

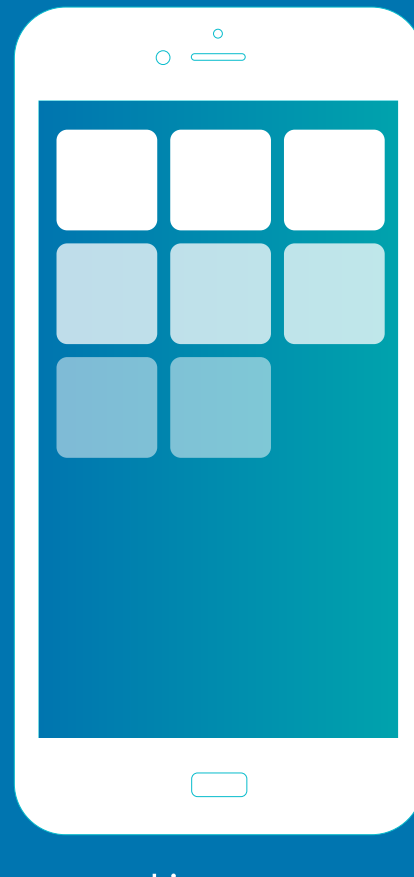
Responsive Web or Native Apps for TRAVEL BRANDS?

Which solution best fits your mobile strategy



responsive web

V



native app

NATIVE APP PROS +

BRAND LOYALTY

60% of airline customers prefer to access loyalty programs via an app

OFFLINE CAPABILITY

Seamless, unbroken and intuitive line of communication with offline usage

PUSH MESSAGE ENGAGEMENT

87% find travel notifications useful

MORE PURCHASES\$

Apps convert sales **3x times more** than mobile web

NATIVE APP CONS -

INVESTMENT

Native apps require additional investment, **TIME, RESOURCES & BUDGET**

TIME TO MARKET

"Bespoke" travel apps can take months

REQUIRES LONG TERM ENGAGEMENT STRATEGY

RESPONSIVE WEB PROS +

IMMEDIACY

Mobile websites are **instantly available**, native apps require a download and install



Let's go!

TRAVEL RESEARCH

Mobile sites are preferred for travel activities outside the airline

RESPONSIVE WEB CONS -

CART ABANDONMENT

over **80%** in travel industry

LOAD TIMES, ABANDONMENT RATE

53% OF PEOPLE WILL ABANDON A MOBILE SITE IF IT TAKES MORE THAN **3 SECONDS** TO LOAD