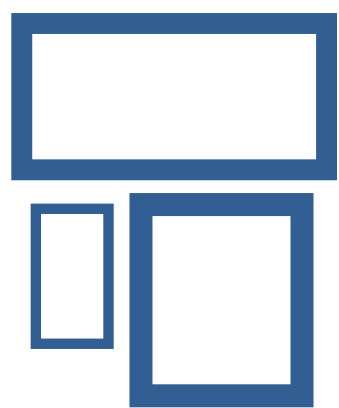


TRAVEL SEARCH & BOOKING ACROSS SCREENS

Consumers use many screens when planning and booking travel. While PCs still provide the highest amount of travel web traffic, mobile usage is on the rise, especially for last minute bookings. Take a look at the recent stats.

THE MULTIPLE SCREEN EXPERIENCE



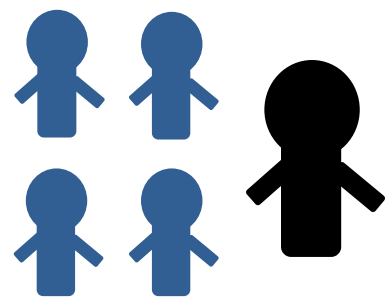
43%
OF CONSUMERS USE
**MULTIPLE
SCREENS**
WHEN PLANNING A TRIP

IMPACT OF DIGITAL

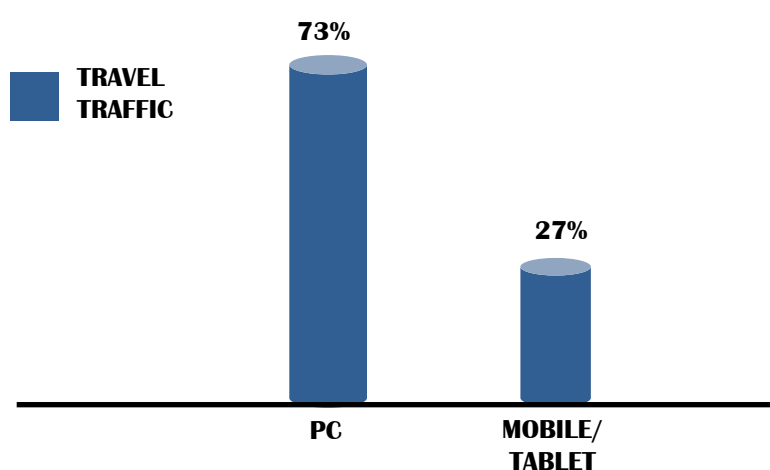
\$136 IN DIGITAL
BILLION TRAVEL
BOOKINGS
IN 2013

MOBILE BOOKINGS

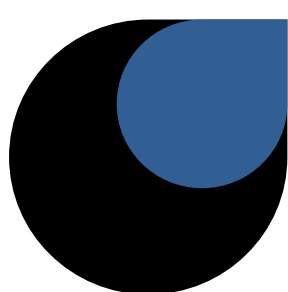
1 OUT OF 5
EXPEDIA CUSTOMERS
BOOK ON
MOBILE
(SMARTPHONE OR TABLET)



TRAVEL WEB BROWSING: PC VS. MOBILE



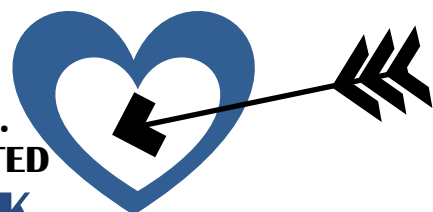
LAST MINUTE BOOKINGS



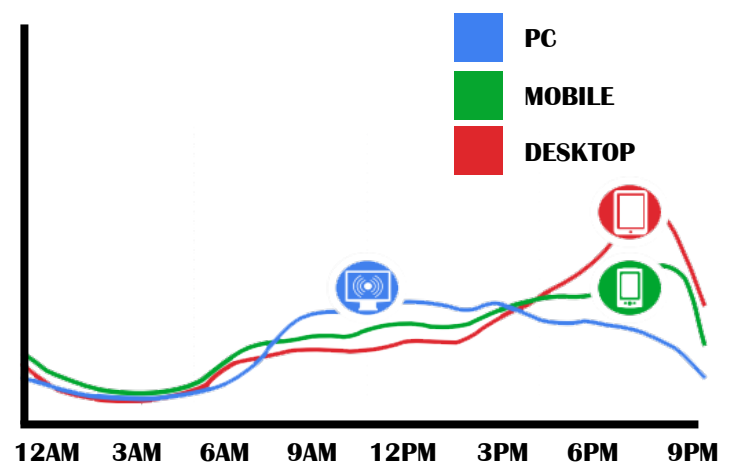
60%
OF SMARTPHONE
BOOKINGS ARE
FOR SAME NIGHT
OR NEXT NIGHT STAY

KISS (KEEP IT SIMPLE, STUPID)

SIMPLICITY IS THE
KEY TO TRAVELERS'
HEARTS ON MOBILE.
OF THOSE WHO OPTED
NOT TO BOOK
38% SAID THE MOBILE
SITE WAS TOO HARD TO
SEE/READ/NAVIGATE



HOURLY DISTRIBUTION OF TRAVEL SEARCHES BY PLATFORM



TIME OF PURCHASE



MOST
TRAVEL PURCHASES
ARE MADE IN
THE EVENING

ABOUT TRUSTYOU

TrustYou's Mission is to positively influence travelers' decisions. We know that customers digest and leverage a lot of opinions to make good choices, and we are passionate about better travel, tourism and hospitality experiences. Since 2008, TrustYou has set the standard for online reputation management with solutions for hotels, restaurants and destinations to analyze online reviews, tweets and posts across the social web, to gather trusted reviews directly from its customers, and to use the authentic conversations to successfully market online reputations.

Sources:

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