

# The Swedish travellers and their online customer journey

Whether it's a spontaneous weekend getaway or a carefully planned trip across the globe, online is the first destination for most travellers



**81%** of travellers have used online at some point in their customer journey



**57%** of travellers would use a search engine to explore a new destination



**56%** of air travellers started their customer journey without knowing which company/brand to book with



**43%** of travellers have researched a destination, flight, hotel or vacation as a result of seeing an online ad

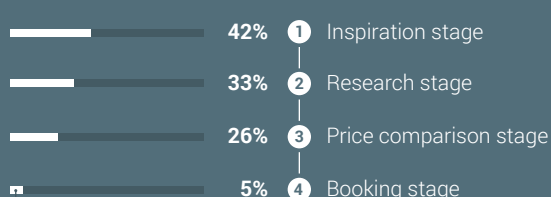
Travellers turn to their mobile devices with intent to answer immediate needs, but brands risk missing out on these opportunities due to poor mobile experiences



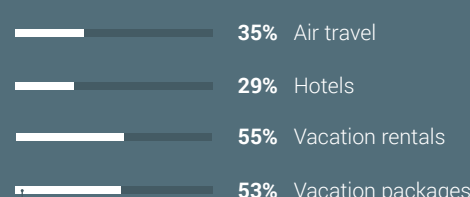
Many air travellers use two or more devices in the stages leading up to the conversion



Poor mobile experiences are abundant across all travel categories, forcing mobile users to switch to other devices



% air travellers that went through customer journey stage using two or more devices



% travellers using mobile that had to switch to another device per product category

Online videos offer new ways to engage travellers early in the customer journey



**12%** of travellers have watched a travel related video



**42%** of travel video watchers say videos have inspired them to think about planning a vacation



**35%** of travel video watchers say videos have inspired them to think about a new destination



**31%** of travel video watchers say videos have influenced where they decided to travel