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

"The Finnish travellers and their online customer journey"

- 82% of travellers have used online at some point in their customer journey
- 51% of air travellers started their customer journey without knowing which company/brand to book with
- 61% of travellers used a search engine to explore a new destination
- 46% of travellers have researched a destination through travel category financing mobile users to switch to other devices

"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"

- 17% of travellers have watched a travel-related video
- 46% of travel video watchers say videos have influenced where they decided to travel
- 63% of travel video watchers say videos have inspired them to think about planning a vacation
- 38% 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=2,004 in Finland

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

- 35% Inspiration stage
- 32% Research stage
- 18% Price comparison of age
- 9% Booking stage

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

- 65% air travel
- 49% hotels
- 39% vacation rentals
- 71% vacation packages

"Inspiration stage that led to purchase: customer journey stage using two or more devices"

1. Inspiration stage
2. Research stage
3. Price comparison and age
4. Booking stage

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

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