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.

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

- 12% of travellers have watched a travel related video.
- 31% of travel video watchers say videos have influenced where they decided to travel.
- 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.

Source: Nordic Travel Study 2016 by TNS, commissioned by Google, n=1,993 in Sweden

The Swedish travellers and their online customer journey

- 81% of travellers have used online at some point in their customer journey.
- 57% of travellers used a search engine to explore a new destination.
- 43% of travellers have researched a destination online before landing on a website.
- 35% of air travellers have used online at some point in their customer journey.
- 57% of air travellers started their customer journey without knowing which company/brand to book with.
- 56% of travel video watchers say videos have influenced where they decided to travel.
- 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.

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

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

- 42% air travel
- 39% hotels
- 36% vacation rentals
- 33% vacation packages

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

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- 56% 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.
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