Millennial Travelers: Mobile shopping and booking behavior

TRAVEL SHOPPING ON THE GO

Millenials are more likely to shop for flights and hotels on a smartphone.

- 41% of millennial travelers say they've used a smartphone to shop for flights while only 27% of people over 35 years old said the same.

- 27% of millennial travelers say they've used a smartphone to shop for hotels while only 19% of people over 35 years old said the same.

MORE TRUST IN MOBILE

Millenials have confidence in flight and hotel information found on smartphones.

- 66% of millennial travelers are confident they can find the same flight and hotel information whether searching on a mobile device or a desktop computer.

- Only 43% of travelers over the age of 35 are confident they can find the same flight and hotel information whether searching on a mobile device or a desktop computer.

MOBILE TRAVEL PLANNING

Millenials are comfortable planning and booking trips on a smartphone.

- About 2/3 of younger travelers are comfortable planning an entire trip on a smartphone...

- ...compared to about 1/3 of travelers 35 and older.

FROM LOOKING TO BOOKING

Millenials often purchase on a smartphone after shopping on the same device.

- 59% of millennial travelers say they typically purchase a flight on a smartphone after shopping on one, while 44% of those who are 35+ say the same.

- 64% of millennial travelers say they typically book a hotel room on a smartphone after shopping on one, while 42% of those who are 35+ say the same.

About 2/3 of younger travelers are comfortable planning an entire trip on a smartphone... compared to about 1/3 of travelers 35 and older.


Google/Phocuswright, Leisure Traveler Study base: U.S. leisure travelers 18-34 year olds n=120, 35-65+ year olds n=155, October 2015.

Google/Phocuswright, Leisure Traveler Study base: U.S. leisure travelers 18-34 year olds n=80, 35-65+ year olds n=122, October 2015.

SOURCING

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