



**BELL**

# Micro-Moments

of the traveler's journey



# Digital Micro-Moments Are Reshaping the Travel Customer Journey

- A trip was the largest discretionary purchase last year according to nearly 60% of leisure travelers.
- Over 40% of travelers say they bounce back and forth between **dreaming about** and **planning** their next trip—zooming in on the details for one destination and then zooming out to reconsider all the options again.
- As of Q1 2016, **40% of U.S. travel site visits** come from mobile.

**Key Insight:** Travelers increasingly turn to mobile in shorter spurts to make informed decisions faster than ever before. For marketers, this has huge implications for the entire travel customer journey across devices and channels.

# Travel Moments That Matter

## I Want To Get Away Moments

(Dreaming Moments)

## Time To Make A Plan Moments

(Planning Moments)

## Let's Book It Moments

(Booking Moments)

## Can't Wait To Explore Moments

(Experiencing Moments)\*

### To Win in the Leisure Travel Space:

- **Be There:** You can't win if you're not in the game. Identify the micro-moments for travelers that fit your business, then commit to being there to help when they happen
- **Be Useful:** Provide relevant info to the traveler's need in the micro-moments that shape the new travel customer journey



# I-Want-To-Get-Away: Dreaming Moments

Half the fun in traveling is dreaming up the destination

When leisure travelers first start thinking about a trip

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78%

of leisure travelers haven't decided what airline they will travel with.



82%

of leisure travelers haven't chosen the accommodation provider they will book with.

# I-Want-To-Get-Away: Dreaming Moments

## Snapshot of a real traveler's decision-making journey

New clickstream data from Luth Research's opt-in panel (illustrating the pages a user visited, and in which order) provides a snapshot of what a real traveler's I-want-to-get-away moments actually looked like.

Meet Liam. Liam is 30 years old, and he's not just planning one trip, but three: a vacation to Miami, a trip for his friends' wedding in the Northeast U.S., and his own destination wedding in the Dominican Republic

Liam's I-want-to-get-away moments included over 7,000 digital travel touchpoints\* over 4 months.



534

Google Searches



1,400

Images (Including Google Street View, Maps, and other image views)

### Types of sites visited:



49% Online travel agency (OTA)



3% Transportation



20% Maps



2% Air



12% Metasearch travel sites



2% Accommodation



8% Searches



2% Social

\*Touchpoints = searches, website visits, video views, clicks

# I-Want-To-Get-Away: Dreaming Moments

## How to Take Advantage

- Video & Mobile play a BIG role in the Dreaming Moments
  - 60% of destination searches happen on mobile devices
  - Monthly over 100 Million of YouTube's unique visitors are travelers
  - 64% of people watch travel-related videos when thinking about a trip
  - 3 out of 5 travelers watch online video to narrow down their destination or brand choice - about  $\frac{2}{3}$ 's of the watch time is on a mobile device



60%

of searches for destination information  
come from mobile devices.

# Time-To-Make-A-Plan: Planning Moments

## Snapshot of a real traveler's decision-making journey

Meet Gina. Gina is a middle-aged woman from Nevada, traveling to San Diego for a mothers' conference. Her visit is both business and pleasure, and she's looking for fun things to do with her child while in Southern California.

Gina had over 850 digital travel touchpoints\* over the course of 3 months.



24%

of those touchpoints occurred on mobile



166

searches

### Types of sites visited:



24% Maps



19% Search



13% Events & activities



11% Restaurants



10% Online travel agency (OTA)



7% Air



4% Accommodation



2% Car



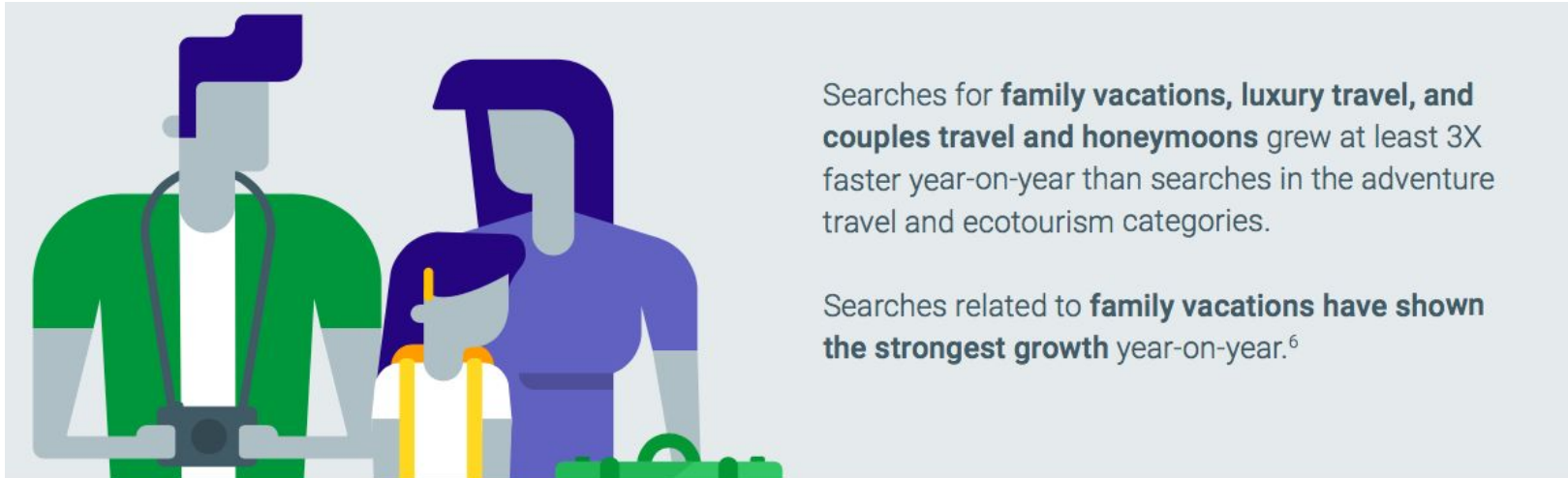
10% Other

\*Touchpoints = searches, website visits, video views, clicks

# Time-To-Make-A-Plan: Planning Moments

## How to Take Advantage

- Show up when people research specifics for a destination
  - Search is the most common way travelers find the brand they will ultimately book with
  - Common searches include:
    - Hotels or Accommodations in (destination)
    - Things to do in (destination)
    - Flights to (destination)

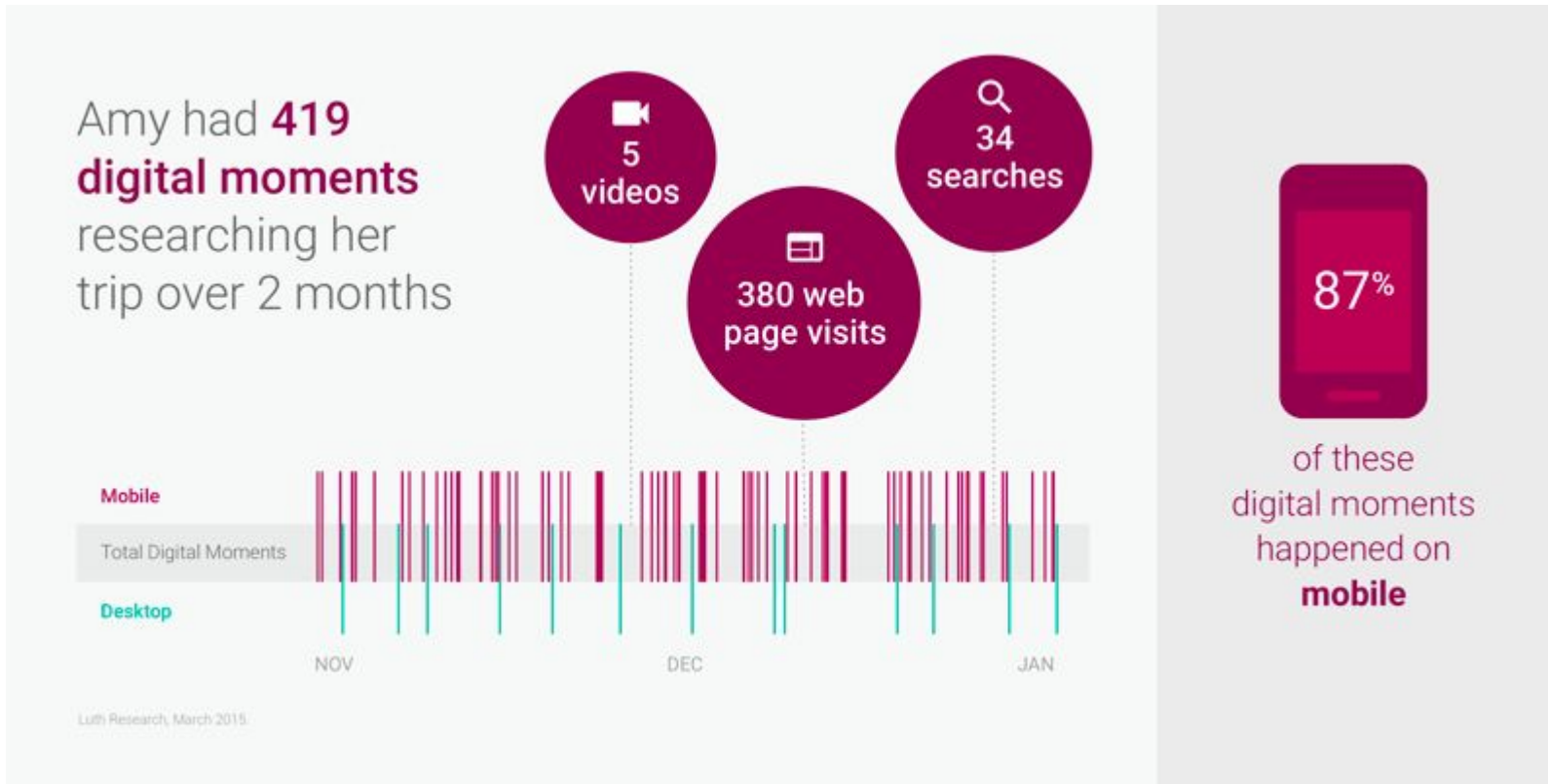




# Let's-Book-It: Booking Moments

## Snapshot of a real traveler's decision-making journey

Meet Amy. Amy is planning a trip to Disney World, for one person during the Holiday season. In her quest to plan this trip, Amy had 419 digital moments in just two months. She made 34 searches, watched 5 videos, and made 380 web page visits. And 87% of these moments happened on mobile.

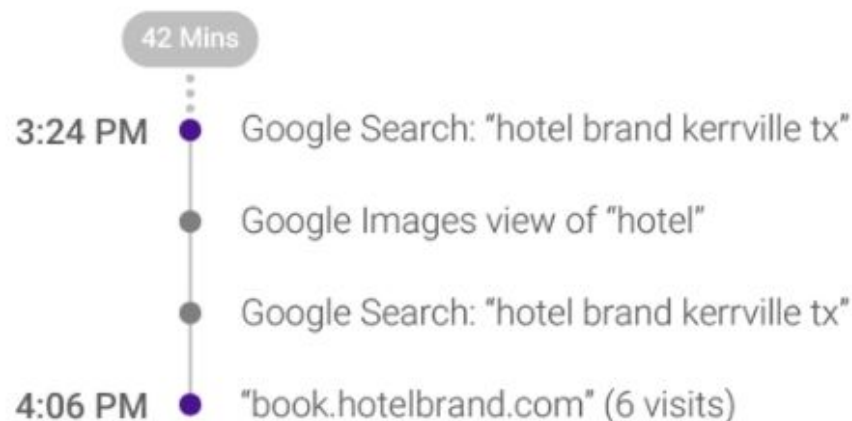


# Time-To-Make-A-Plan: Planning Moments

## How to Take Advantage

- These moments are huge. People put their dollars behind their decisions.
- They often turn to SEARCH in these micro-moments
- Consumer behavior in these moments are shaping the US travel industry
- 94% of leisure travelers switch between devices when planning/booking
  - Simply mobile booking with 1-click actions
  - Help consumers fill out forms
  - Provide alternatives to completing the transaction (click-to-call)
  - Ensure your mobile site and app loads fast

## Real Traveler Search Path to Booking



# Can't-Wait-To-Explore: Experiencing Moments

## Snapshot of a real traveler's decision-making journey

Meet Brooke. Brooke is a 35-year-old mom who recently traveled from Tennessee to her alma mater in Baton Rouge with her family for a marathon.

Take a look at Brooke's travel micro-moments over the course of two weeks leading up to and during her three-day trip.

Brooke's can't-wait-to-explore moments included over 40 digital travel touchpoints\* over 2 weeks leading up to and during her 3-day trip.



100%

of those touchpoints  
occurred on mobile



17

Google interactions

### Types of sites visited:



30% Google



23% Navigation



16% Lifestyle



11% Flight providers



9% YouTube



7% Restaurants & reviews



4% Weather

\*Touchpoints = searches, website visits, video views, clicks

# Can't-Wait-To-Explore: Experiencing Moments

## How to Take Advantage

- Be there for mobile travelers on their trip
- 9 out of 10 travelers expect their travel provider to share relevant information while they are on their trip
- 85% of leisure travelers decide on activities *only after having arrived*
- Encourage customers to download your app and be relevant
- Smart phone searches at hotels increased 30% last year
  - Relevant and helpful social presence
  - Updated and local content on your website and app



Search interest in queries related to **“places to eat near me”** has more than doubled in the last year.



Micro-Moments  
of a traveler's journey.