



How people do travel-related web browsing



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Who is this eBook for?

Anyone in the hospitality industry wanting to find out when and where their prospective guests are searching before booking a business or leisure trip.

What we'll be covering in this ebook...

- ✓ **Where users search** when looking for inspiration to travel
- ✓ Which sites business and leisure travellers use to **plan their trips**
- ✓ What kinds of **search terms** travellers use
- ✓ How travellers find out **what to do** on holiday
- ✓ How travellers use their **mobile devices**



Based on research by think with **Google**

‘The Traveler’s Road to Decision’

Hotel marketers are always striving to get eyes on their hotel websites and more potential guests interested in their hotel. However, in order to do this effectively, you need to know what your target market is looking for online, how they are looking for it, and where they are looking for it.

This series of infographics, based on research by Google, will walk you through the journey that people take online when they travel – from the inspiration and dreaming phase through to planning and use of the internet while travelling.

Searching for inspiration

Reach out to travellers as they begin browsing the web for travel ideas, before they have decided on destinations and brands ...



begin their travel journeys online

Common sources of inspiration

Social networking, video, or photo sites 83%

Search results 61%

Review sites 42%



Planning their trip

Provide potential guests with useful information for when they move into the planning stage of their search – and make sure they can find you where they are looking ...



77% of business travellers



74% of leisure travellers

...begin planning their travels online

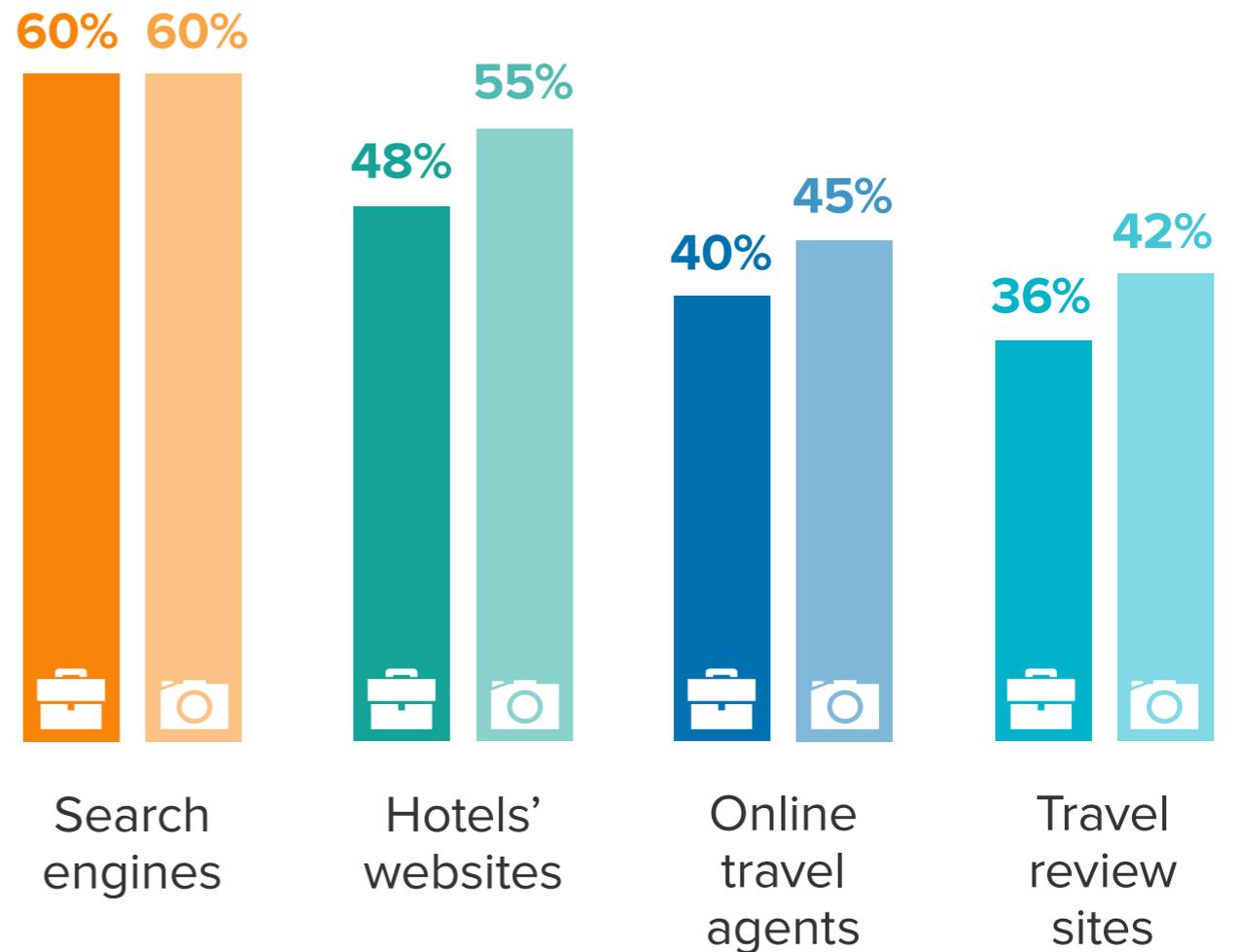
Common planning sources



Business travellers



Leisure travellers

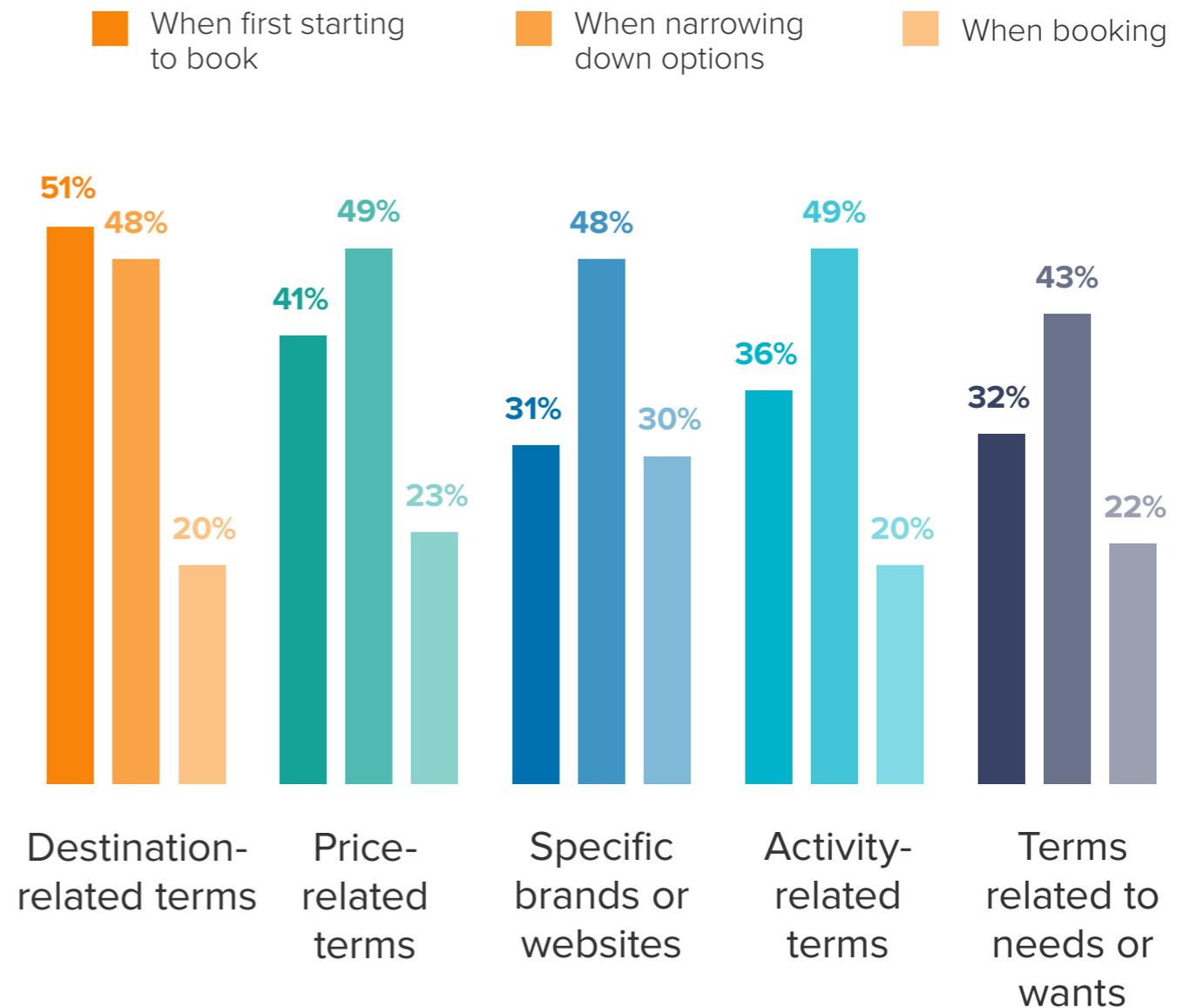


For leisure travellers, when it comes to choosing a brand or hotel...



Good idea: Get in front of your travellers when they are still considering where they are going to stay.

Types of search terms used



Key takeaways from the **inspiration** and **planning** stages of search

- ❑ **People find inspiration for travel and plan their travel online.** These are two different phases of your customer's journey, so make sure you have different types of content that caters to both.
- ❑ **During the inspiration phase, people look to social media for ideas.** If you want to make sure that your establishment is top-of-mind when they reach the planning phase, make sure that you have a strong social media presence.
- ❑ **When people begin planning their travel, most of them haven't decided which hotel they will stay in** – this phase of the travel process is a perfect time to assert yourself as the best choice.
- ❑ **People use online travel agents, search engines and review sites** as well as individual hotels' sites to help them make their decisions. Your online presence should include more than just your own website.
- ❑ **People concentrate on different types of search terms at different points in the travel decision-making process** – be aware of this when you plan what your online content.



Internet use while travelling

When they get to their destinations travellers still use their mobile devices and the web to find things to do and places to see ...



56% of travellers that use the internet to decide on activities do so on their phones

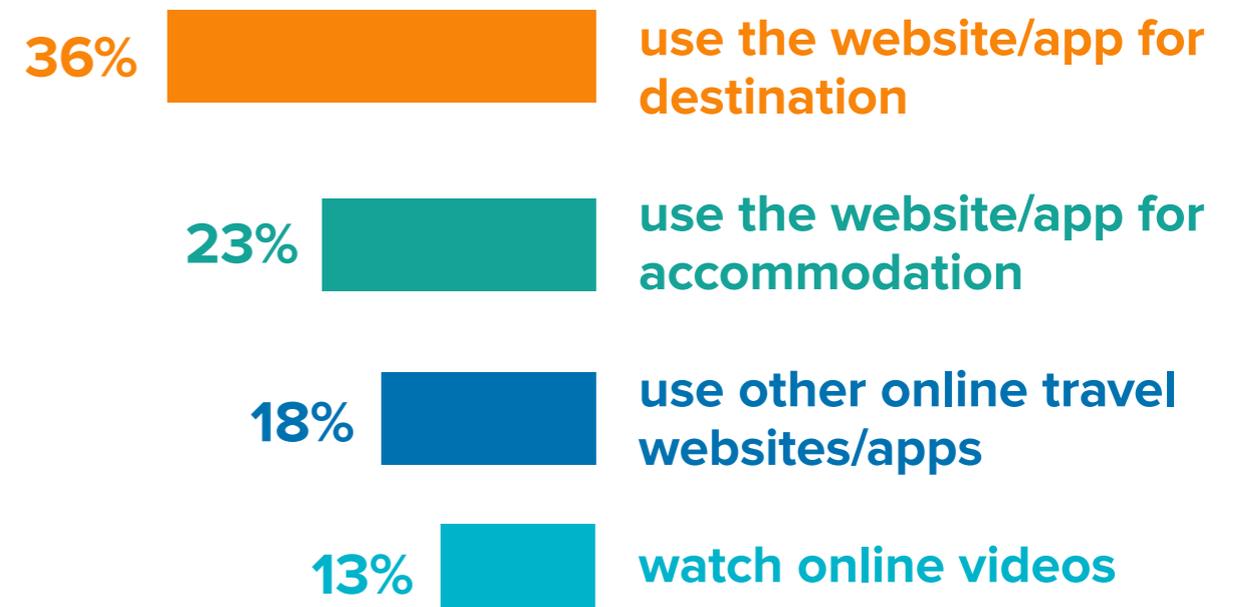


84% of these people do so via search engines



Good idea: Provide useful resources on your hotel's website for your guests when they are travelling, like lists of events, activities and local attractions.

When travellers want to find things to do



Key takeaways from internet use **while travelling**

- ❑ **Visitors will still be browsing the web for things to do while they are travelling** – make sure that any activities you offer are easy to find online.
- ❑ **Even if you don't offer your own activities, you can impress your guests by having a list of things to do in the area on your website.**
- ❑ **People often use their mobile phones to search for things online while travelling** – ensure that your website is mobile optimised so that you can help users easily find what they are looking for.



Mobile use

Almost unfettered access to the internet anywhere, any time has vastly changed the way people search and use the web ...

Types of sites used



47% Travel brand sites



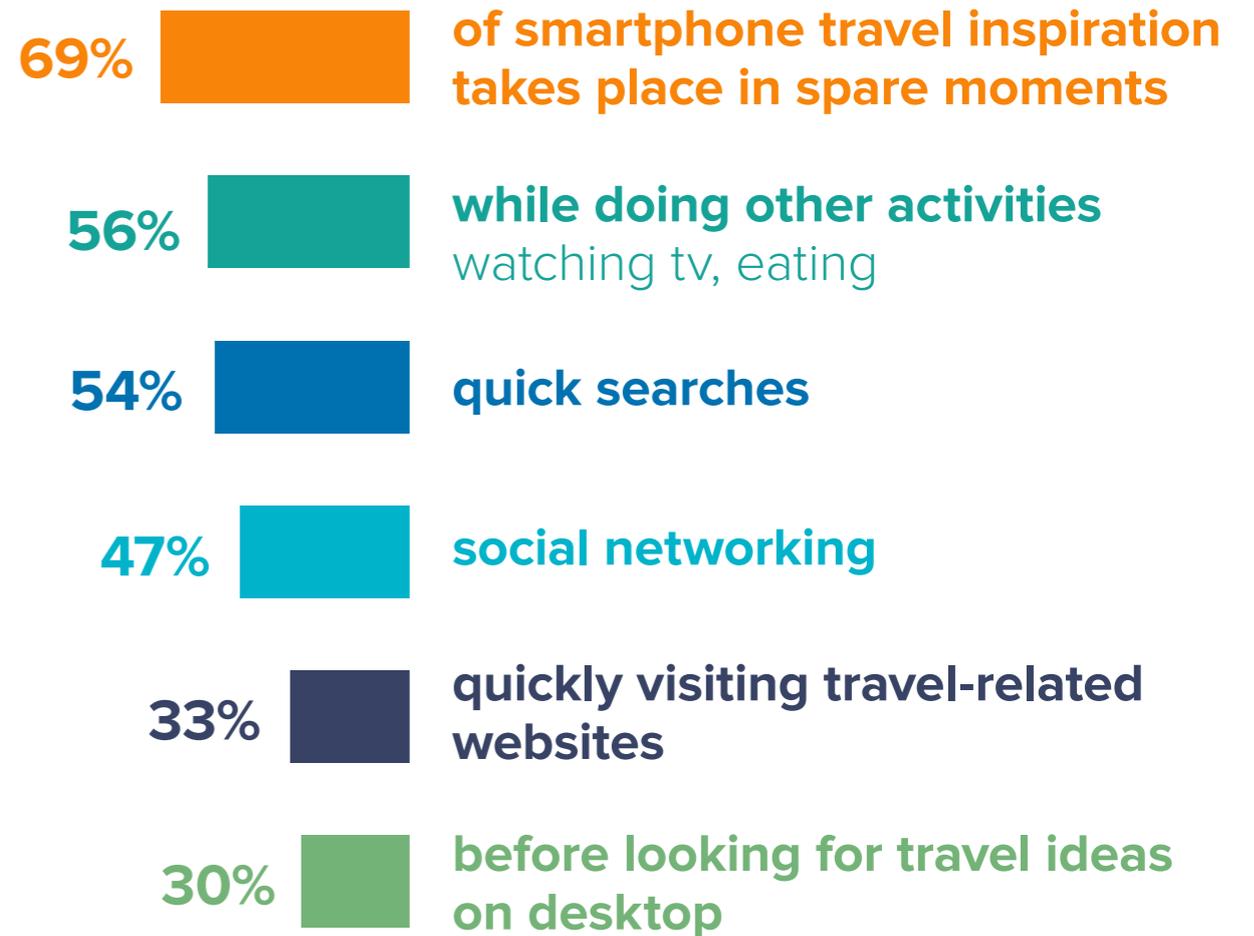
43% Search engines



38% Social networking sites



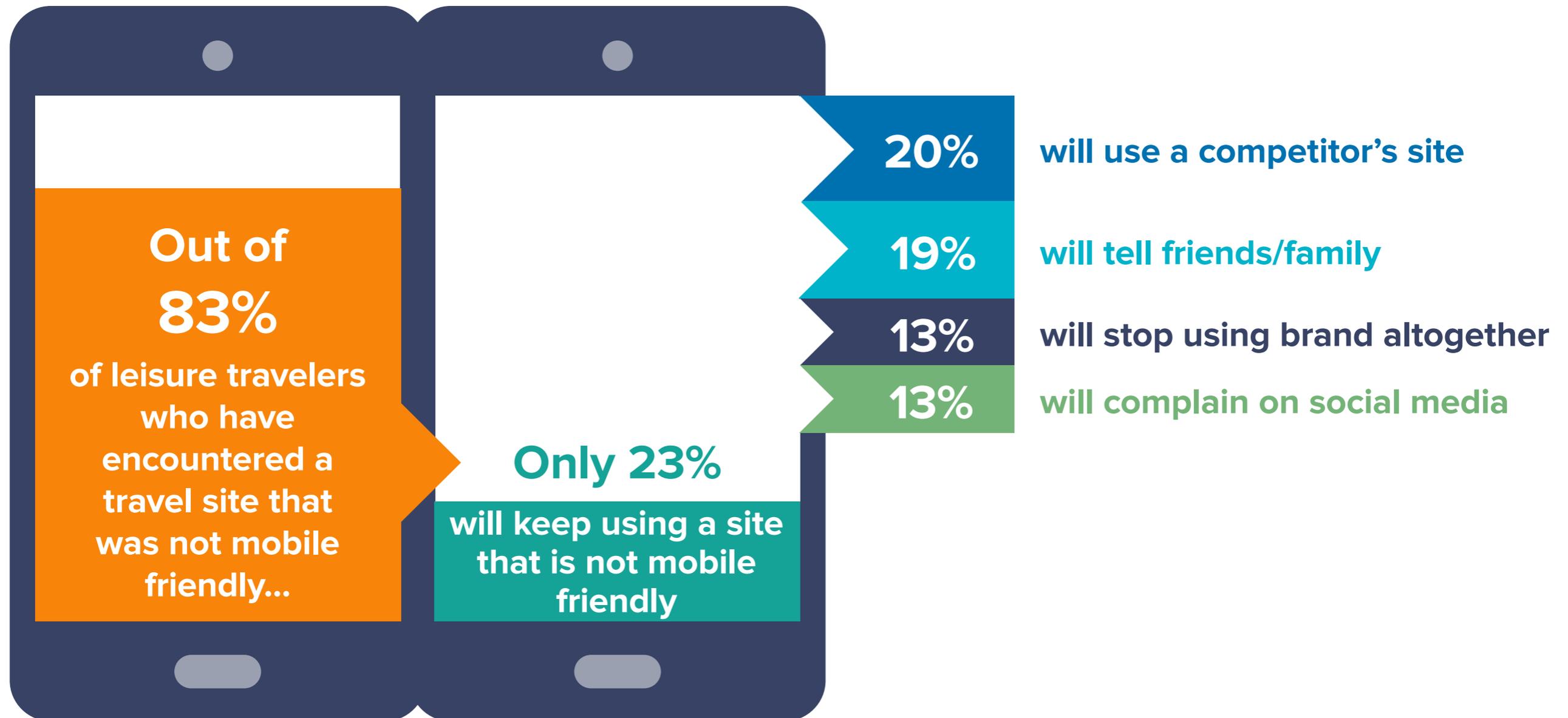
How travellers use their mobile devices



'Unfriendly' sites can chase users away



Good idea: Make sure your website is mobile friendly or responsive, which means the elements adapt to different screen sizes.



Key takeaways from **mobile use** and travel

- ❑ **When users go on their mobiles they are often distracted or only looking for a short time** – make sure your content is captivating and easy to digest.
- ❑ **Travel brand sites, search engines and social networking sites are the most frequently used types of sites on mobile devices** – make sure you have a presence in these areas.
- ❑ **Search engines are popular with mobile users**, but if your site isn't mobile optimised search engines like Google can penalise you and drop your search ranking.
- ❑ **People switch between their mobile phones and other devices** – people might not always book on their mobiles, but they do browse.
- ❑ **Having a site that isn't mobile-friendly can seriously harm your brand**, and even turn neutral visitors to your website into detractors.



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GuestRevu Pty (Ltd)
5 HarbourView, Harbour Road
Port Alfred, 6170
Eastern Cape
South Africa

GuestRevu Limited
Office 7, 35-37 Ludgate Hill
London
EC4M 7JN
United Kingdom



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GuestRevu can help you –

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- ▶ Collect and report on reviews of your hotel from OTAs and review sites in one dashboard
- ▶ Boost reviews on TripAdvisor (Platinum Partner)
- ▶ Publish branded reviews across social media
- ▶ Benchmark your performance against your competitors
- ▶ Manage feedback and online reviews across a hotel group

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