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

Travelers 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.

<table>
<thead>
<tr>
<th>Conversion Stage</th>
<th>45%</th>
<th>Research Stage</th>
<th>32%</th>
<th>Compare prices of age</th>
<th>16%</th>
<th>Booking Stage</th>
<th>8%</th>
</tr>
</thead>
</table>

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

<table>
<thead>
<tr>
<th>Product Category</th>
<th>71%</th>
<th>Hotels</th>
<th>37%</th>
<th>Vacation rentals</th>
<th>66%</th>
<th>Vacation packages</th>
<th>61%</th>
</tr>
</thead>
</table>

11% of travellers have watched a travel related video.

45% of travel video watchers say videos have inspired them to think about planning or booking.

28% of travel video watchers say videos have influenced where they decided to travel.

52% of travel video watchers say videos have inspired them to think about planning or booking.

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

Source: Nordic Travel Study 2016 by TNS, commissioned by Google, n=2,017 in Norway