

# | Travel on mobile / UK


Exploring how people use their smartphones for travel activities

Q3 2016

# About this study

**Background:** Mobile apps and sites are a vital channel for advertisers to engage with consumers. Google would like to be able to provide advertisers with a strong understanding of behaviors on mobile apps and sites so that they can design the most effective mobile strategy.

**Objective:** To help advertisers understand the Travel-related activities people use their smartphones for and how people find, use and stay engaged with apps in this category.

Methodology	15 minute online questionnaire covering travel category.	
Population	Smartphone users, 18-64, who used smartphone for travel in the past month  Quotas set on enumeration data per vertical for age, gender, education, and Internet usage frequency.  <small>To ensure vertical representation, a 'soft launch' based on the online population was conducted to determine the makeup of each vertical. After the soft launch was complete and each vertical's makeup was defined, quotas were set per vertical to match this universe. Weighting was applied on the back-end if needed.</small>	
Sample Size	N = 500 per vertical	
Market(s)	UK (see <a href="#">here</a> for US, CA, FR, NE, SE, RU, TU, IL, KSA)	

# | Contents



## **Smartphone activities**

General & vertical-specific



## **App repertoire**

Discovery, acquisition & usage



## **Preferences**

Top apps, features, notifications



## **Abandonment & re-engagement**

Reasons to stop and re-start using apps

# | Key findings

## 01

The majority of travel apps are used on a monthly basis [slide 16]

For travel activities, mobile websites are used more than apps [slide 10]

## 02

## 03

Range of features and ease of use is key - with the storing of preferences for future activities preferred for easier use, and trip/booking status or discount notifications welcome [slide 27, 28]

App re-design for easier use or exclusive/bonus offers can lead some to re-engage [slide 31]

## 04

# | Smartphone activities



# | Mobile usage for travel activities

36%

Use their smartphone for  
travel-related activities

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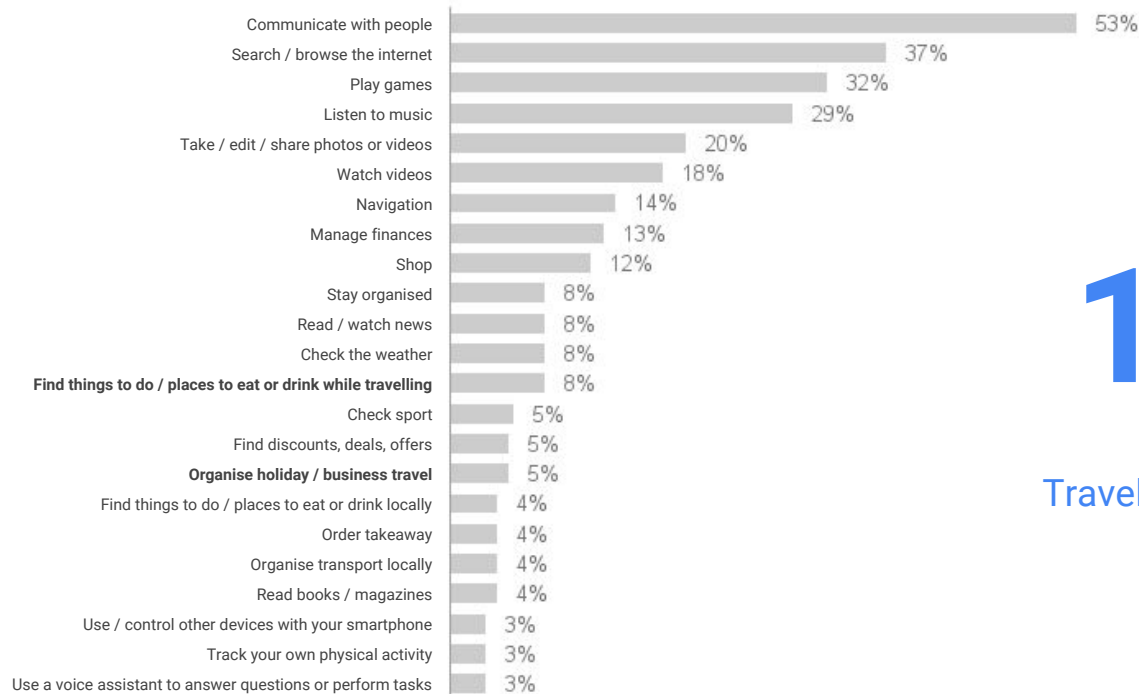
Base: 1001\*

Q2. Below is a list of activities you can do using your smartphone. Please select all the activities you've done on your smartphone in the last 30 days.

\*Data for this question was taken from the 2016 App Landscape study.

# | Must have smartphone activities

Amongst those who use mobile for travel activities



12%

Travel activities (net)\*

# | Frequency of travel activities on mobile

26%

At least **daily**

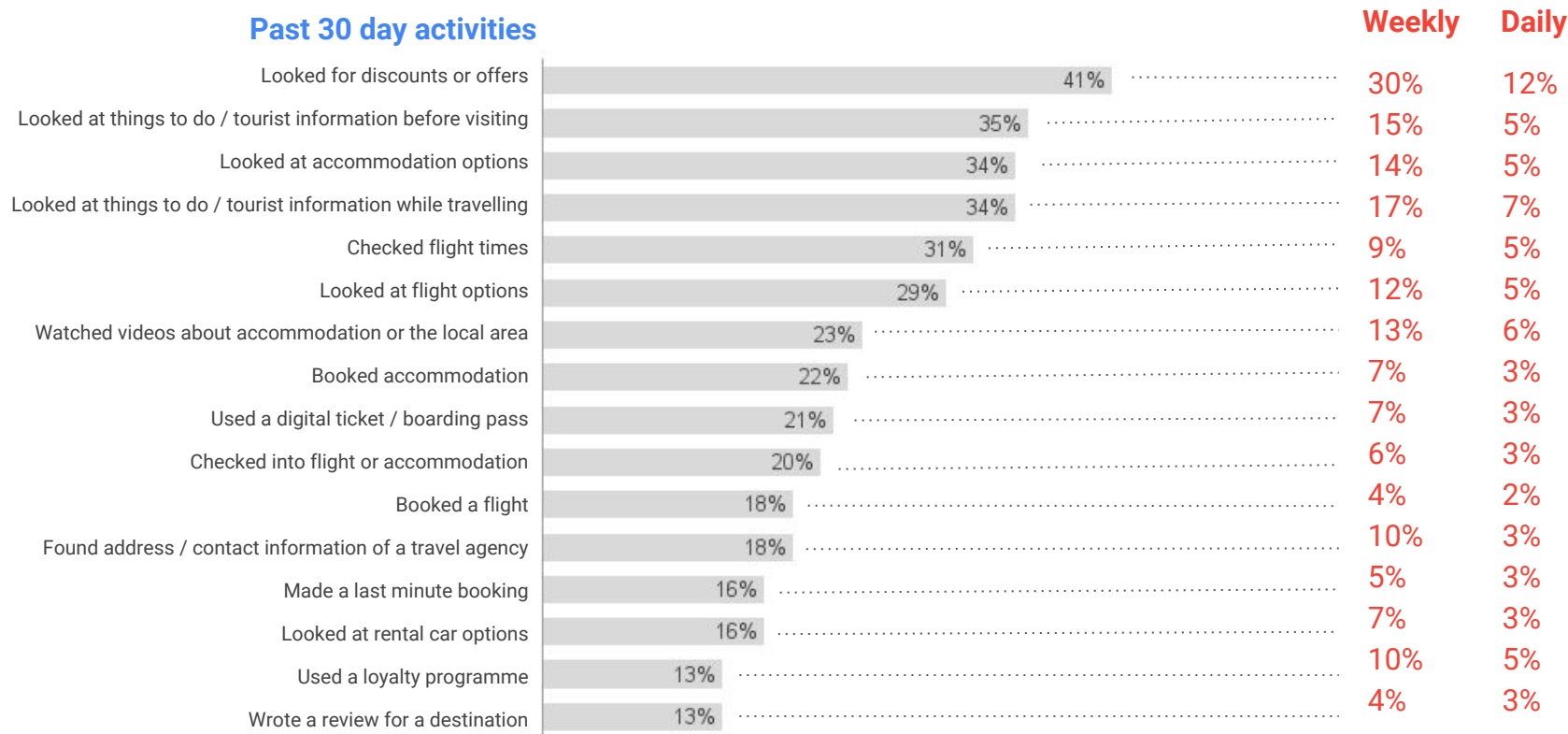
64%

At least **weekly**



# Travel activities on smartphone

## Past 30 day activities



Base: 500  
 Q8. Which of the following activities have you done on your smartphone in the past 30 days? (Using either a mobile website or an app)  
 Q9. How often do you do each of the following activities on your smartphone?

# Usage of apps and sites for travel activities

## Travel activities in past 30 days

50%

Used an app

67%

Used a mobile website

## Preferences for top travel activities

Among those who have done activity in past 30 days



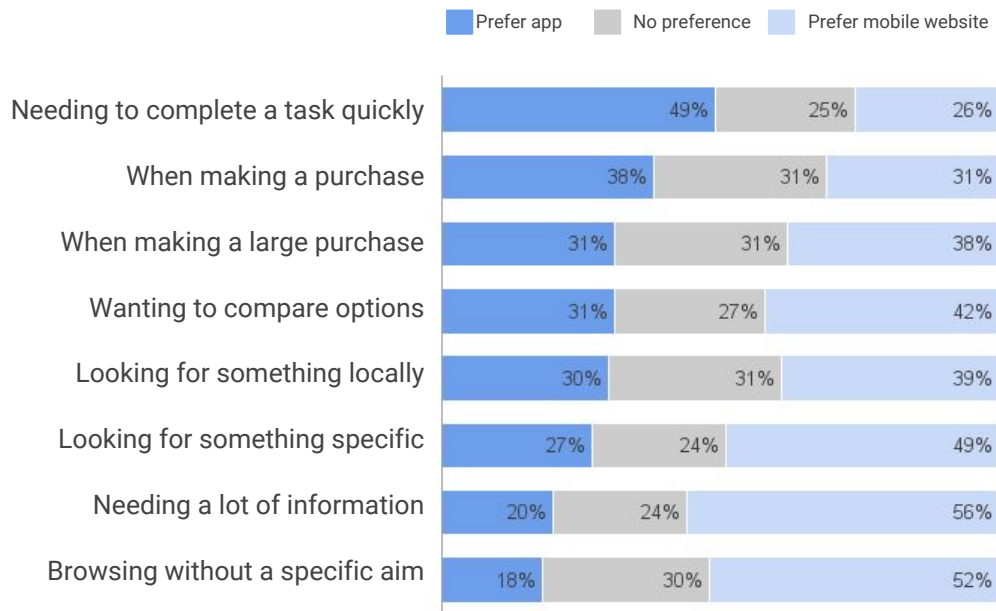
Base: 500

Q5. Have you used a mobile website or an app for each of these in the last 30 days? - Find things to do/places to eat while travelling; Organize holiday/business travel

Base: Have done the activity on smartphone in past 30 days (base above n=30 are shown) \*Small base under n=50.

Q11. Which of these activities would you prefer to use an app for and which would you prefer to use a mobile website for?

# Platform preferences for travel situations



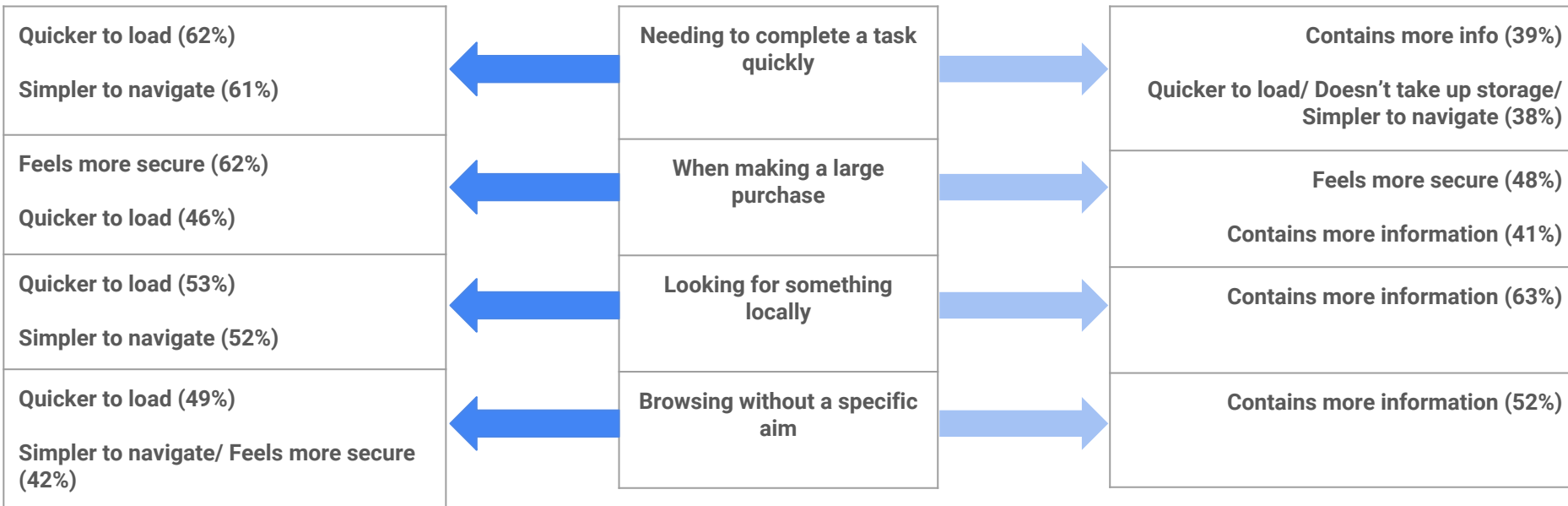
- For most travel-related situations, there doesn't appear to be a strong preference for one platform over the other
- Apps are generally preferred for quicker tasks
- There is slight lean for apps when making a purchase, while large purchases lean toward mobile sites
- Mobile sites are preferred for occasions when lots of information is needed

# Top reasons for app vs mobile site preference

## Top reasons app preferred

## Situation

## Top reasons mobile website preferred



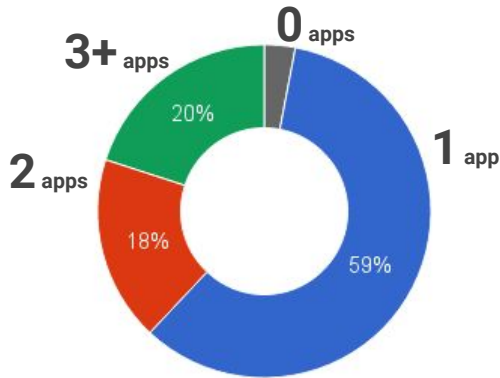
# | App repertoire



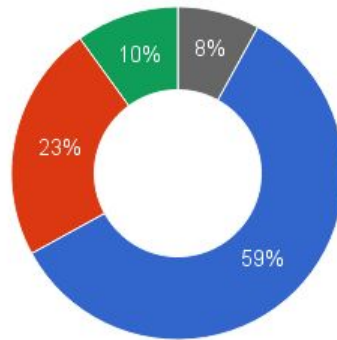
# Lifecycle of new travel apps

Among those who installed a travel app in the past 3 months, an average of **2.5 apps were installed** in the past 3 months...

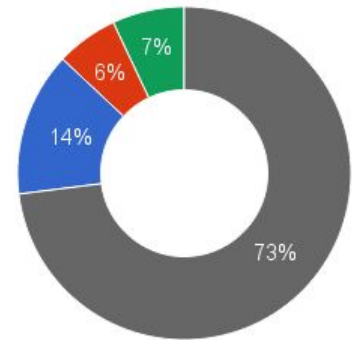
**2.0** were ever opened  
on average



**1.6** were still in use  
on average



**0.7** were uninstalled  
on average



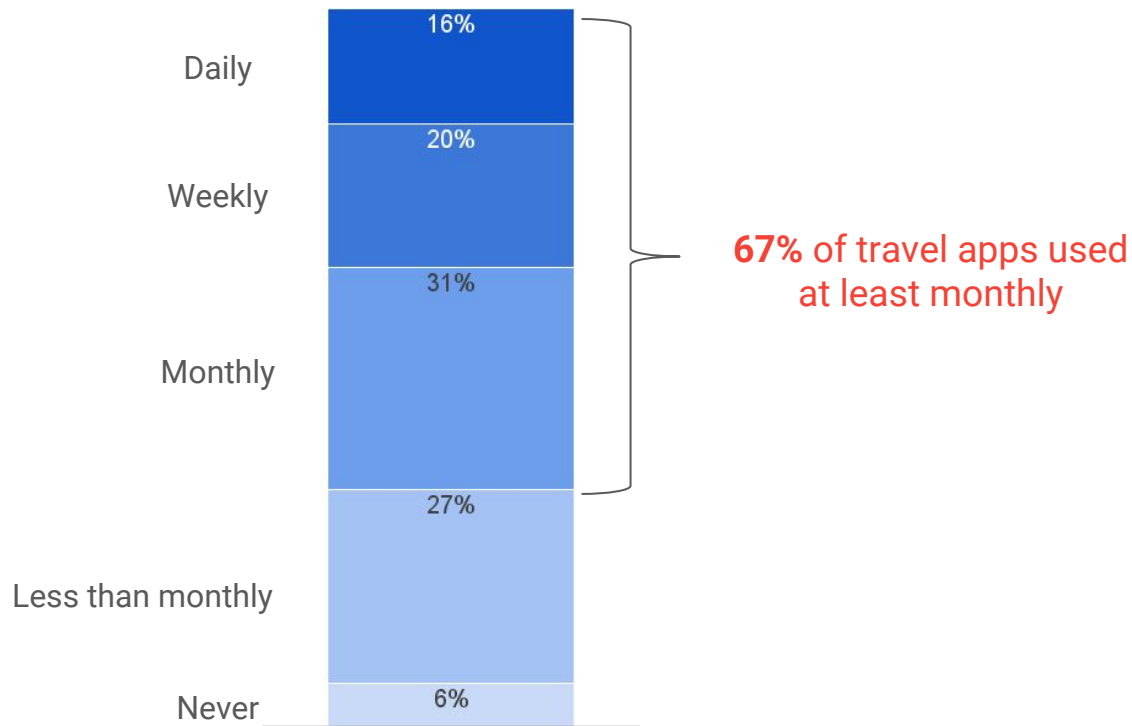
Base: Installed travel app(s) in the past 3 months (n=273)

Q19. How many of those [VERTICAL] apps you've installed in the past 3 months have you opened at least once since installing?

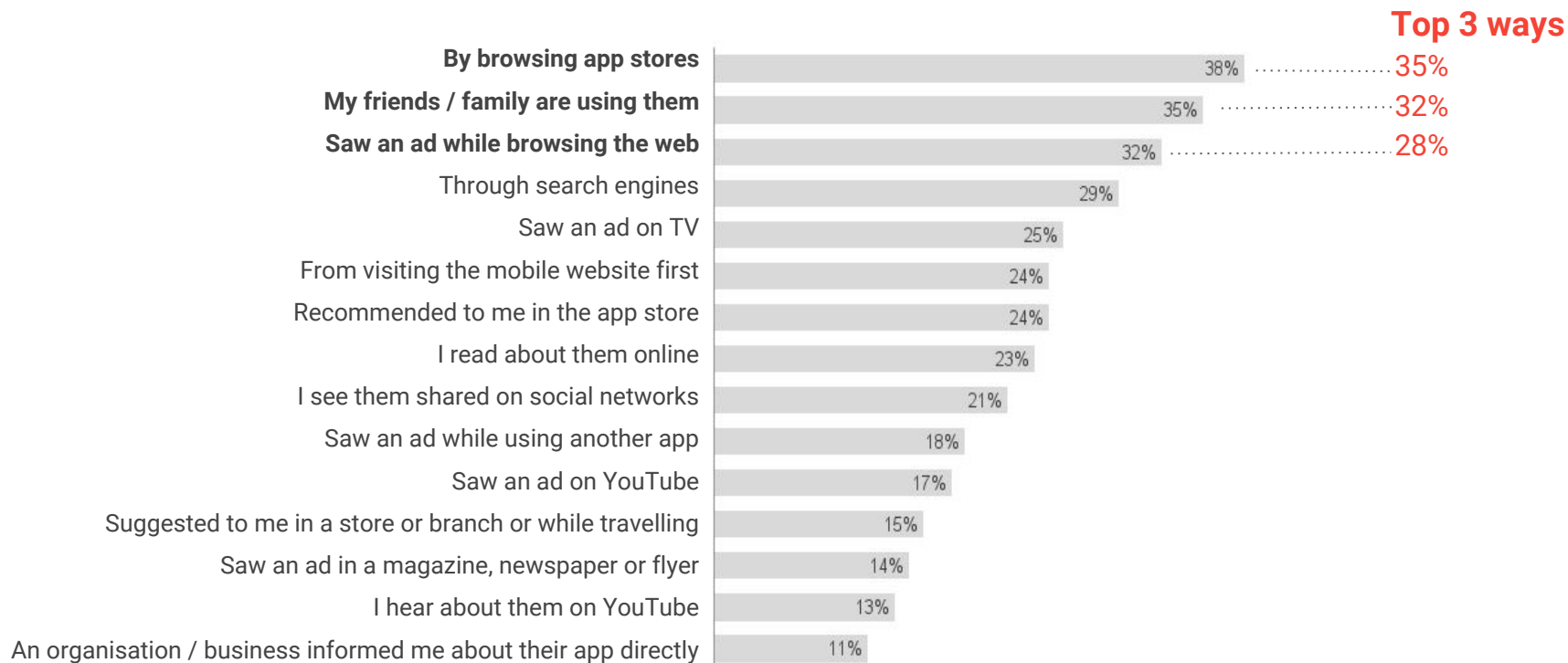
Q20. How many of those [VERTICAL] apps you've installed in the past 3 months are you still using now?

Q21. How many of those [VERTICAL] apps you've installed in the past 3 months have you since removed?

# Average percentage of travel apps used



# Ways to find out about travel apps



Base: 500

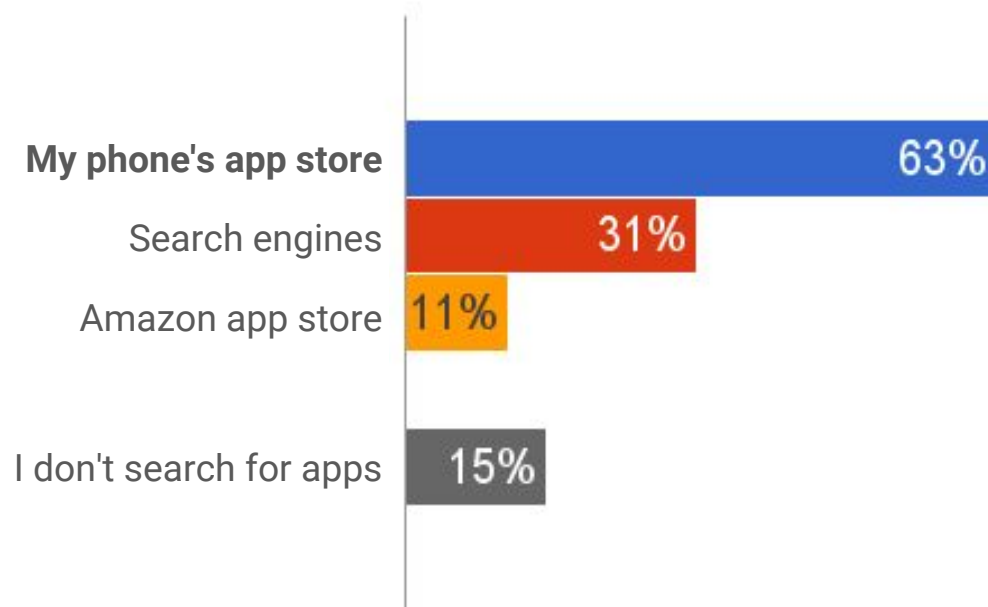
Q32. How do you typically find out about new travel smartphone apps?

Q33. And have you found out about a travel app in any of these ways?

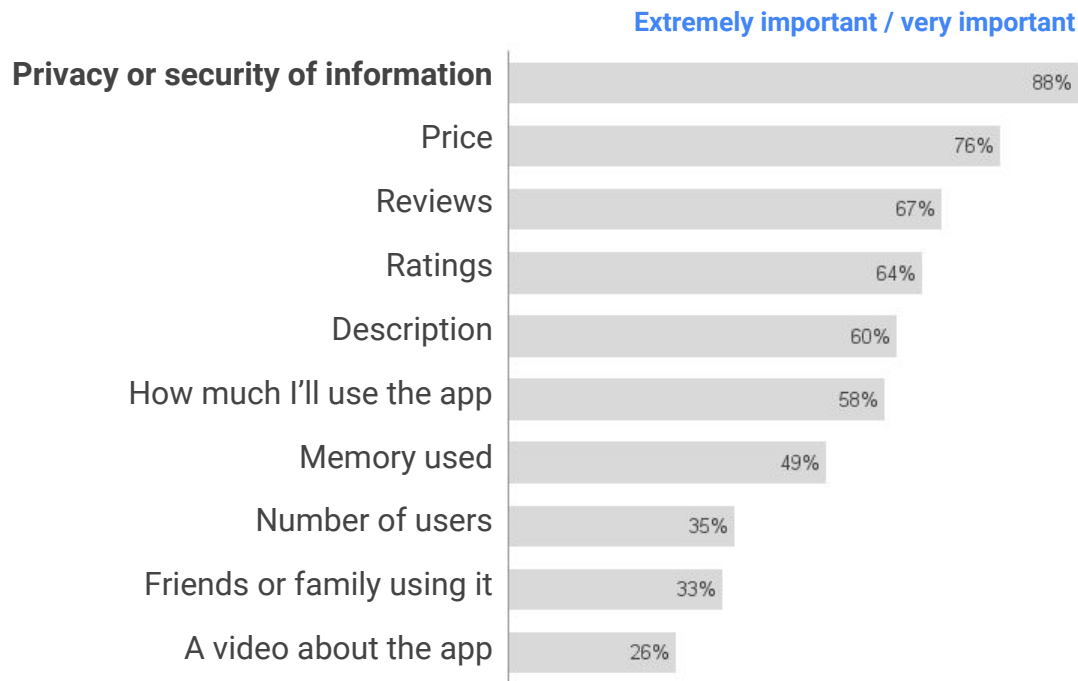
Q34. What are the top 3 ways you find out about the travel smartphone apps you use?



# | Sources of finding travel apps



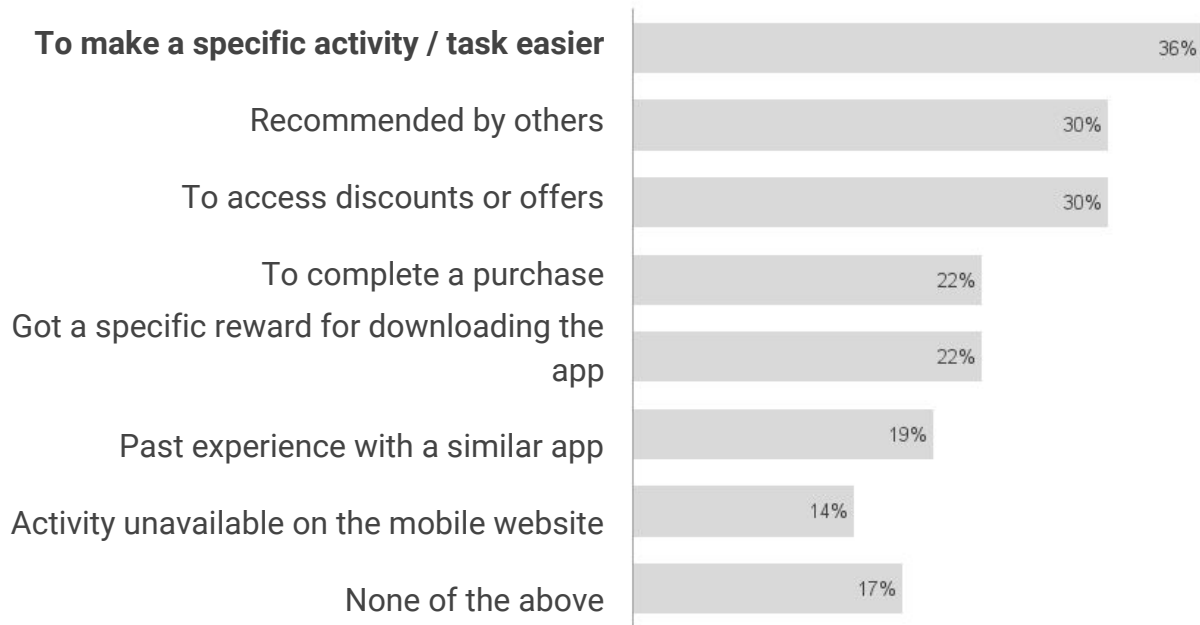
# | App store download decision factors



Base: Searches for apps on phone's app store (n=312)

Q38. When searching for travel apps in your smartphone's app store, how important are the following factors when making a decision about which app(s) to download?

# Reasons for downloading travel apps

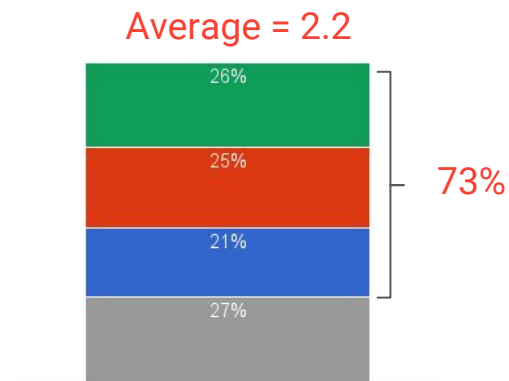


Base: 500

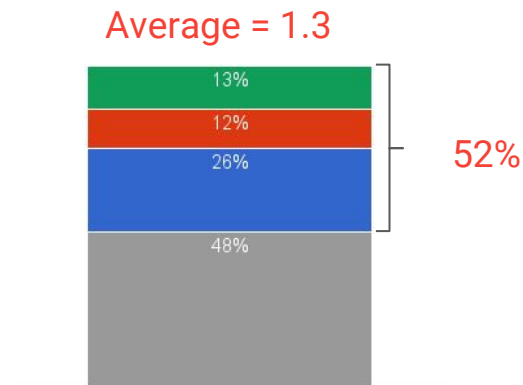
Q35. For which of these reasons have you downloaded a travel app in the past? Select all that apply.

# Number of travel apps installed

## Currently installed



## Installed past 3 months



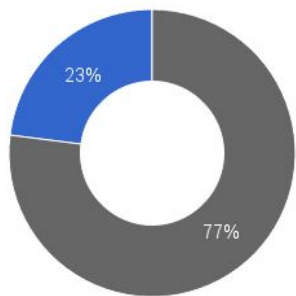
None One app Two apps Three or more apps

Base: 500

Q14. How many travel apps are installed on your smartphone (including any that were already installed when you bought it)?

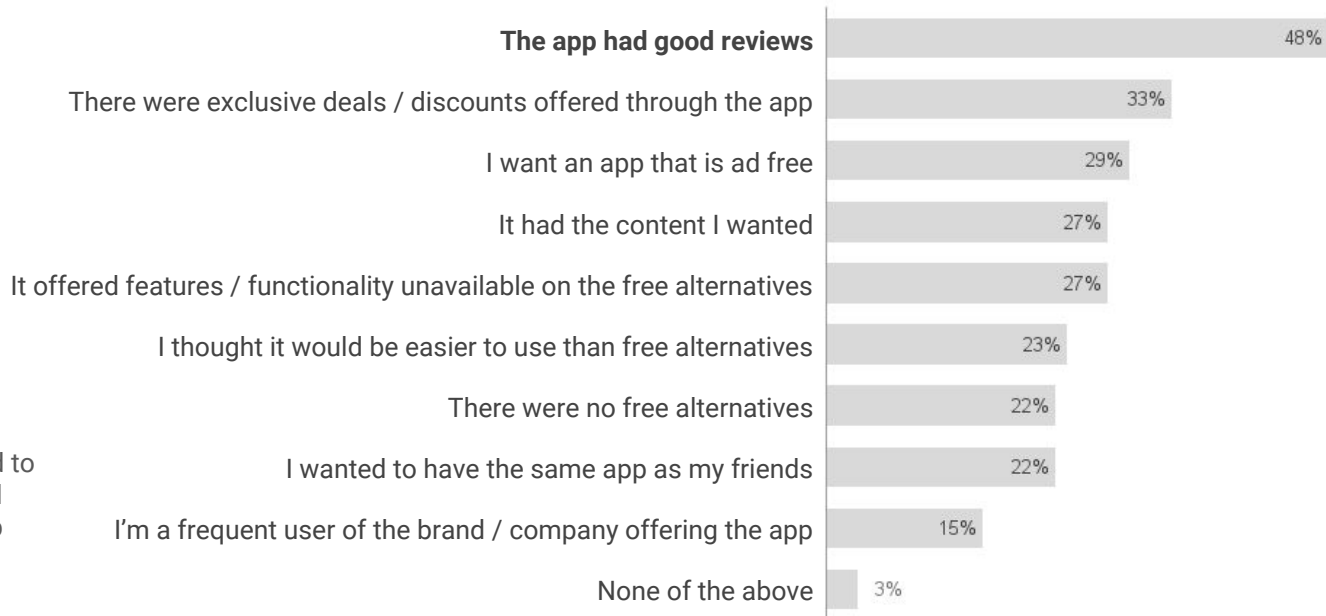
Q18. How many travel apps have you installed on your smartphone in the past 3 months, including apps you've since uninstalled?

# Reasons for paying for travel apps



■ Never paid to download travel app  
■ Have paid to download travel app

## Reasons for paying



Base: 500 \*Median

Q22. What is the most you have ever paid for a travel app? Please enter amount to the nearest whole number.

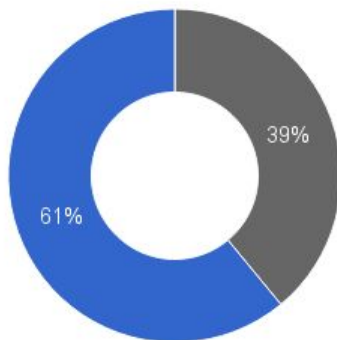
Base: Have paid to download a travel app (n=116)

Q23. Why have you chosen to pay for travel apps over other free alternatives?

# Smartphone spending for products/services

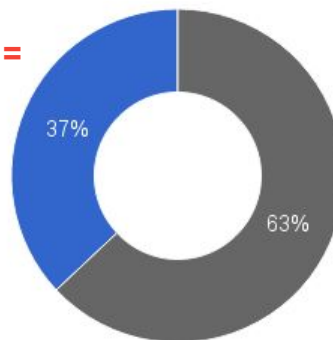
Past 3 months

Average\* =  
£299.50



Past 7 days

Average\* =  
£29.50



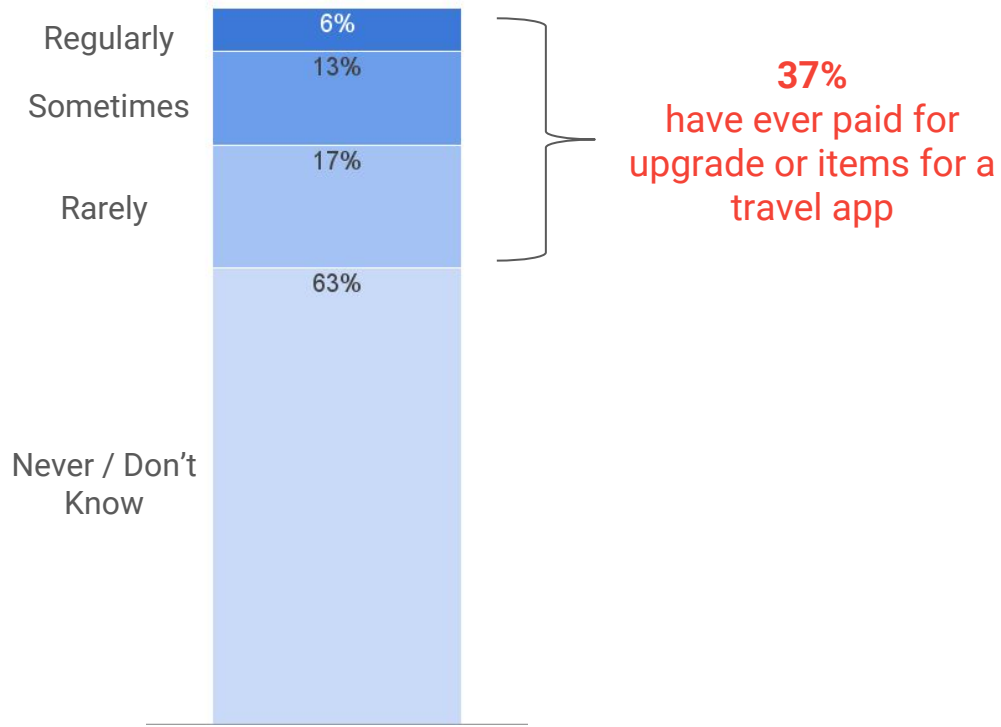
■ Have not spent money ■ Spent money

Base: 500 \*Median

Q24b. Roughly how much have you spent on travel via your smartphone in the past in the past 3 months?

Q24b\_1. Roughly how much have you spent on travel via your smartphone in the past in the past 7 days?

# Frequency of paying for app upgrades/items



# | Preferences





# | Favourite travel apps are...

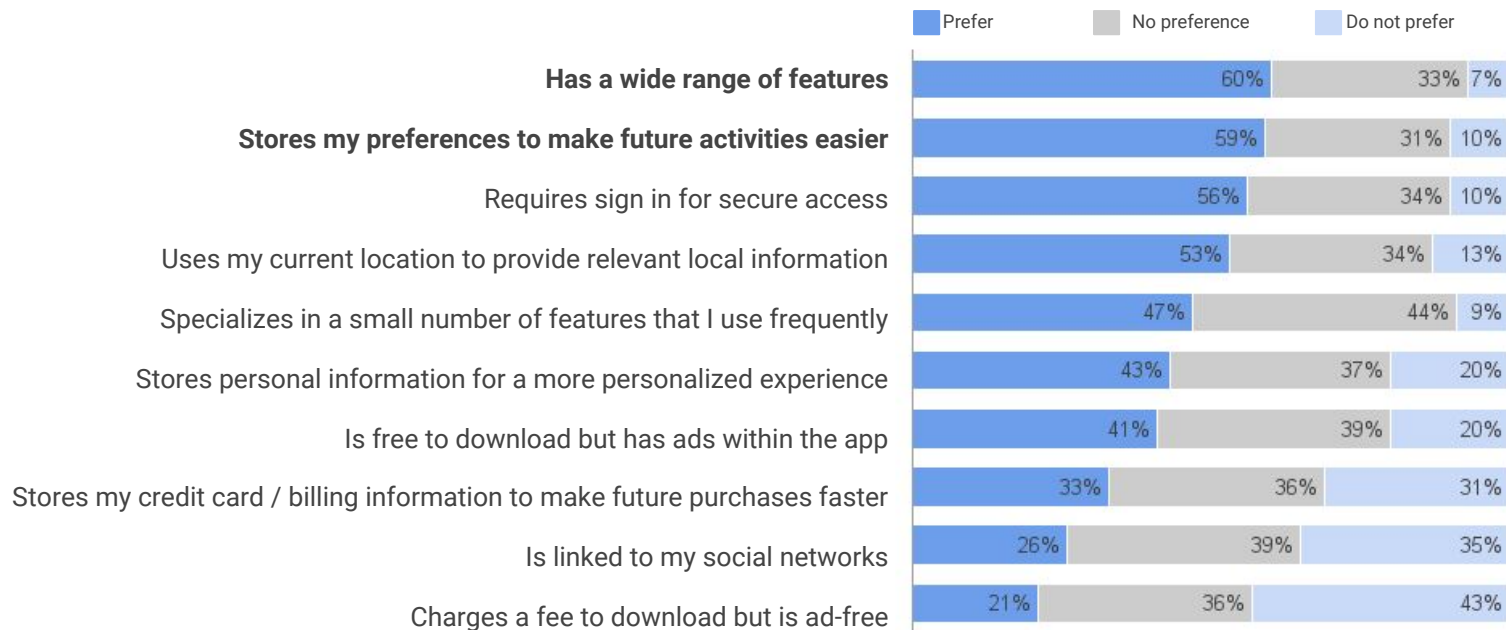


For a deeper look into the TripAdvisor app, [see final section](#).

# Characteristics of favourite apps



# Preferred features for travel apps



Base: 500

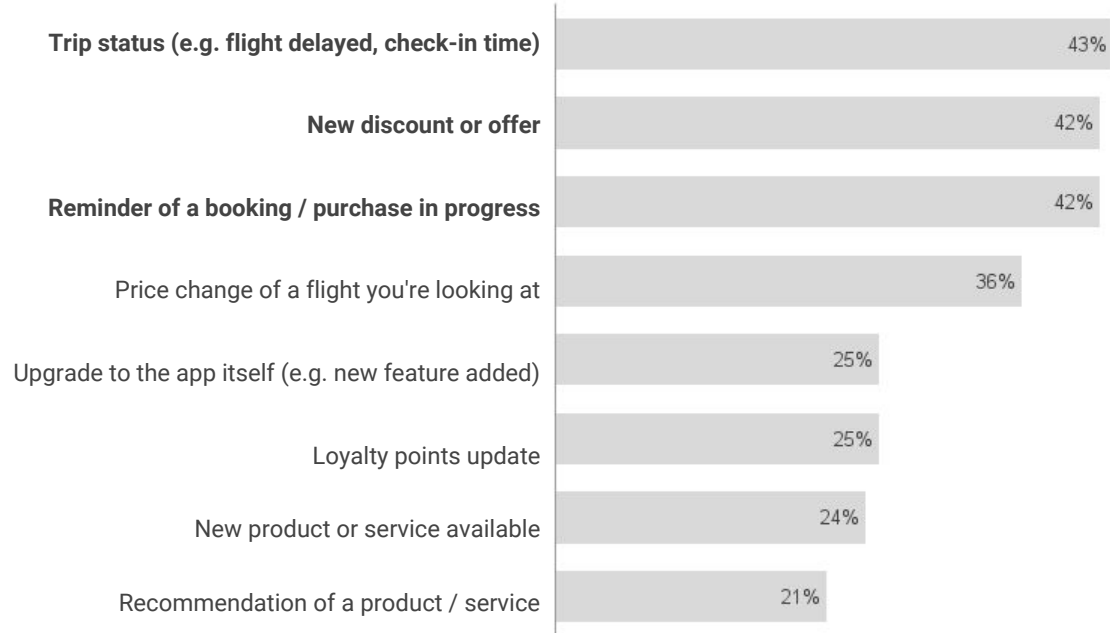
Q28. Thinking about all of the travel apps that you use, which of the following features do you prefer to have?

# Useful notifications on phone

89%

find travel notifications on mobile **useful**

## Most useful notifications



## Open ended responses:

"A delay in flight, was able to properly organise time, had extra time for last minute packing"

"A deal on a holiday that I was looking at which was the cheapest it's ever been"

"Reminding me of a flight time the day before I was leaving, turns out I'd remembered it wrong so it saved me setting off at the wrong time"

Base: 500

Q29. Apps or websites can give you notifications on your phone to tell you about a new update, message, or event, for example. What sort of travel notifications do you find useful?

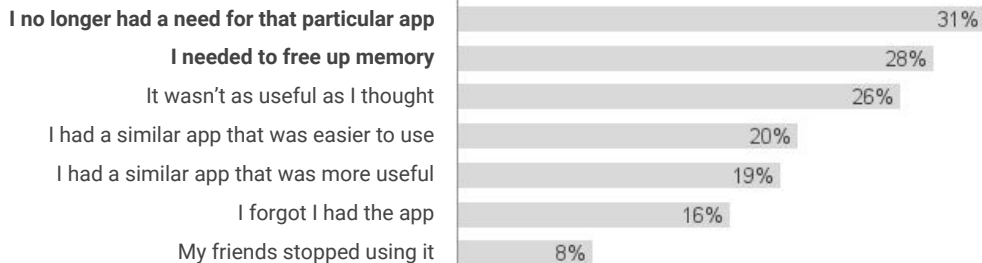
Q30. What is the most useful travel notification you have ever received on your smartphone?

# | Abandonment & re-engagement

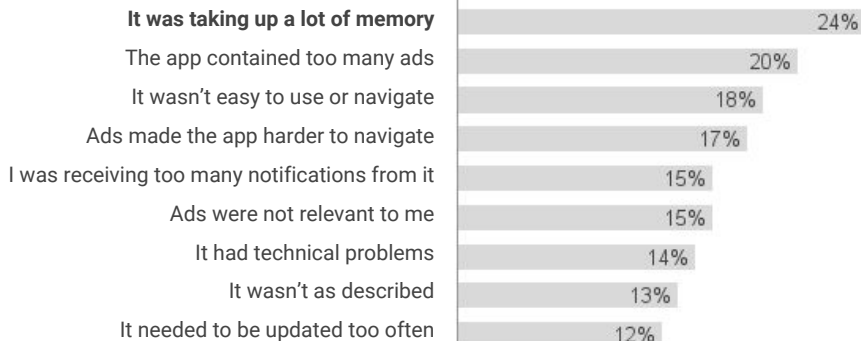


# Reasons for abandonment

Individual related



App related



Why no longer needed?

Was using for one-off trip  
51%

Other apps covered travel needs  
45%

No longer customer of company  
26%

Base: 500

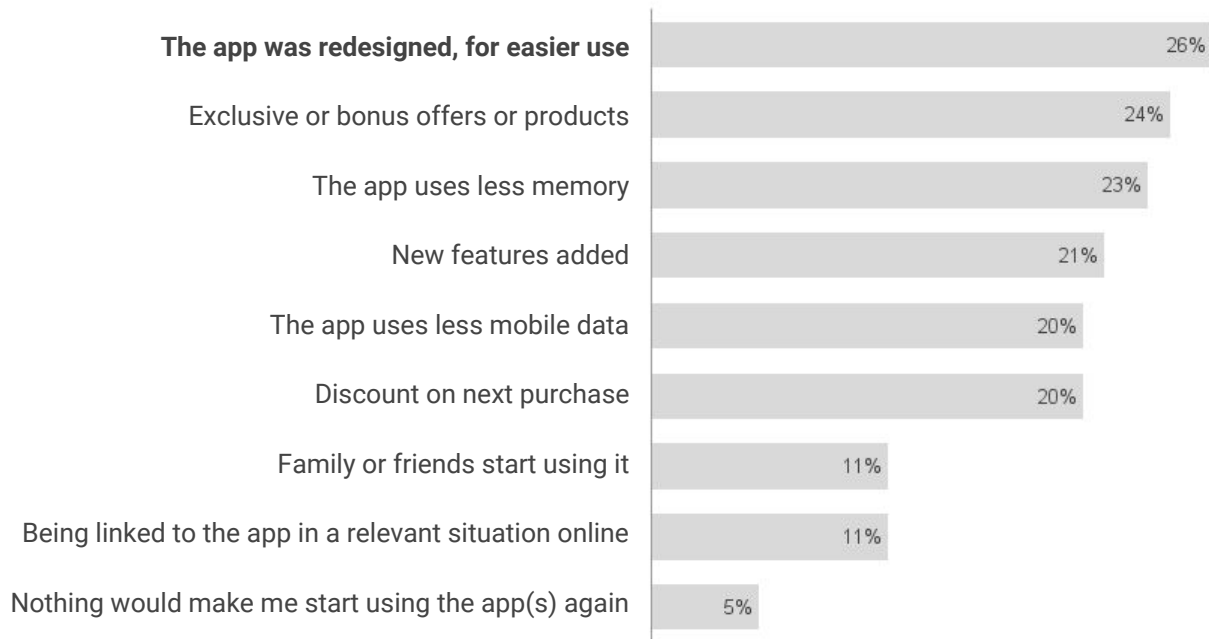
Q40. Have you stopped using travel apps on your smartphone for any of the reasons below? Select all that apply.

Q41. And have you stopped using travel apps on your smartphone for any of these reasons?

Base: No longer has need for a particular app (n=104)

Q42. You said you've stopped using travel apps because you no longer had a need for it / them. Why did you no longer need it / them?

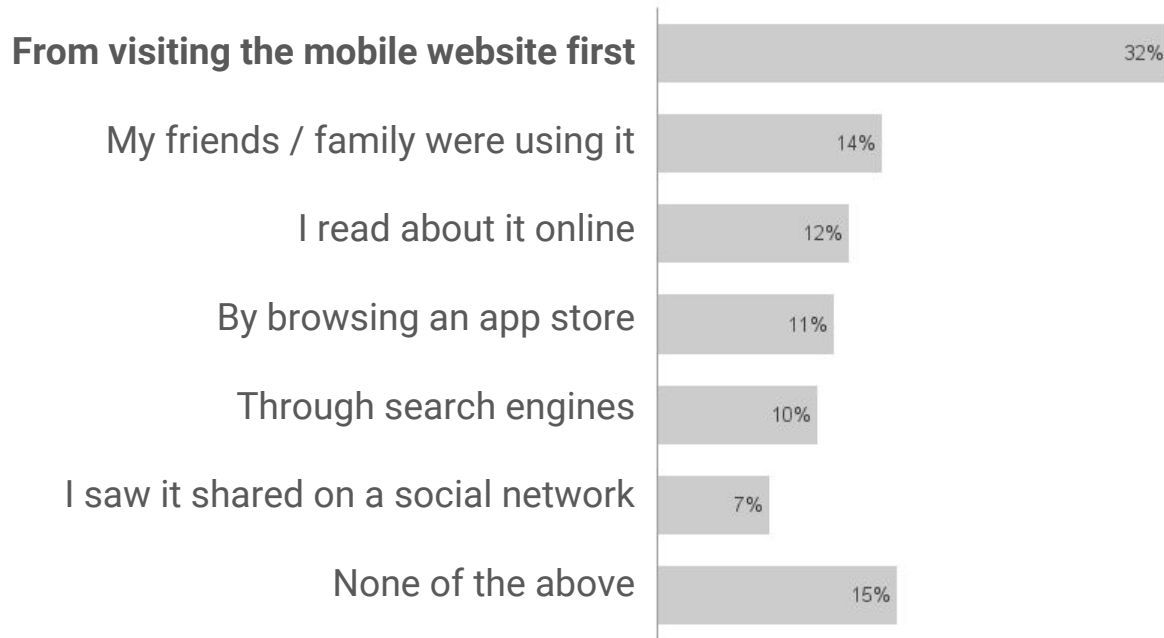
# Reasons to re-engage



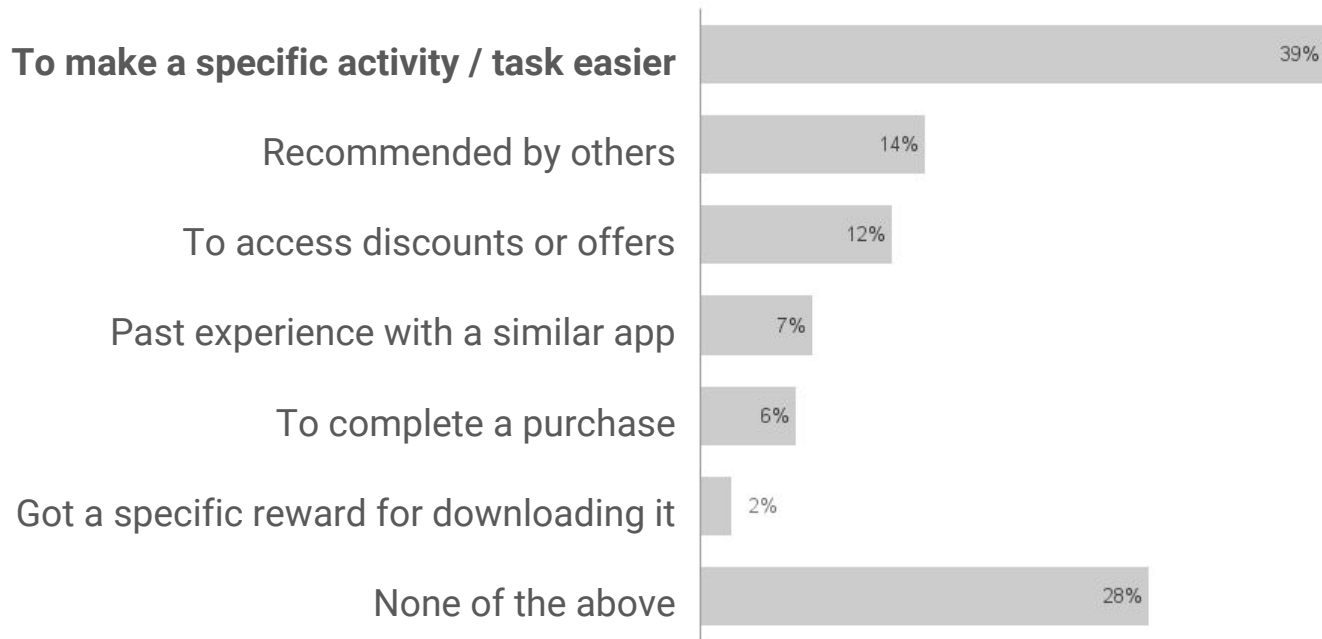
| Favourite app: TripAdvisor



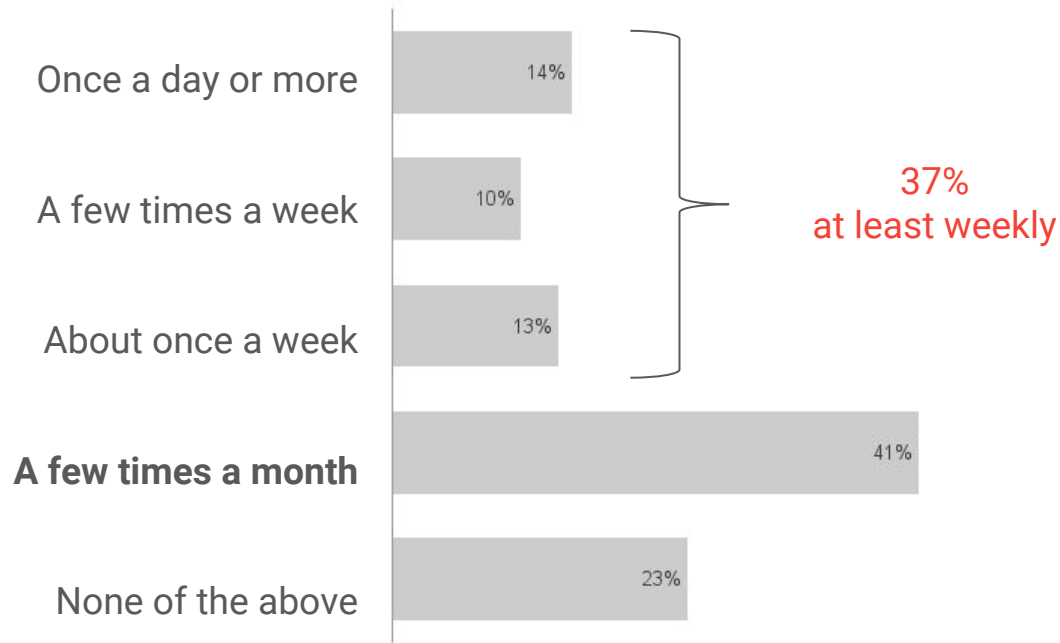
# | TripAdvisor app discovery



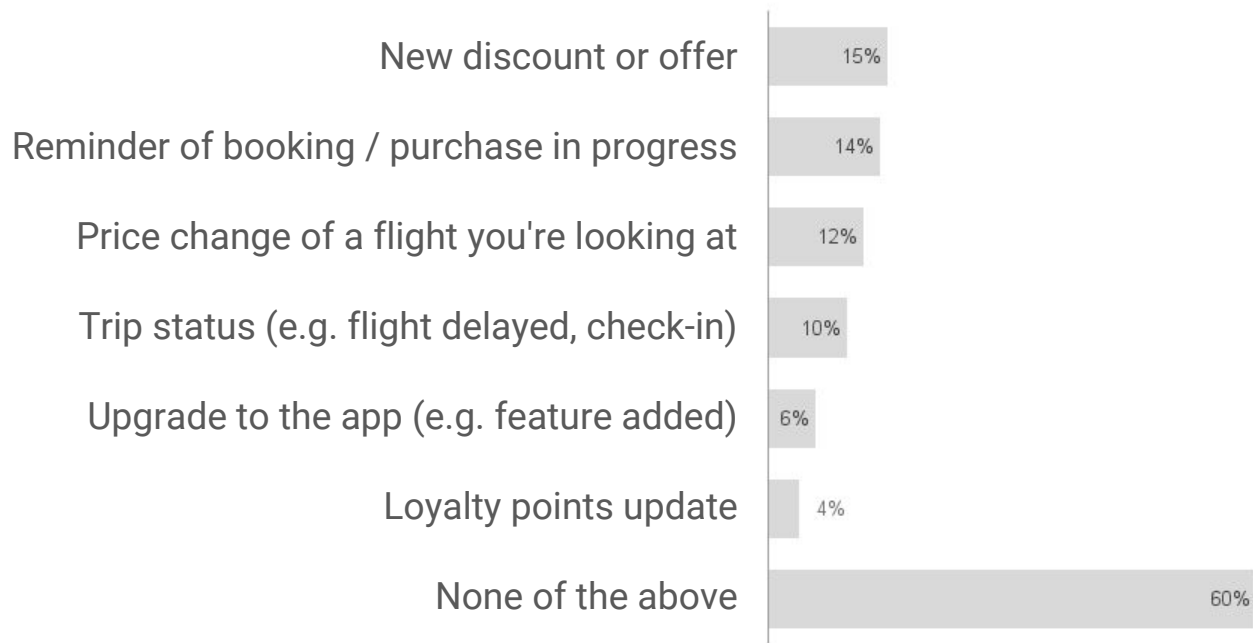
# Reasons for downloading the TripAdvisor app



# Frequency of using the TripAdvisor app



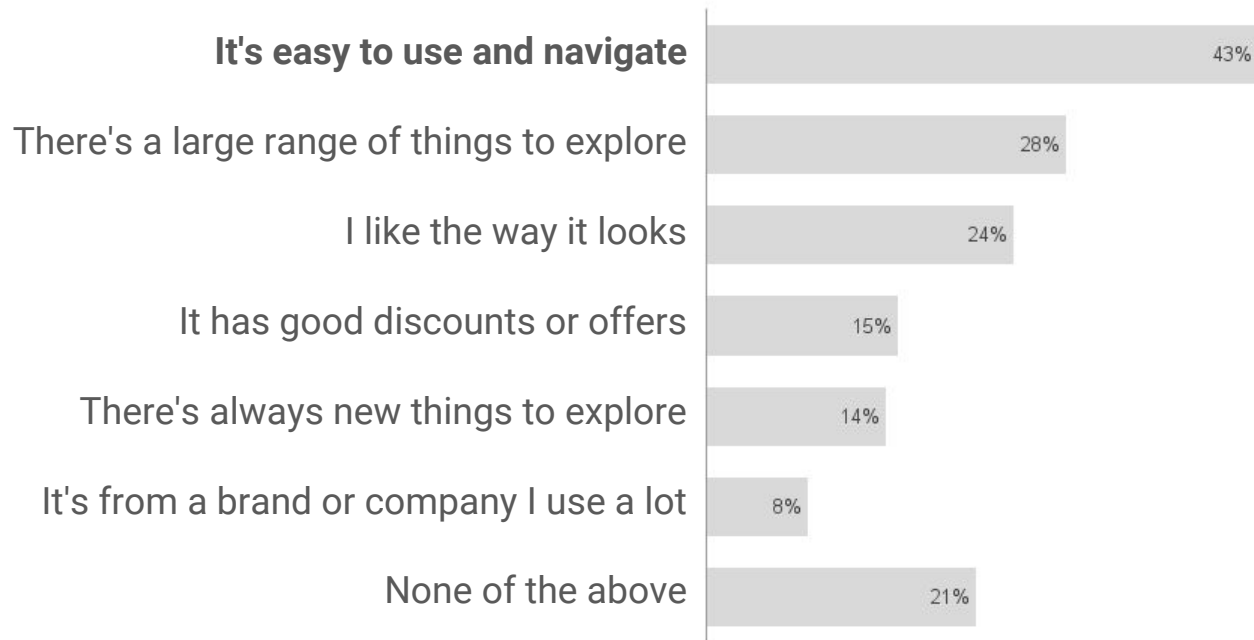
# Useful TripAdvisor app notifications



Base: 101

Q5. Which of the following notifications from the TripAdvisor have you found useful?

# Features liked about the TripAdvisor app

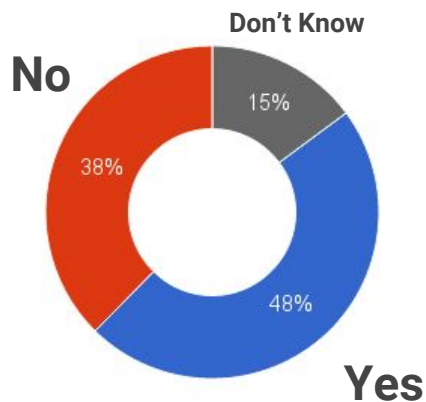


# | Suggested improvements for the TripAdvisor app

Features/Functionality	more functionality
	clear search bar
	default list of ranking of hotels and restaurants and not initially recommended
	easier to search specific region with more filters e.g when looking for a good place to have dinner in a new city
	flight tracking
	search function was easier on the app before the latest update
	don't force open when searching through google
	stop the pop up box telling you to turn your device sideways for a better view get rewards for making reviews
	uses too much memory on my phone
Content-related	add an entry for pubs near me
	cheap holiday deals
	more reviews
	reduce information overload
Faster/Quicker	make faster
	quicker to load

# Use of TripAdvisor's mobile website

Used mobile website since getting the app?



Reasons to use mobile website instead of app

Browsing without a specific aim

44%

Forgot I had the app

42%

Looking for something specific

25%

Needing a lot of information

25%

Wanting to compare options

21%

Looking for something locally

15%

Base: 101

Q9. Have you used TripAdvisor's mobile website since getting the app?

Base: 48

Q10. Why did/do you use TripAdvisor's mobile website instead of the app?

# | Travel on mobile / UK

Ipsos-Google Q3 2016

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