

SUMMER IS COMING

THE BATTLE FOR THE MOBILE TRAVEL THRONE



Mobile devices are disrupting the competitive landscape between **suppliers** (hotels, airlines, etc.) and **online travel agencies** (OTAs) in the digital travel industry.



THE NEW DIGITAL TRAVEL LANDSCAPE

80% of travelers shop online
21% of these shop mobile

Mobile booking strongest in the US

18%^{US} vs. **9%**^{EU}

Mobile booking stronger for hotels than for flights

16%^{HOTELS} vs. **10%**^{FLIGHTS}

THE PRIZE

Mobile travel bookers

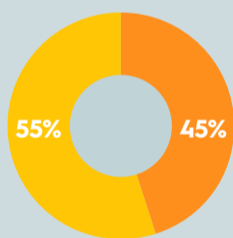
1-2 Trips

3+ Trips

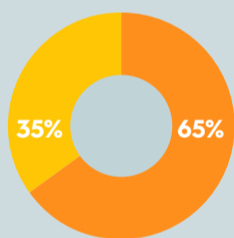
Mobile bookers up to **47%** more likely to book 3 or more trips than desktop bookers



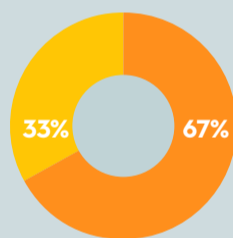
Flights



Desktop



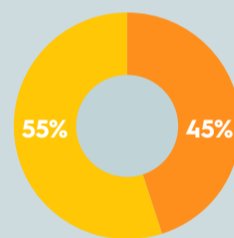
Smartphone



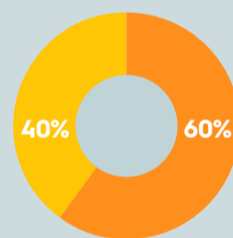
Tablet



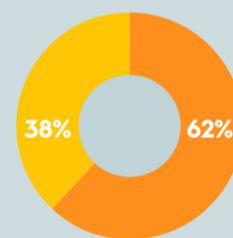
Hotels



Desktop



Smartphone



Tablet

THE BATTLE FOR SUMMER BOOKERS

To win, each must play to its strengths!



• OTAs •

Mobile shopping Advantage: OTAs

Leisure travelers shopped on OTAs over suppliers

3:1

Or higher in most major markets

Trust and loyalty Advantage: suppliers

Leisure travelers reported

UP TO 12%

More trust and loyalty for suppliers

• Suppliers •



YOU KNOW NOTHING, AGENT!

For more information, [read the full report, "The Mobile Effect: Disrupting the Competitive Landscape in the Digital Travel Market"](#) brought to you by Criteo and Phocuswright; all data based on a December 2014 survey of leisure travelers conducted by Phocuswright.