

WHITE PAPER

THE MOBILIZED TRAVEL CONSUMER



Insights to optimize your mobile strategy

THE MOBILE OPPORTUNITY

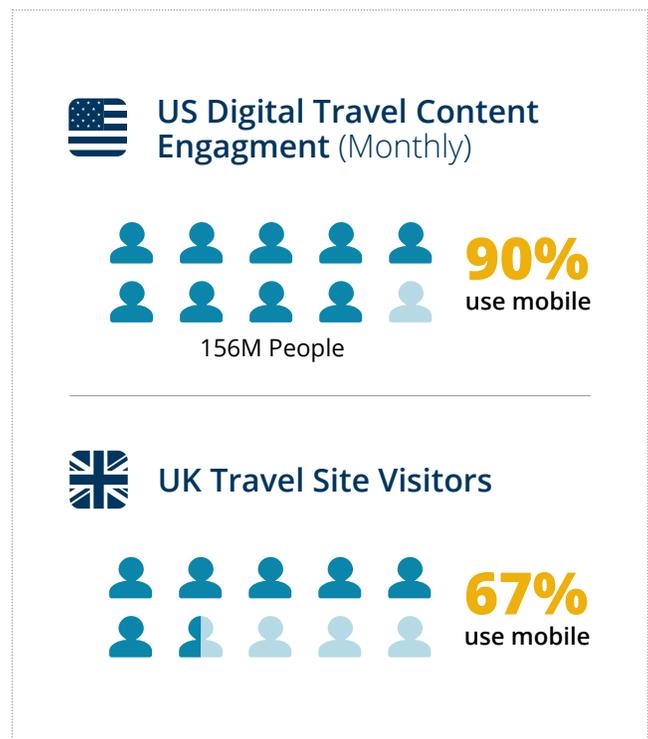
As the mobile landscape continues to evolve and expand, travel consumers' habits and behavior have also adjusted. Understanding both the shifting mobile landscape as well as how travel consumers participate in it is vital for marketers who want to reach and meaningfully engage the emerging mobile consumer traveler.

Mobile device ownership is on the rise both in the United States and Europe. In the US, 172M people own a smartphone – up 22% YoY; 93M own a tablet – up 36% YoY¹. Consumers in the United Kingdom and the US spent more time (30% and 22% more, respectively²) on mobile devices from one year to the next, with desktop time declining.

Small Screens, Big Opportunity

For travel marketers, the mobile platform that consumers are increasingly embracing offers major opportunity. Consumers are not only turning to mobile devices more often, but they're increasingly using these devices to consume travel content. Of the 156 million people in the US who engage with digital travel content, 90% of monthly travel visitors use their smartphone or tablet³. Currently, two thirds of all UK travel site visitors reach them via mobile devices, and a whopping 25% of UK consumers have abandoned their desktops and now use mobile devices exclusively when dealing with travel sites⁴.

And this trend show signs of continuing with a strong indication for repeat behavior. According to research from Expedia Media Solutions and comScore conducted in August 2014, half of all US travelers plan to book with a tablet over the coming year (up from 29% who made tablet bookings in the prior six months) and 29% plan to book on a smartphone (up from 21% who made phone bookings in the prior six months)⁵.

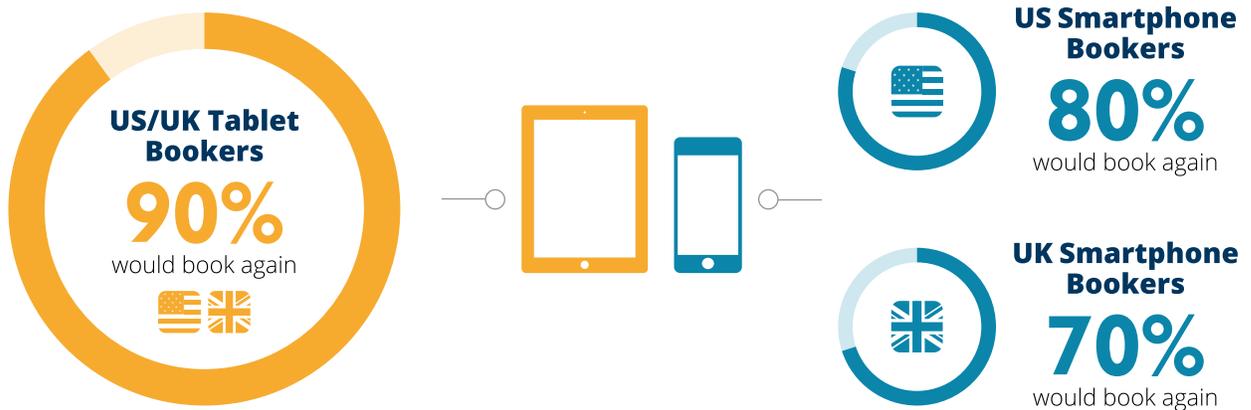


► **THE MOBILE OPPORTUNITY** *(continued)*

■ **Small Screens, Big Opportunity** *(continued)*

Consumers who previously booked from a mobile device have also reported an overwhelming willingness to repeat the process, possibly making mobile their permanent touch-point for travel. In the UK, 70% of those who booked travel via a smartphone would do so again; in the US, 80% are willing to book again on a mobile device. Among tablet users, 90% of all consumers in both countries would happily book again from a tablet⁶.

For travel marketers, rising mobile adoption and satisfaction with mobile travel booking means that travel messaging needs to reach consumers on the mobile platforms where they're spending their time.

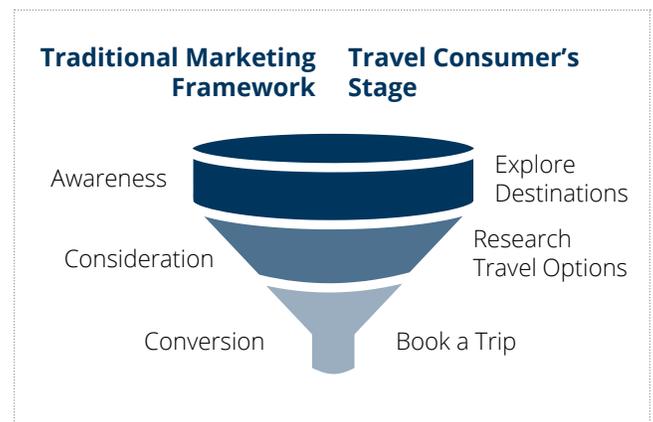


► **CONSUMER USE OF MOBILE**

While mobile adoption continues rising steadily, consumer behavior within the mobile environment varies. Which device a consumer uses depends not only on time of day but also where they are situated within the marketing funnel. Here's what marketers need to know about how mobile consumers engage with travel content.

■ **Travelers Use Mobile Across All Stages of The Purchase Funnel**

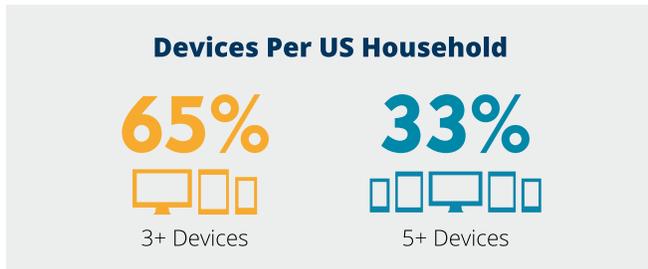
Though travel consumers use a PC most of the time during the travel purchase stages—including researching destinations, shopping for hotel/air, planning trip activities, and other travel-related decision-making—use of smartphones and tablets across all of the stages is on the rise. Some 28% of consumers use their smartphone or tablet for planning, and when it comes to travel-related shopping 21% use a smartphone and 19% use a tablet⁷.



► CONSUMER USE OF MOBILE (continued)

■ Travel Consumers Use Multiple Devices Throughout The Day

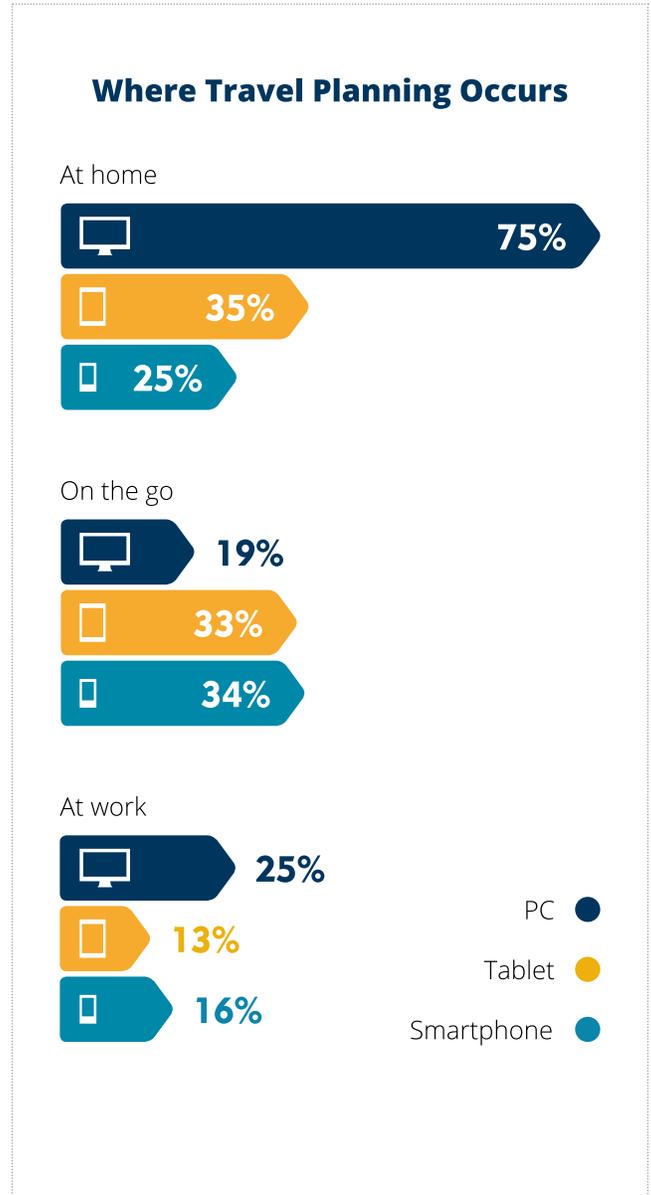
Consumers overall have a broad range of device choices in their household. In the US, 65% own 3 or more devices while 33% have 5 or more devices⁸. This multi-device trend also affects how consumers move through the travel purchase journey. Many consumers now toggle between desktop and mobile devices, using them interchangeably.



The devices consumers reach for vary by time of day. In the UK and the US, the PC is typically used most during daytime work hours. However, smartphones are a consumer’s constant companion—always nearby in a purse or pocket. In the evenings at home, lightweight tablets are popular for browsing and leisure activities.

When it comes to travel planning, most happens at home on a PC with a little planning made from a PC at work. Tablets are used almost equally when planning at home or on the go, but rarely at work; and smartphones are used not only for planning on the go, but also at home or at work. On the go (mid-trip, running errands), tablets and smartphones are more often the devices of choice for additional travel planning or trip changes⁹.

While the majority of online travel purchases are still made on desktop computers, travel research and transactions that originate from mobile devices tend to peak during the evening—between 6pm and midnight in both the US and UK. Tablet usage is highest during these time windows, and most online travel bookings made from a mobile device originate from tablets in the evening. This means marketers may want to shift their messaging as the day progresses, making a compelling call to action or incentivizing bookings in the evening.



► MOBILE-FRIENDLY MARKETING APPROACHES

For advertisers, consumers' shift toward mobile presents not only an opportunity for innovation, but also a glimpse at the future. The growth of multi-screen usage by consumers across all stages of the travel decision-making process—daydreaming, booking, buying, and modifying existing plans—means travel advertisers must be prepared to greet the consumer from wherever he or she chooses to engage, with messaging that is fluent across all digital media as well as tailored specifically for mobile. The funnel that ferries consumers from research to purchase follows a bouncy path between desktop and device, and back and forth again.

As consumers grow increasingly comfortable not only researching but also purchasing travel from mobile devices, and as they progress from daydreaming about a trip to booking the components of one on these devices, marketers need to optimize their approach to reaching and engaging with these consumers.

■ Multi-Platform Digital Advertising Strategies

Because travel consumers use multiple devices and switch between them depending on the time of day, they will likely encounter marketing messages from multiple screens. This means travel marketers need to deploy a cohesive strategy encompassing all devices a consumer can use, while also taking into account that travelers are embracing mobile across all stages of travel research and in all travel categories. Expedia's targeting solutions help advertisers reach consumers on multiple platforms and to present messages that appear in different media at different times of day.

■ Responsive Websites and Advertising

With consumers viewing online content from a variety of devices, marketers need to make sure that their messages are designed to reach consumers no matter which screen they choose. Of all travel-related ads served each month for the PC, some 500 million are viewed on screens that are less than 75% of a PC's screen size¹⁰—suggesting that advertisers would be wise to place their messages in responsive web environments. Responsive web design, which Expedia offers on many of its pages, can address the changing dynamics of how travelers research and plan for a trip. Expedia's responsive website is optimized for both desktop and mobile devices, designed to load quickly and present ad units that scale for maximum visibility and the best user experience.



▶ MOBILE-FRIENDLY MARKETING APPROACHES *(continued)*

■ Mobile Search and Targeting

Because the majority of consumers who have booked on smartphones and tablets plan to do so again, advertisers interested in connecting with these purchasers need to factor mobile-specific targeting or mobile search into planning. Expedia's TravelAds solution helps marketers target consumers using mobile search, surfacing relevant results to consumers who are looking to book and offering prime exposure for hotel partners.

Expedia offers marketers mobile targeting solutions including offer-based campaigns and mobile-exclusive deals, a direct opportunity to reach in-market travelers who may be planning from the road or in-market. Marketers can also make post-purchase placements of upsell opportunities or services that might appeal to travelers who have reached their travel destination and are adding to their itinerary.

This information is particularly relevant for advertisers targeting business and luxury travelers, who have shown the highest intentional click-through rates on ads in the mobile arena.

▶ MOBILE RISING

The mobile landscape may seem daunting to marketers who have yet to build a marketing strategy that addresses the needs and behaviors of an audience who have become not just more comfortable but in some cases entirely reliant on smartphones and tablets. But with Expedia Media Solutions' knowledge of consumer behavior in this medium and our targeted solutions it's possible to move swiftly onto the screens of mainstream mobile and early mobile-only adopters, securing their loyalty and business with compelling, targeted offers and responsive advertising intuitive to the device they're using.

Access the full studies referenced in this whitepaper:



Travel Decisions in a Multiscreen World

bit.ly/multiscreen_travel_path



The Rise of Mobile Adoption

bit.ly/mobile_traveler

To learn more how Expedia Media Solutions can help you engage the mobile traveler, please contact a [Digital Sales Consultant](#) today or visit:

WWW.ADVERTISING.EXPEDIA.COM

