

Mobile Travel

The Connected Traveler: Destination Mobile

Mobile laggards run the very real risk of being left behind, while their mobile pioneer counterparts take flight.

Mobile adoption is soaring worldwide, as people increasingly rely on their smartphones and tablets as a personal assistant. The travel industry is a perfect fit for the on-the-go lifestyle facilitated by mobile. Between 2014 and 2015, mobile travel bookings nearly doubled — accounting for the industry's most overall growth.¹

To take advantage of the the rise of mobile, it's crucial that travel and hospitality companies perfect their mobile offering. Mobile laggards run the very real risk of being left behind, while their mobile pioneer counterparts take flight.

Introduction

It's Time to Mobilize

Regardless where they're traveling, why they're going, or how long they're staying, more and more people are choosing mobile to research, book, and otherwise manage their trip. To learn more about mobile habits in the travel sphere, Aptelligent surveyed a cross section of people across the globe.

The respondents were roughly equal male (53.58%) and female (46.42%). They ranged from Millennials (32.08%) to GenXers (40.75%) to Baby Boomers (27.17%) — and hailed from North America, Europe, AsiaPAC, South America, Eastern Europe, Africa, and the Middle East.

KEY TAKEAWAYS

- Skyrocketing smartphone adoption is fueling the connected world
- The connected traveler has taken flight
- Travelers use mobile along every step of their journey
- Mobile matters to the connected traveler
- Not all mobile experiences are equal

Mobile is primarily used for researching destinations, hotels, restaurants, and activities before booking, as 83.3% of those surveyed confirmed.

The Study Yielded Five Key Insights

Skyrocketing smartphone adoption is fueling the connected world.

There are 2.6 billion smartphone users around the world, about two-thirds of the global population. By 2020 this figure is expected to rise to 6.1 billion users, or 70 percent of people walking the planet.² The smartphone-induced rise of the connected world may even supersede PCs. While over three quarters of all digital consumers are accessing the internet via both desktop and mobile platforms, mobile-only internet usage is becoming more and more prevalent.³

Indeed, 7% of Americans are classified as “smartphone-dependent” – with no at-home broadband or other internet option, smartphones are their sole source for accessing online services. A further 19% identify as being partially smartphone-dependent.⁴

Among those we surveyed, iPhones and Androids were the most popular, accounting for 48.9% and 31.9% of primary mobile devices, respectively. Just 8.6% of respondents didn't own a smartphone or tablet.

The connected traveler is taking flight.

Mobile travel bookings are accelerating. Since 2014, the share of mobile bookings worldwide has nearly doubled, accounting for 12% in G2 2014 to 23% in Q2 2015.⁵

Aptelligent's study found that nearly half of all travelers around the world are connected travelers, meaning they have used a mobile device to plan or book a trip. 65.4% of respondents “sometimes” make travel arrangements via a mobile app if one is available, while 13.8% responded “always.” Just 20.9% responded “never.”

These findings align with TripAdvisor's recent study, which reported that connected travelers make up 42% of all travelers worldwide.⁶

Interestingly, Asian countries far outpace the United States and Europe in terms of connected travelers. This may be due to the cost of connected living in these countries; for many households, it is a financial stretch to have internet and mobile access. In the United States and Europe, on the other hand, consumers have the luxury of multiple options — making them more predisposed to be omnichannel bookers.

Travelers use mobile along every step of their journey.

Travelers are enlisting their mobile devices to assist with every phase between preliminary planning to unpacking. Mobile is primarily used for researching destinations, hotels, restaurants, and activities before booking, as 83.3% of those surveyed confirmed.

However, it's not just a research tool. A growing number of travelers are turning to mobile for their boarding passes (66.1%), booking hotels (59.2%), making other – restaurants,

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trains, drivers, etc. – bookings (55.2%), checking their travel status (53.4%), booking flights (48.3%), accessing digital tickets (47.7%), and more.

As Criteo points out, travelers tend to prefer making simple bookings on smartphones, while they use desktops for the comparison phase and longer trips. They found that mobile accounted for 18% of bookings preceded by less preliminary research (fewer than five page views), while it accounted for just 7% of bookings preceded by lengthy preliminary research (more than 100 page views).⁷

Mobile matters to the connected traveler.

Mobile is already proving to be a differentiating factor for people's travel choices. 70.3% of Aptelligent's respondents would "sometimes" use one company (airline, hotel, booking site, etc.) over another if it has superior mobile capabilities. 20.6% took it one step further, answering that they would "always" choose the company with superior mobile capabilities, while just 9.1% responded "never."

Travelers are already hungry for more mobile capacities. Over a third of the respondents in TripAdvisor's recent study wanted their accommodations to offer mobile check-in. They choose mobile largely because it was easier or faster to access, or they felt they got a better price.

Not all mobile experiences are equal.

Customers turn to mobile for its convenience. As such, they expect their mobile experience to be streamlined and simple. When they use a mobile app, travelers value three things above all else:

1. Speedy app responsiveness and load time – 86% of respondents noted this as an "important-to-critical" feature
2. Simple payment process (e.g. easily editable card, multiple payment options, etc.) – 70.9% of respondents noted this as an "important-to-critical" feature
3. Easy to navigate interface – 62.6% of respondents noted this as an "important-to-critical" feature

Conclusion

Mobile is the biggest opportunity facing the travel industry. The connected traveler comes from a variety of ages, demographics, and geographic locations. While the East is a leader in consumer saturation, the rest of the globe is quickly following suit. Any company that is not mobile-ready runs the risk of becoming laggard, losing consumers by waiting in the sidelines as mobile pioneers take over the market share.

Seven Ways that Aptelligent can Revolutionize Your Mobile Strategy

USERFLOWS

Conduct trend analysis by individual user to get the complete mobile picture. By measuring these workflows over time, PM's and developers can optimize the user experience and increase customer satisfaction. The result? Maximized revenue, engagement, and retention.

CRASH TRENDS

Discover how, where, and why your app is crashing. Aptelligent identifies active users and gathers information on percentage of app loads that crash by version. This allows IT and development to easily address any issues between versions and enhances app stability.

GEOLOCATION

With the cyber equivalent of a bird's eye view, digital teams can zoom into specific user locations to find out what unique environmental issues (regional, carrier latency, etc.) are affecting app responsiveness there.

BREADCRUMBS

Follow the customer journey through your app. Quickly view a timeline of the user's behavioral data, such as screen changes and custom logs, alongside operational data such as networking calls and errors.

HANDLED EXCEPTIONS

Analyze all the pertinent information – from breadcrumbs down to the specific username – when an incident occurs. Diagnose where and why these incidences were happening

BENCHMARKS

While there's not much you can do when a network fails, PM's and developers can prepare and plan ahead when developing your app. Know which carriers work best in which countries, and identify which countries around the globe are likely to have network latency issues.

APP LOADS BY VERSION

Discover important insights about customer adoption when you roll out new features. Identify which versions users prefer, if people are using new features, and so on.

About Aptelligent

Aptelligent is the App Intelligence company trusted by the largest mobile apps in the world. Aptelligent's software provides actionable mobile app insights to improve digital business on iOS, Android, and Hybrid apps. Product managers and developers use Aptelligent's insights to diagnose app performance issues that impact user experience. The platform collects and analyzes app performance issues and connects problems to key business metrics. Mobile teams also have access to Aptelligent's big data platform, as well as industry and app benchmarks. Aptelligent is based in San Francisco.

Learn more at www.aptelligent.com.

FOOTNOTES

1. Criteo: Flash Travel Report
2. TechCrunch: 6.1B Smartphone Users Globally By 2020, Overtaking Basic Fixed Phone Subscriptions
3. ComScore: 2015 U.S. Digital Future in Focus
4. Pew Research Center: U.S. Smartphone Use in 2015
5. Criteo: Flash Travel Report
6. TripAdvisor: TripAdvisor Study Reveals 42% of Travelers Worldwide Use Smartphones to Plan or Book Their Trips
7. Criteo: Flash Travel Report