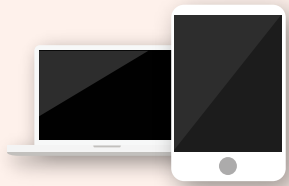
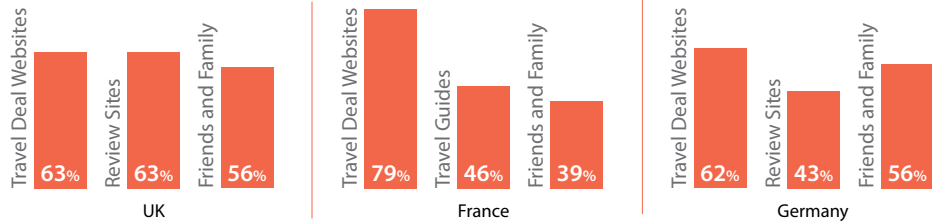


Research and Booking Habits in UK, France and Germany 2016

1 Research and Inspiration Phase

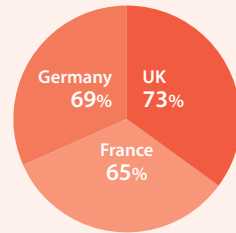
Travel deal websites are the most trusted source



95% Laptops and tablets are preferred by all for research.

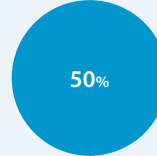
2-5
Websites

Typical amount of sites people visit before deciding on the sort of holiday.



Budgets are flexible at the inspiration phase.

2 Booking Phase

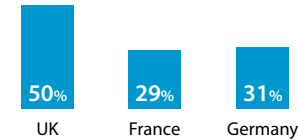


of Germans perceive visiting a travel agent as the most reliable way to book.

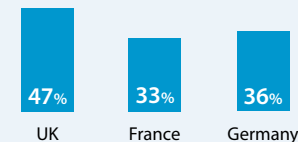


of Germans say they are likely to book their next holiday this way.

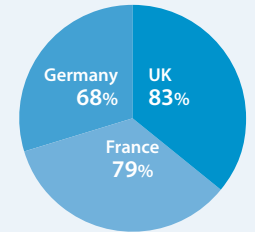
Consumers flexible on destination and dates, and likely to be triggered to book when they see a deal



★★★★★
Always use a review site before booking?



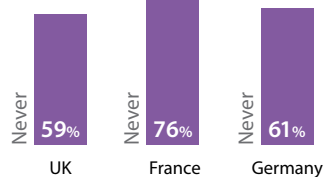
BOOK NOW



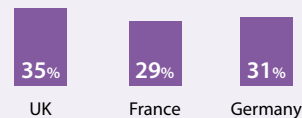
Of all three nations the majority say they will book their next holiday online.

3 Preferred Uses of Technology

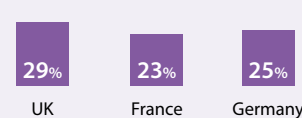
Would never book a holiday via a smart phone



Would book a hotel via a smart phone



Would book a flight via a smart phone



Top reasons to avoid booking on a mobile device are:



Difficulty viewing site on mobiles



Payment and security



Errors



Connectivity or losing power.