

Mobile travel trends 2018

Next is now

Methodology

We interviewed thought leaders, surveyed travel industry professionals, and for the first time, conducted primary research with end-travelers across the globe to find out the key trends that will influence the travel industry in 2018.



thought leaders



senior airline and travel professionals in 5 continents



end travelers from across the globe

8 Key Trends

1. Extending Airline Touchpoints

Help travelers manage their own experience

Use shared data from all segments to deliver features. This will make the traveler journey as seamless as possible, while keeping the user in the app at all times.

53%

of travel brands feel it is important to engage their passengers via mobile before, during and after their journey¹



2. Voice

The age of touch could soon come to an end

Travelers are becoming more comfortable having conversation with bots and virtual assistants.

23%

of travelers have used voice search to research or book a trip²

31%

of travel brands intend to invest in voice technology in 2018¹

3. Go to where the customer is

The travel conversation is changing rapidly with the messaging explosion

The traveler of tomorrow will expect that brands are accessible, anywhere and everywhere they want them to be.

51%

of travelers expect to communicate with travel brands via messaging or text and 33% via social¹



4. The changing face of mobile apps

Native apps will continue to offer great user experience, but Progressive Web Apps (PWAs) will start to feature more in mobile travel

28%

of travel brands plan to invest in PWAs in 2018¹



5. The death of travel friction points

Auto check-in, mobile payments, chat, voice—a frictionless future is coming

38%

of travelers think interactive chat is important in the overall app experience²

36%

of travel brands plan to invest in auto check-in in 2018¹



6. The impact of blockchain on the travel industry

Streamline payments, remove counterparty risk, improve customer experience and boost data security

43%

of travel brands are exploring the use of blockchain¹

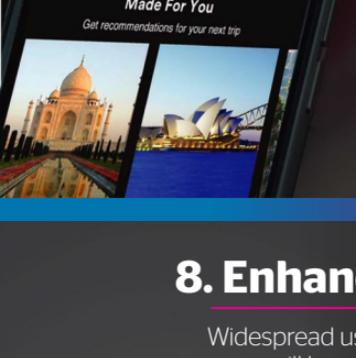


7. Predictive analytics

The new face of personalization—adopting AI to provide relevant offers and services

83%

of Millennials said they would let travel brands track their digital patterns if this would provide them with a more personalized experience³



8. Enhanced Mobile Payments

Widespread use of single click payments and blockchain will breathe new life into mobile payment adoption

35%

of travel brands plan to invest in enhanced mobile payment platforms in 2018¹



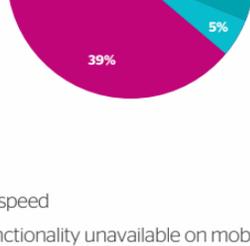
How does consumer behavior align to these trends?

We surveyed 955 end travelers to find out how they are using mobile for travel going into 2018

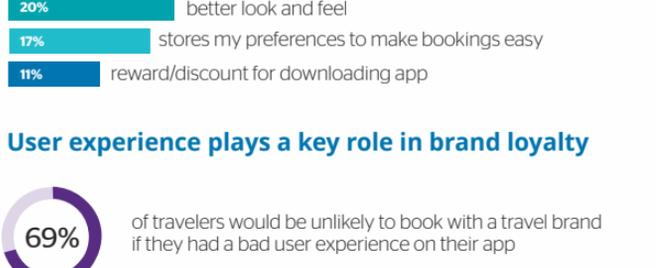
Apps remain the 'go to' for traveler engagement

How many airline apps do you currently have installed on your smartphone?

- one
- two
- three
- four or more
- none



Why would you download a travel app and not just use a mobile website?



User experience plays a key role in brand loyalty

69% of travelers would be unlikely to book with a travel brand if they had a bad user experience on their app

85% of travelers would be more likely to book a trip/flight with a brand that had a good user experience

Communication is important at every touchpoint

How do you expect to communicate with your travel brand/airline now?

