

# Mobile Travel Trends 2019

**3.8 BILLION**  
smartphone users  
expected globally by 2021\*



**92%** of travel brands said having a **mobile strategy** is 'critical' or 'very important' to the **future success** of their organization

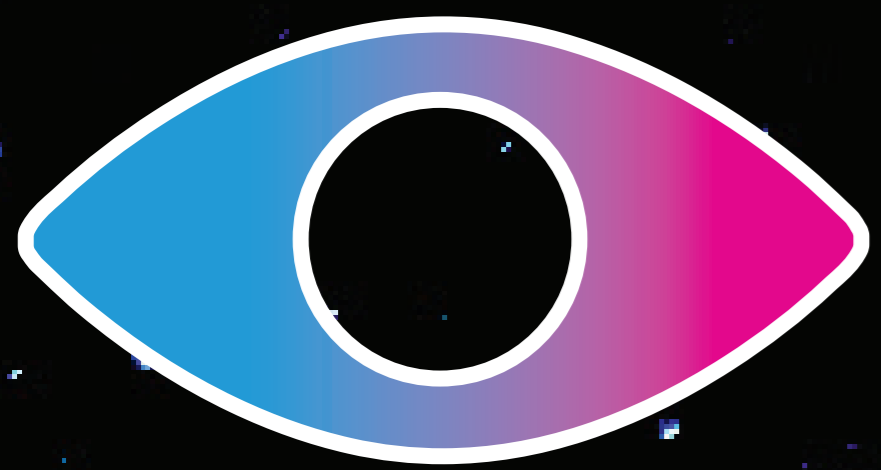
## 8 key trends that will dominate mobile travel in 2019

### 1 Visual Search

**62%**

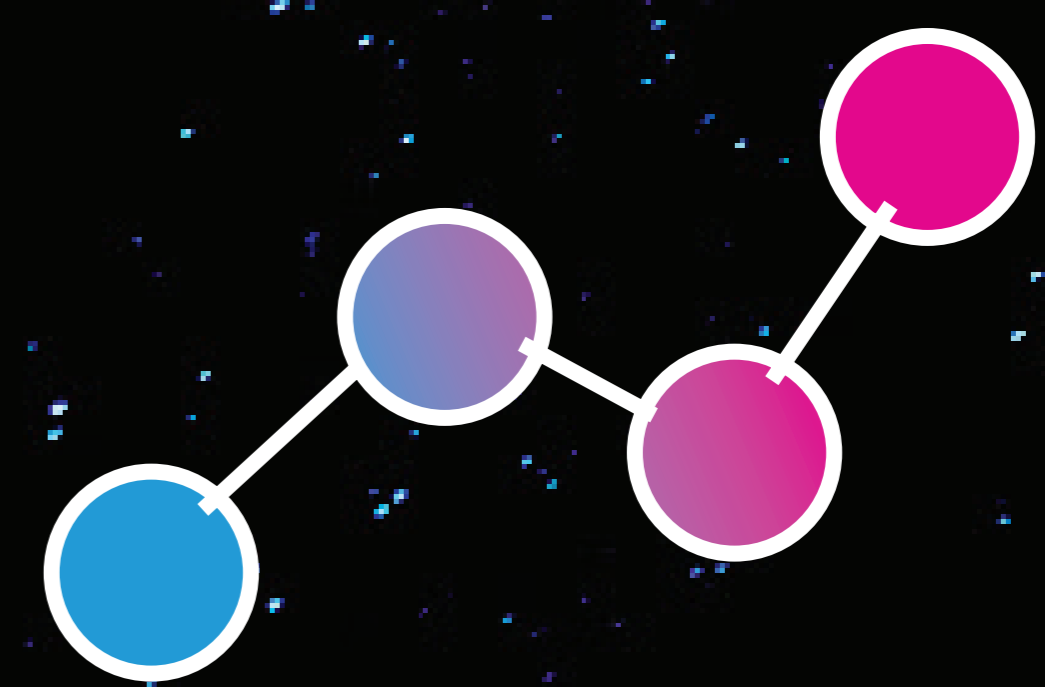
OF 'GEN Z' AND MILLENNIAL CONSUMERS

**WANT VISUAL SEARCH OVER ANY OTHER NEW TECHNOLOGY\*\***



### 2 Datafication

**65%** MORE TRAVELER DATA AT THE DESTINATION STAGE OF THE TRIP  
OF TRAVEL BRANDS WOULD LIKE



### 3 Battle for the Phono Sapien



**78%** CAN'T LIVE WITHOUT THEIR MOBILE PHONE\*\*\*  
OF PEOPLE SAY THEY

### 4 Voice Search & Actions

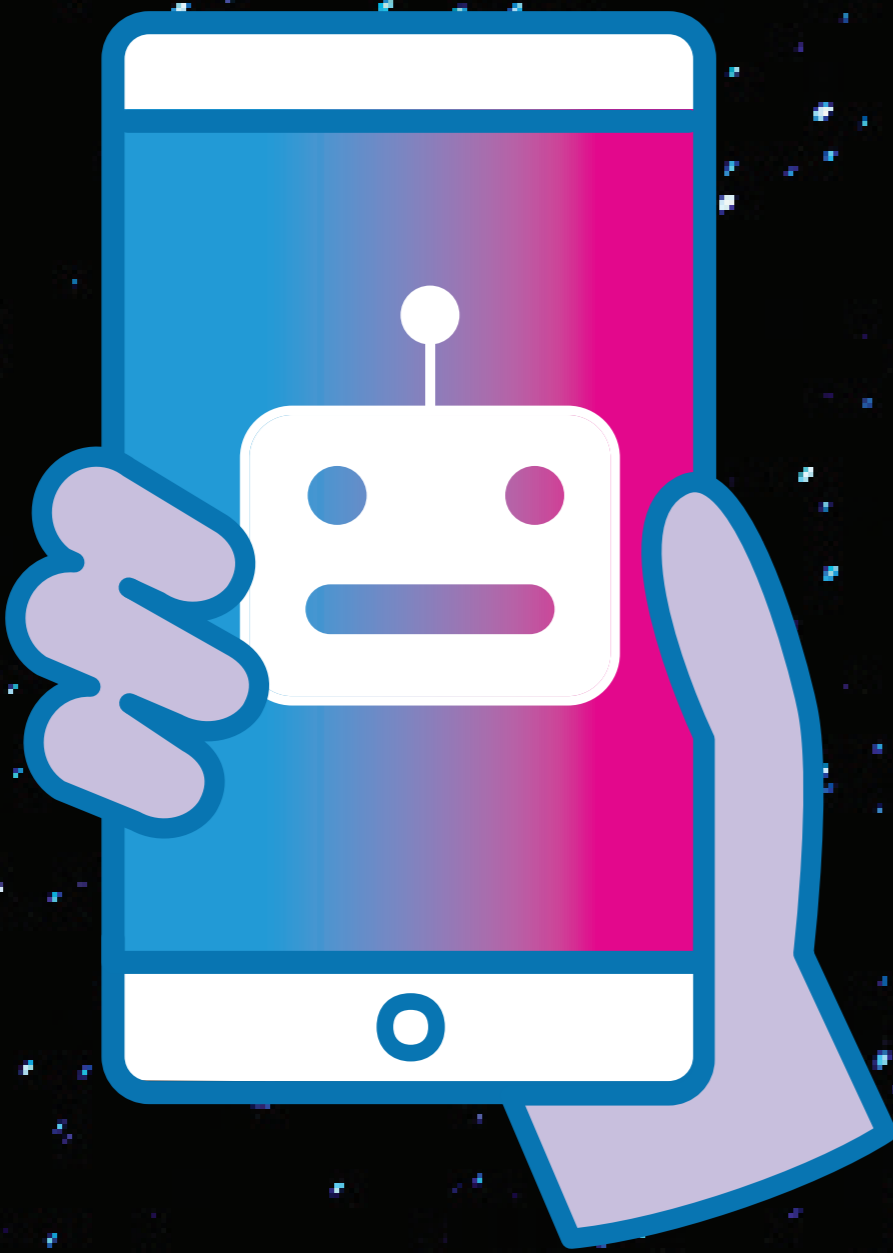


**60%**

OF TRAVELERS WOULD BE OPEN TO

**USING A CHAT PLATFORM TO SEARCH/BOOK TRIPS**

### 5 Conversational UI



**52%** COMMUNICATE WITH A TRAVEL BRAND USING TEXT OR MESSAGING  
OF TRAVELERS EXPECT TO BE ABLE TO

### 6 Airline as a Retailer



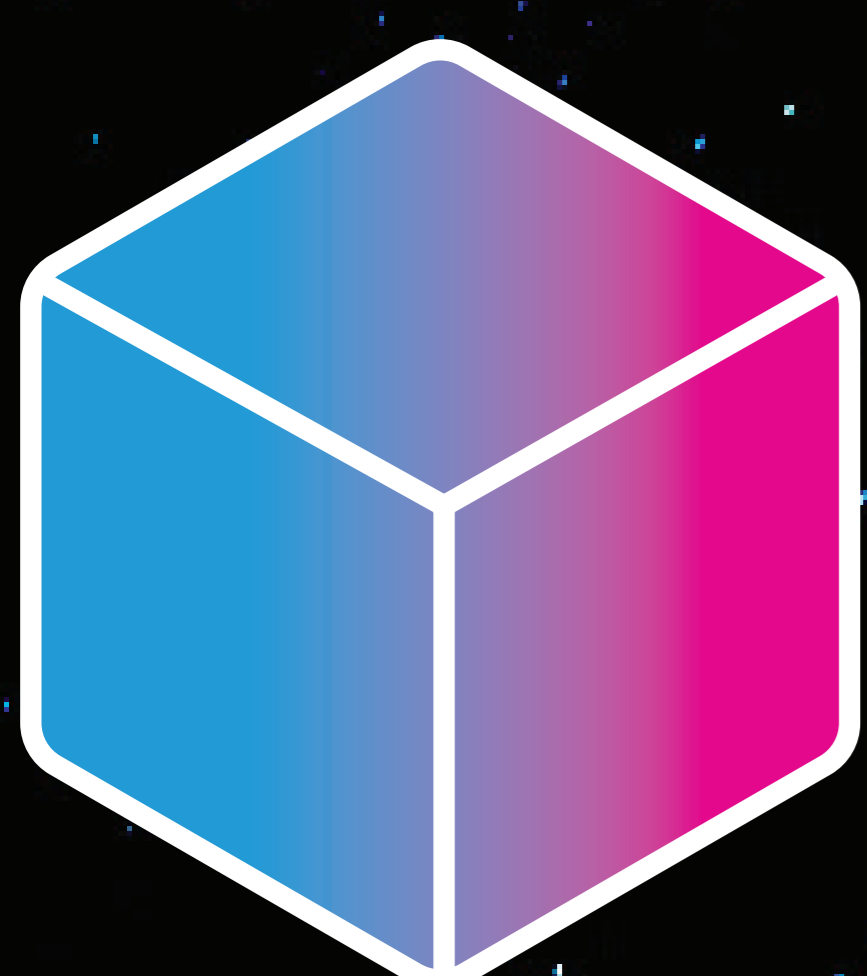
**62%** BOOK HOTELS ON TRAVEL APPS IS IMPORTANT  
OF TRAVELERS SAY BEING ABLE TO

### 7 AR & VR

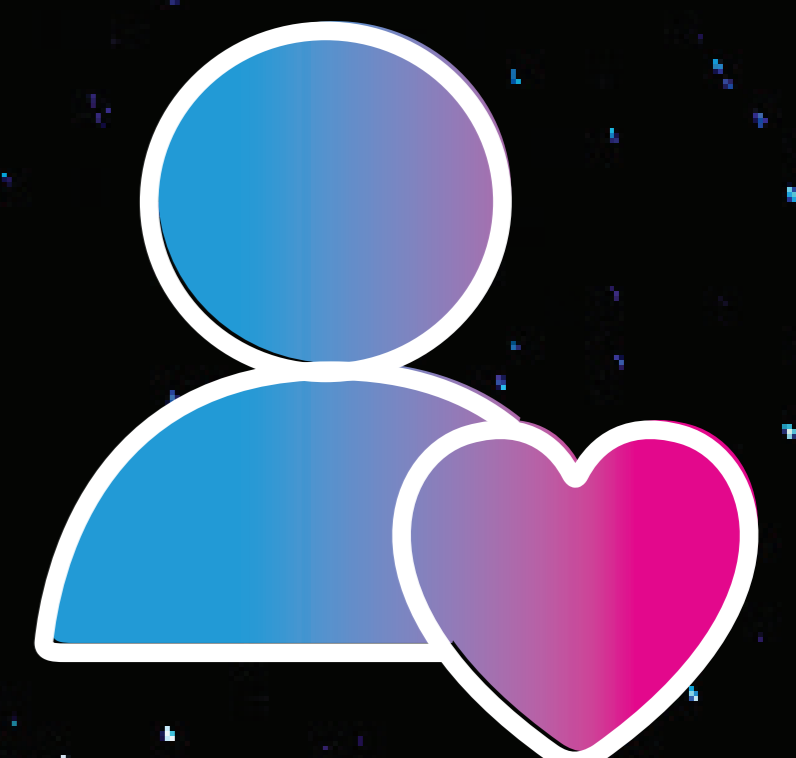
**28%**

OF AIRLINES

**WILL INVEST IN AUGMENTED REALITY IN 2019**



### 8 The end of Search



**65%** WOULD PROVIDE PERSONAL DETAILS IF IT RESULTED IN A MORE PERSONALIZED EXPERIENCE  
OF TRAVELERS

[travelportdigital.com/trends2019](http://travelportdigital.com/trends2019)

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#### SOURCES

\* Venturebeat.com, 'Newzoo: Smartphone users will top 3 billion in 2018, hit 3.8 billion by 2021', Sept 2018 | \*\* Business wire, 'New Research from ViSenze Finds 62 Percent of Generation Z and Millennial Consumers Want Visual Search Capabilities, More Than Any Other New Technology', Aug 2018 | \*\*\* Ofcom, 'Communications Market Report', Aug 2018