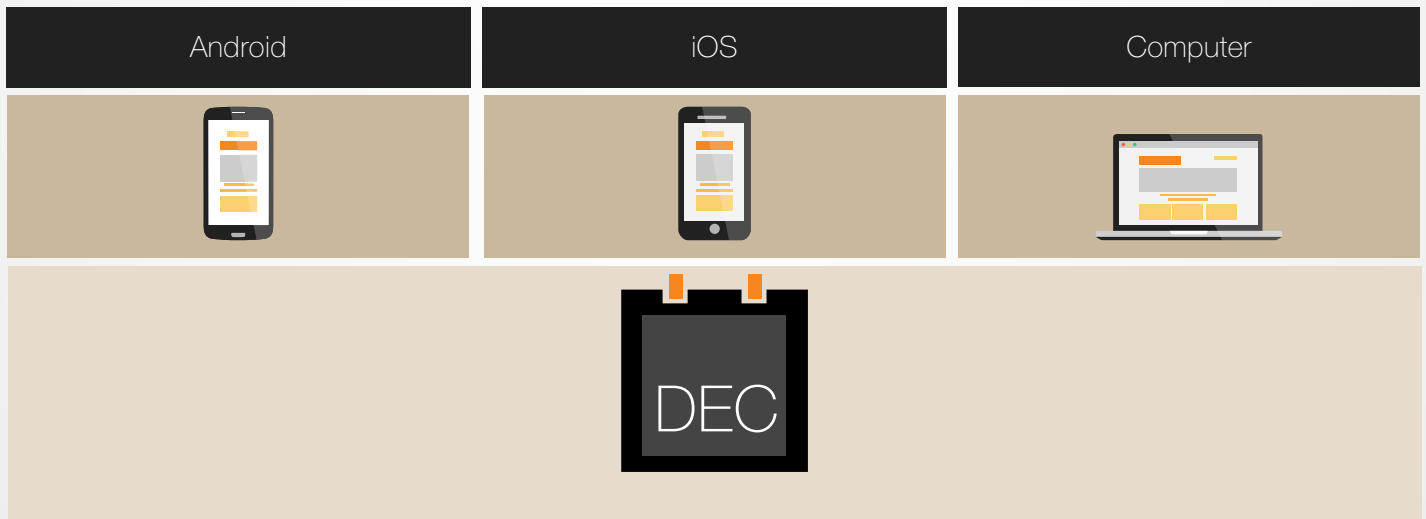
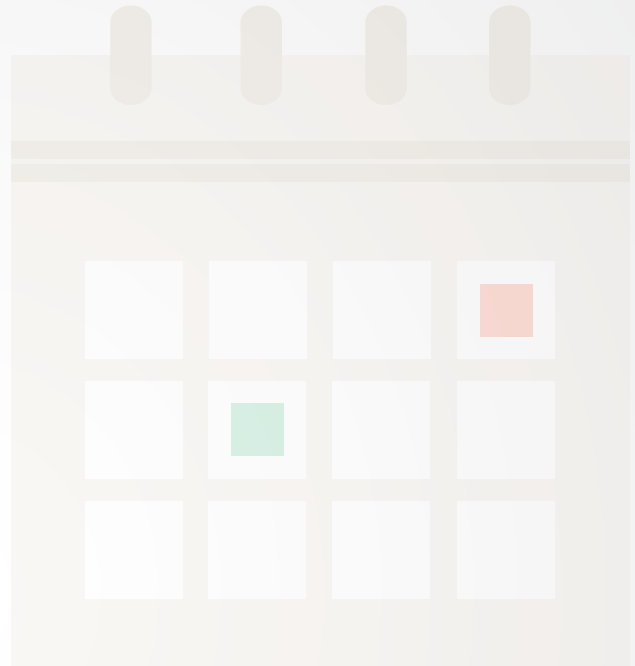


Average time to book a hotel in minutes

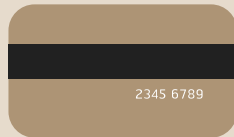
Average time to book a flight in minutes			Average time to book a hotel in minutes	
06	Computer		05	
04	iOS		04	
04	Android		04	
04	Mobile		04	

Busiest travel months are the same across all devices

Although users differ, there are also behaviours consistent across the devices. The most popular month of travel for Android, iOS and computer users is December, with Brits escaping the cold winter in England or visiting families for Christmas. For iOS and Android users, August is the next best month to travel, while desktop users prefer to jet off in July.



iOS Traveller Persona



Spends
£319
on flights to the top 10
destinations



Most popular
destination is
New York



Most likely of all users
to book a
4 or 5-star
hotels



Takes
4
minutes to
book a flight



Most popular
travel month is
December



Takes
4
minutes to
book a hotel

Android Traveller Persona



Computer Traveller Persona



GUIDE BOOK



Survey OpinionWay for KAYAK: The report is based on survey findings in cooperation with OpinionWay, conducted across 12 countries and regions in Europe (United Kingdom, Germany, Austria, Switzerland, Spain, Italy, Poland, Russia, France) and Asia Pacific (Singapore, Hong Kong, Australia), with samples of 1000 respondents per country. Mobile Traveller Profiles and resulting Traveller Personas are based on flight and hotel searches and clicks made on KAYAK.co.uk for travel in 2015.

www.kayak.co.uk

MAP
DOLOR SIT AMET
istique molest

