

MOBILE IN TRAVEL REPORT SERIES 2016-2017

THE MOBILE TRAVEL MARKET IN 2016



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WELCOME

Welcome to our Mobile in Travel Report Series and thank you for choosing EyeforTravel's research.

Mobile technology is the key disruptive influence in the travel industry. The possibilities it affords and the demands it is creating are challenging every aspect of the travel journey. There is now an expectation for instantaneous information that can be accessed by consumers whenever they desire it through the mobile web and apps.

In order to deliver this experience travel brands need to conduct an enormous amount of work behind the scenes. Building, optimizing and maintaining a mobile strategy can quickly become a costly exercise. However, few, if any, brands can operate without mobile web or native apps if they do want to win the customer's booking.

The Mobile in Travel Report Series seeks to give travel brands all the tools they need to succeed in this sphere, from understanding consumer trends to the nuts bolts of app construction. This report series will allow you to comprehensively understand mobile in travel through:

- ✓ The current state of the m-commerce in travel.
- ✓ Mobile search and purchase behaviors.
- ✓ A complete understanding of mobile web and native apps and their inherent advantages.
- ✓ Answering whether mobile web or native apps are more important.
- ✓ Investment strategies.
- ✓ Mobile website construction.
- ✓ The cost of app development and how to build successful apps.
- ✓ Driving app downloads and keeping apps on users' phones.
- ✓ Understanding how partnerships in travel aimed at mobile are changing.
- ✓ Ensuring mobile content and payment is secure and trusted.

We hope that this research enables you to improve your brand's mobile offering and create an optimal customer experience.

Alex Hadwick

Head of Research, EyeforTravel

ABOUT

We bring together everyone in the travel industry, from small tech start-ups to international hotel brands, to form a community working towards a smarter and more connected travel industry.

Our mission is to be the place our industry goes to share knowledge and data so that travel and tech brands can work collaboratively to create the perfect experience for the modern traveler.

We do this through our network of global events, our digital content and our knowledge hub - EyeforTravel On Demand.

Our Values

We believe the industry must focus on a business and distribution model that always puts the customer at the center and produces great products. However, to deliver an outstanding travel experience, the strength, skills and resources of all partners in the value chain must be respected and understood.

At EyeforTravel we believe the industry can achieve this goal by focusing on a business model that combines customer insight with great product and, most importantly, places the traveler experience at its core.

At our core we aim to enable the above by valuing impartiality, independent thought, openness and cooperation. We hope that these qualities allow us to foster dialogue, guide business decisions, build partnerships and conduct thorough research directly with the industry.

These principles have guided us since 1997 and will continue to keep us at the forefront of the industry as a vibrant travel community for many more years to come.

Our Services

Our events are the heart of EyeforTravel. These draw in experts from every part of the travel industry to give thought provoking presentations and engage in discussions. It is our aim that every attendee takes back something new that can help their business to improve. This might be in the fields of consumer insight

Alongside this we provide our community with commentary, reports, white papers, webinars and other valuable expert-driven content. All of this can be accessed through one place - the On Demand subscription service.

We are always expanding the content we make, so please get in touch if you want to write an article for us, create a whitepaper or webinar, or feature in our podcast.

EyeforTravel by the Numbers

60,000+ database contacts

2,500+ annual event attendees

100,000+ monthly online reach

1,000+ online conference presentations

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CONTENTS

Welcome	2
About EyeforTravel	3
Acknowledgments	4
Contents	5
List of Figures	6
List of Tables	6
1. Modern Mobile Consumers	7
1.1. Introduction	7
1.2. Travel Industry Outlook for Mobile	7
1.3. Smartphone Adoption	9
1.4. Mobile Usage Patterns and the Rise of M-commerce.....	10
1.5. Mobile Commerce	12
1.5.1. M-Commerce and Travel.....	13
2. Mobile Web vs Native Mobile App	15
2.1. What Are the Advantages of Mobile Web Apps?	16
2.1.1. How HTML5 Has Changed Mobile Web.....	16
2.1.2. The Capabilities of the Modern Mobile Web	16
2.1.3. Hybrid Apps on the Mobile Web.....	17
2.2. What Are the Advantages of Native Apps?	17
2.2.1. A Captive Consumer – the Value of Having Consumers Use the App as a Primary Touch Point and to Repeatedly Reference Them	17
2.2.2. Data Gathering from apps.	18
2.2.3. User Experience	18
2.3. Which is Winning and Does it Matter?.....	18
Methodology	21
References	22

LIST OF FIGURES

Figure 1: Greatest Areas of Opportunity for Travel Executives	7
Figure 2: How do you expect your mobile / digital budget to change in the next 2-3 years?	8
Figure 3: Top Five Travel Accessories	11
Figure 4: Most Important Factors When Booking on Mobile	11
Figure 5: Percent of Mobile Web vs Desktop Daily Visitors Across Selected Top Travel Websites by Region	13
Figure 6: Global Conversion Rates for Accommodation Bookings Made on Desktop and Mobile – Global Average and Selected Key Sites	13
Figure 7: Percent of Desktop vs Mobile Web Accommodation Bookings Across the Top Travel Websites by Region	14
Figure 8: Distribution of Daily Visitors for Top Four Indian Travel Sites	14
Figure 9: Devices Used to Research and Plan Journeys in the UK and Germany	19
Figure 10: Digital Travel Bookings by Device Used in the UK and Germany ...	19
Figure 11: Market Share of Browser Travel Bookings for Mobile Device (Smartphones and Tablets) in the UK and Germany	20

LIST OF TABLES

Table 1: Tick 3 areas that you think will be the greatest opportunity or focus for you in 2016	8
Table 2: How do you expect your mobile / digital budget to change in the next 2-3 years?	8
Table 3: Share of Mobile Web Traffic for Hotels and Accommodations, Airlines, OTAs, Cruise, and Travel Recommendation Sites in the US 2015-2016	12