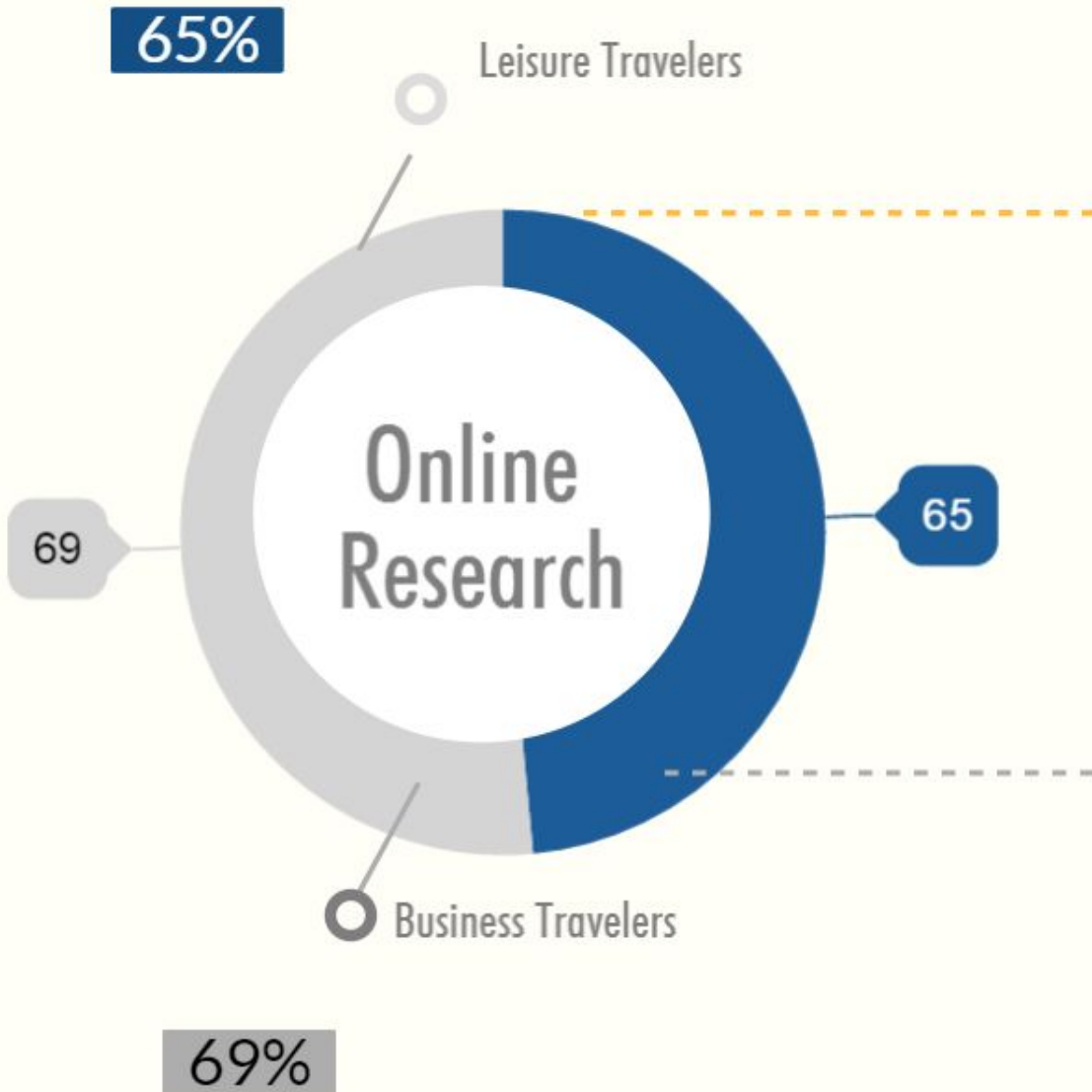


# How are Mobile Apps Changing Travel Habits?



# Online Research

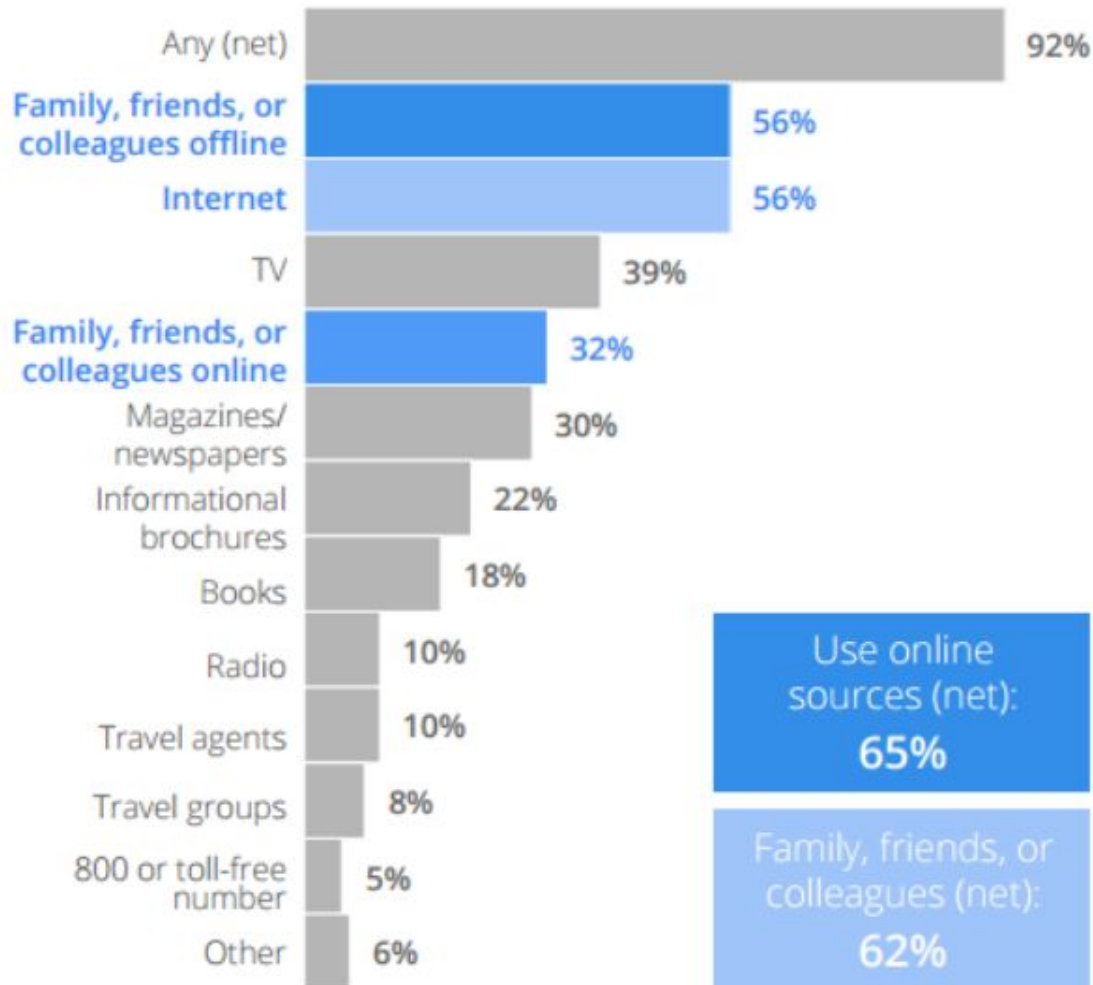


Travelers agree that they turn to the web early on in the travel process



# INSPIRATION FOR TRAVELERS

## SOURCES OF INSPIRATION (LEISURE TRAVEL)



Friends/family and online sources are critical to travel inspiration

Source: Google



# The Role of Apps in Mobile Technology



The growing interest in – and attention paid - to the effect mobile applications are having on the travel industry creates three impressions.

The motivation of mobile users in general and mobile travel users in particular is essentially the same

The growth is driven by real advantages to mobile users

Mobile technology is young so growth should only increase

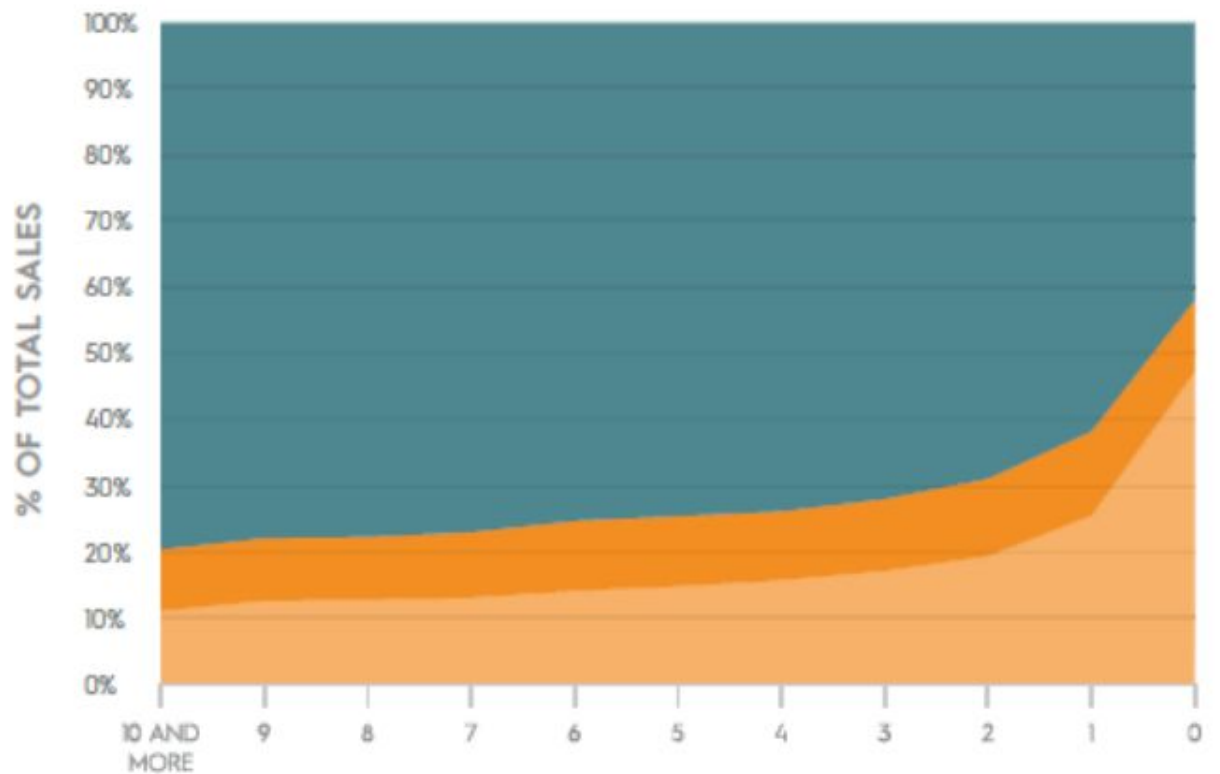
# Bookings by device

The dramatic shift to mobile as time runs out certainly supports the premise that mobile growth is driven by real advantage.

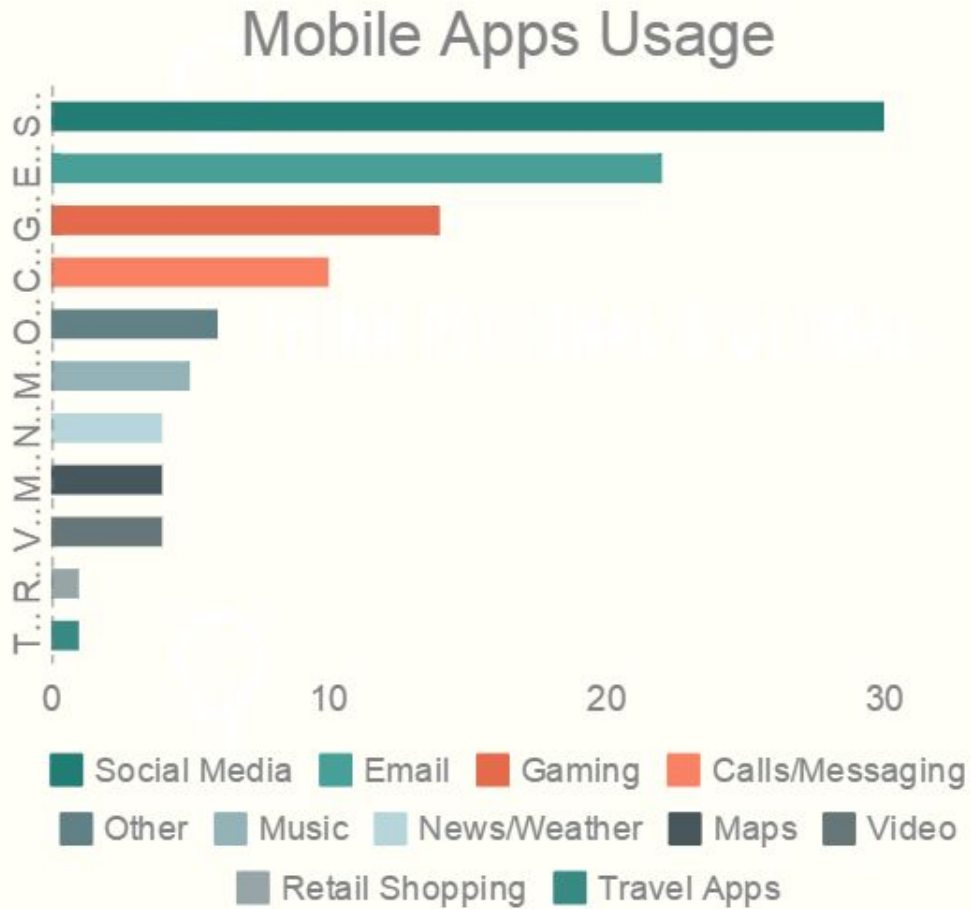
Source: Criteo Travel Flash Report

[www.dcsplus.net](http://www.dcsplus.net)

Bookings by device when getting closer to the check-in day [2]



# Mobile Apps Usage



Daily basis usage

Source: phocuswright.com

# The Role of Devices in Travel



Tablets and Mobile devices are likely used for searches



All devices are active in every phase

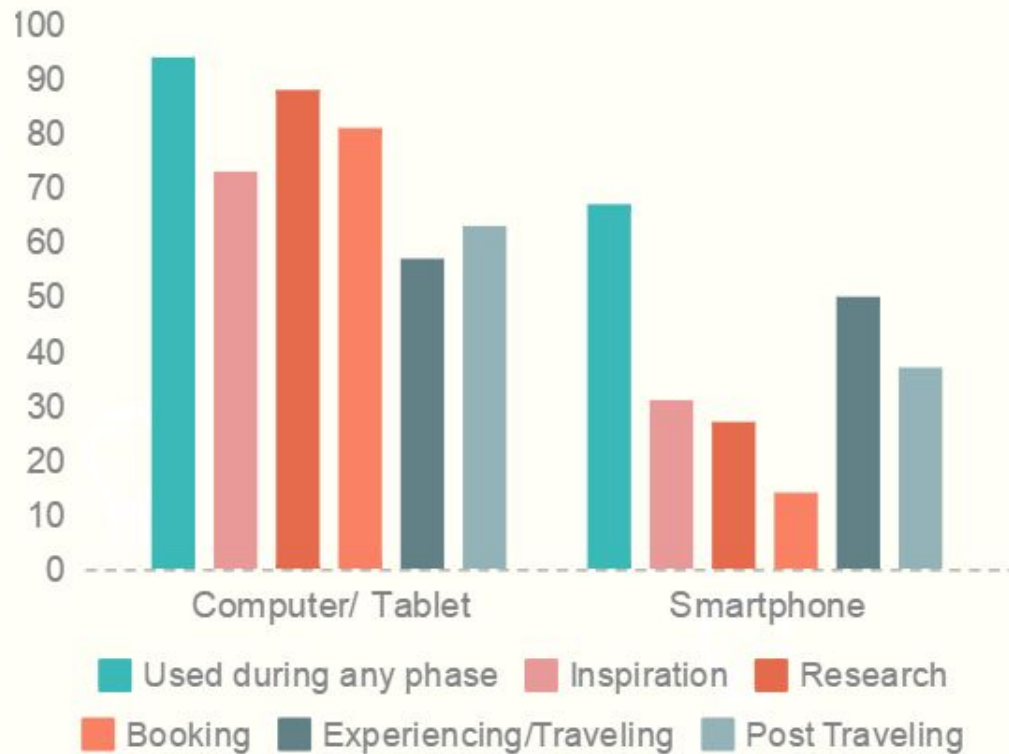
Mobile websites are used in the Shopping phase



Apps likely play a very minor role in the Shopping phase

# Computer vs Smartphone

## Leisure Traveler

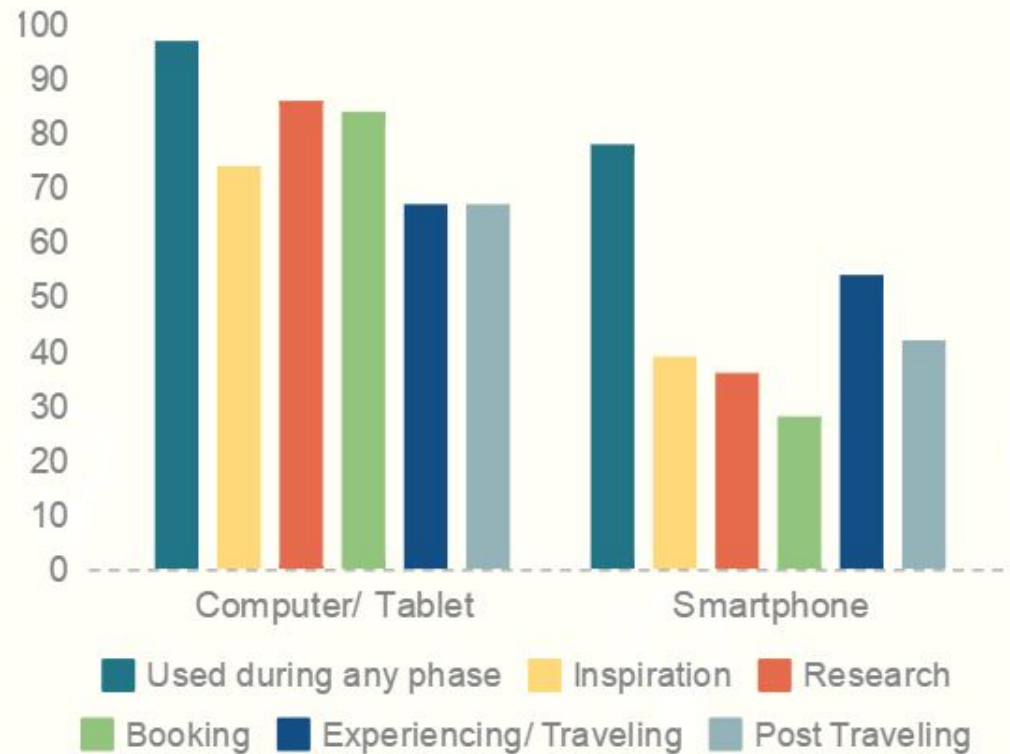


Used during any phase: 67  
Inspiration: 31  
Research: 27  
Booking: 14  
Experiencing/ Traveling: 50  
Post Traveling: 37



# Computer vs Smartphone

## Business Travelers



Used during any phase: 78  
Inspiration: 39  
Research: 36  
Booking: 28  
Experiencing/ Traveling: 54  
Post Traveling: 42



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