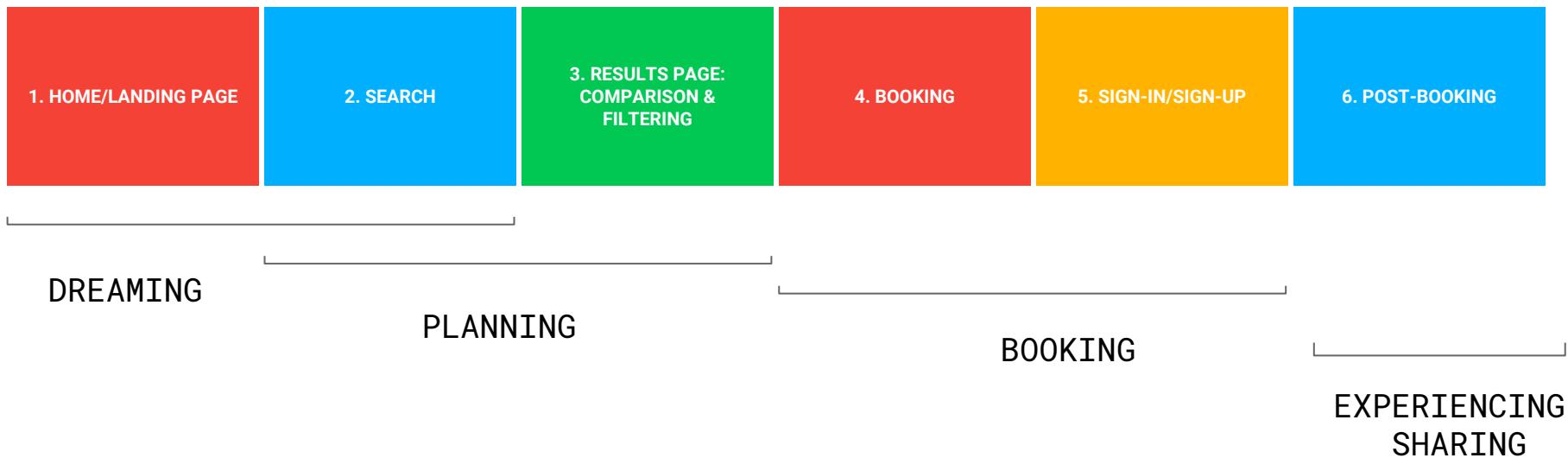


UX Playbook for Travel

Collection of best practices to delight your users

Creating frictionless experiences across the funnel

After looking at several hundred travel sites, we realized that there were certain universal UX elements that helped create a frictionless user experience. This list aims to expand on the 25 UX Principles and provide a checklist for improving your mobile site experience across 6 key site areas:



Creating frictionless experiences across the funnel

1. HOME/LANDING PAGE	2. SEARCH	3. RESULTS PAGE	4. BOOKING	5. SIGN IN/SIGN UP	6. POST-BOOKING
Clear CTA above the fold	Allow searching by typing in location	Use real estate efficiently: use visual icons, show concise info, make it easy to compare between offers	Have a value prop at every point in the funnel, including search results and offer pages	Communicate sign in/sign up benefits upfront	Make obvious information easily accessible post booking
Have descriptive CTAs	Auto-suggest after 2 symbols			Allow social sign in	
Clear benefit-oriented value prop above the fold	Show geographically most relevant results by users geo	Use professional imagery	Show final price (including taxes, etc)	Allow booking as a guest	Ensure all FAQs could be found easily
Use legible font sizes & large touch targets		Allow sorting & filtering	Add urgency elements	Show reasons to download an app or sign up	
Show previous searches	If you care about in-store traffic, include locator in menu	Use geo info meaningfully	Have secondary CTAs that facilitate cross-device, like save for later or email	Support cross-device action	
Pre-fill current location		Use drop-downs as a last resort			
If relevant, show aspirational content + shortcut to offers	Include sign-up/calls/contact us in the Menu card	Allow users to save or share different offers	Add reviews and social proof		
	Include offers in the Menu card		Show steps & progress in booking		
			Use inline validation		
			Use Autofill		
			Allow users to save a flight for 24/48 hours		



All recommendations
should be A/B tested!

Homepage / Landing Page

Creating frictionless experiences across the funnel (TRAVEL)

1. HOME/LANDING PAGE	2. SEARCH	3. RESULTS PAGE	4. BOOKING	5. FORMS	6. POST-BOOKING
SECTION	KEY SUGGESTION	EASE OF IMPLEMENTATION	IMPACT	KEY METRIC	
Homepage/Landing Page	Clear CTA above the fold	Easy	High	Clicks on CTA, Bounce rate	
	Have descriptive CTAs	Easy	Medium	Clicks on CTA, Bounce rate	
	Clear benefit-oriented value prop above the fold	Easy	High	Bounce Rate, CVR, # of new users	
	Use legible font sizes (16px+)	Easy	High	Time on site	
	Show previous searches	Medium	High	User engagement, time spent on site, CVR	
	Pre-fill current location	Medium	High	User engagement, time spent on site, CVR	

DISPLAY A CLEAR CTA ABOVE THE FOLD (hotel booking)

trivago.co.uk

The screenshot shows the trivago mobile website. At the top, there's a header with the trivago logo and a "Menu" button. Below the header is a search bar with the placeholder "e.g. Edinburgh". To the right of the search bar is a blue search button with a white magnifying glass icon. The main content area has a yellow background with the text "Find your ideal hotel for the best price".

booking.com

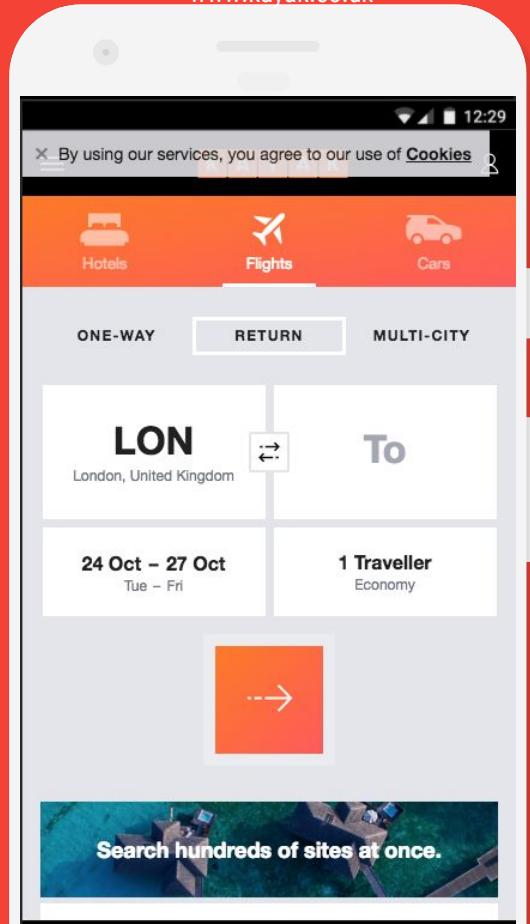
The screenshot shows the Booking.com mobile website. The search form is highlighted with an orange border. It includes fields for "Destinations, properties, even an address" (with "Galway" entered), "Check-in date" (Mon 23 Oct 2017) and "Check-out date" (Tue 24 Oct 2017), and dropdowns for "Adults" (2) and "Children" (0). Below these are sections for "Are you travelling for work?" (radio buttons for "Yes" and "No"), a checkbox for "Show my Genius discount first", and a large blue "Search" button.

hotels.com

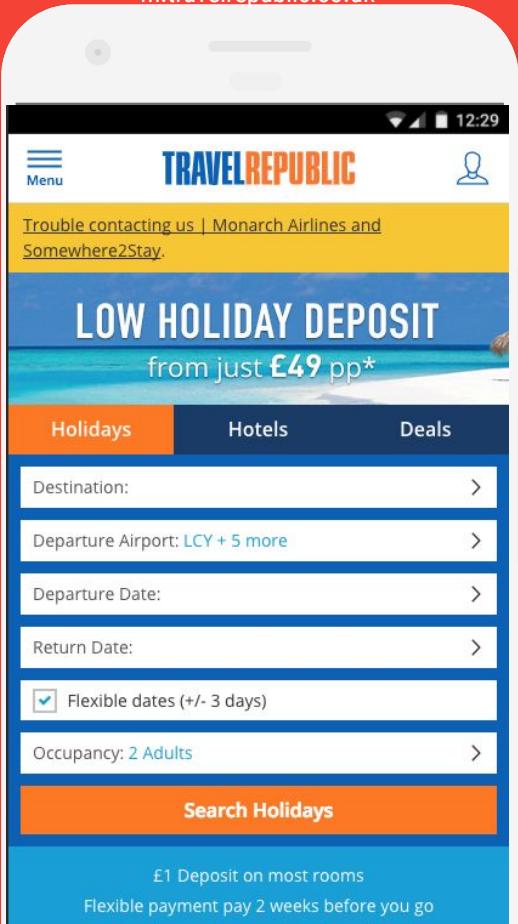
The screenshot shows the Hotels.com mobile website. The search form is highlighted with an orange border. It includes fields for "Destination, hotel, landmark or address" (Sneem, Ireland) and "Rooms" (1 room, 2 adults). Below these are sections for "Check in" (29/10/2017, Sunday) and "Check out" (30/10/2017, Monday, 1 Night). At the bottom, there's a "Search" button and a section titled "Why use Hotels.com?" with a bullet point about "Pay now or later on most rooms".

DISPLAY A CLEAR CTA ABOVE THE FOLD (travel booking)

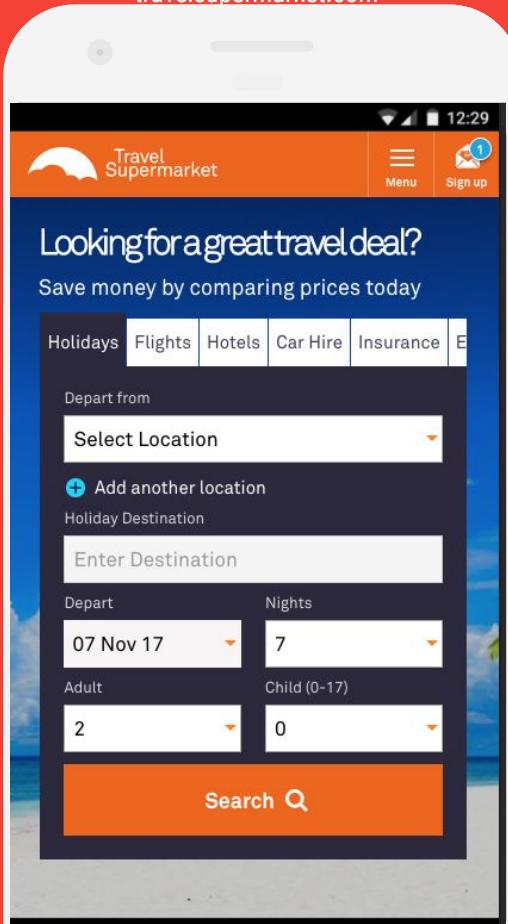
www.kayak.co.uk



m.travelrepublic.co.uk



travelsupermarket.com



DISPLAY A CLEAR CTA & TOP CATEGORIES ABOVE THE FOLD (comparison sites)

skyscanner.com

The Skyscanner mobile interface features a top navigation bar with icons for flight, hotel, car hire, and inspiration. Below it, a teal header bar includes radio buttons for 'Return', 'One way', and 'Multi-city'. The main search area has 'From' and 'To' fields, with 'London (Any)' selected in 'From'. There are checkboxes for 'Add nearby airports'. Date fields show 'Depart 24/10/2017' and 'Return 25/10/2017'. Under 'Cabin Class & Travellers', it says '1 adult, Economy'. A checkbox for 'Direct flights only' is present. A large green button at the bottom contains the text 'Search flights →'. Below the main form, there's a section for 'Popular destinations'.

momondo.com

The momondo mobile interface has a dark purple header with the 'momondo' logo and tabs for 'Flights', 'Hotels', 'Car hire', and 'Inspiration'. Below the header, a large white button with a pink border and text reads 'Find and compare cheap flights'. The search form includes a 'From' field with 'Waterford (WAT)', a 'To' field with 'Fly to city, country or region', date fields for '12 Nov' and '17 Nov', and a passenger selection field for '1 passenger, Economy Class'. A 'Return' dropdown and a 'Direct preferred' checkbox are also present. A large pink circular 'Search' button is centered at the bottom. Below the search area, a tagline says 'Open your world'.

travelsupermarket.com

The Travel Supermarket mobile interface has an orange header with the 'Travel Supermarket' logo and a 'Menu' icon. Below the header, a large white button with an orange border and text reads 'Looking for a great travel deal? Save money by comparing prices today'. The search form includes a 'Depart from' dropdown labeled 'Select Location', a 'Holiday Destination' dropdown, and a 'Enter Destination' field. Date fields show 'Depart 07 Nov 17' and 'Nights 7'. Passenger selection fields show 'Adult 2' and 'Child (0-17) 0'. A large orange rectangular 'Search' button with a magnifying glass icon is at the bottom. The background shows a scenic beach image.

DISPLAY A CLEAR CTA ABOVE THE FOLD (car hire)

<http://www.rentalcars.com>

Rentalcars.com

Let's find your ideal car

Pick-up Location
city, airport, station, region, district...

Drop car off at different location

Pick-up Date: Fri 10 Nov 2017 Drop-off Date: Mon 13 Nov 2017

10 00 10 00

Driver aged between 30 – 65? ⓘ

Purpose of rental (optional) ⓘ
 Business
 Leisure

Search

No credit card fees
 No amendment fees
 24/7 phone support

<https://www.travelcar.com/rent-a-car>

TRAVELCAR

RENT

Smart rental

Pickup rental
Los Angeles (LAX)

Pickup date and time
11/10/2017 10:00 AM

Drop-off date and time
11/17/2017 10:00 AM

→ CALCULATE PRICE

<https://www.arguscarhire.com>

arguscarhire.com

The lowest price or the difference back. Simple.

Pick-up
City, airport, address, station, postcode...
 Return to a different location

Pick-up date
Start date: 10:00

Return date
End date: 10:00

Driver aged between 25-70

Search

DISPLAY A CLEAR CTA ABOVE THE FOLD (ferries & comparison sites)

directferries.com

The mobile version of directferries.com features a prominent 'Search' button in orange at the top of the search form, making it easy for users to initiate their search without scrolling.

Direct Ferries
More Choice. Better Deals.

Route & Port finder

Return Trip One way

Enter a port, country or ferry company

Enter a port, country or ferry company

Search

Prices can rise for your Stockholm - Riga trip as departure time approaches
Tip: Don't wait until it's too late! Book now to secure the best price

Stockholm - Riga Ferry Operators

TALLINK SILJA LINE ↗ Get price ↗

Stockholm Riga Ferry reviews

"Ferry Stockholm To Riga"
Read More

tallinksilja.com

The mobile version of tallinksilja.com has a large, bold 'BOOK YOUR TRIP' button in white on a teal background, positioned directly above the search fields.

From STOCKHOLM To RIGA

BOOK YOUR TRIP

ONE WAY
STOCKHOLM - RIGA OR V.V.

TIMETABLES →

OVERNIGHT CRUISES

aferry.com

The mobile version of aferry.com includes a 'Search' button in grey at the bottom right of the search form, which is clearly visible above the fold.

Compare & book a huge choice of ferry routes!

Return One Way Different Return Details

Map e.g. port, region, country or compa...

23/11/2017 09:00

24/11/2017 10:00

2 0
18+ < 18

Standard Car

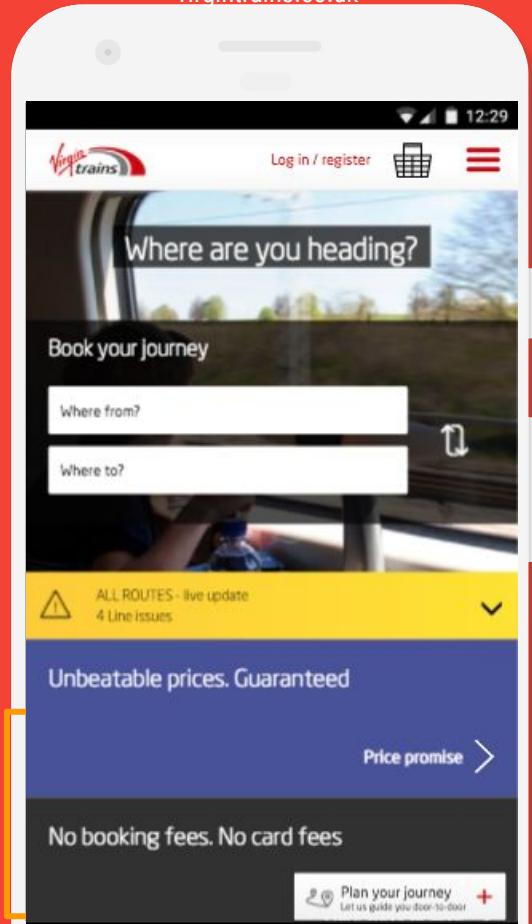
€ Search

Finding a cheap ferry has never been easier. With AFerry.ie, you have access to the largest selection of ferries in Europe and beyond.

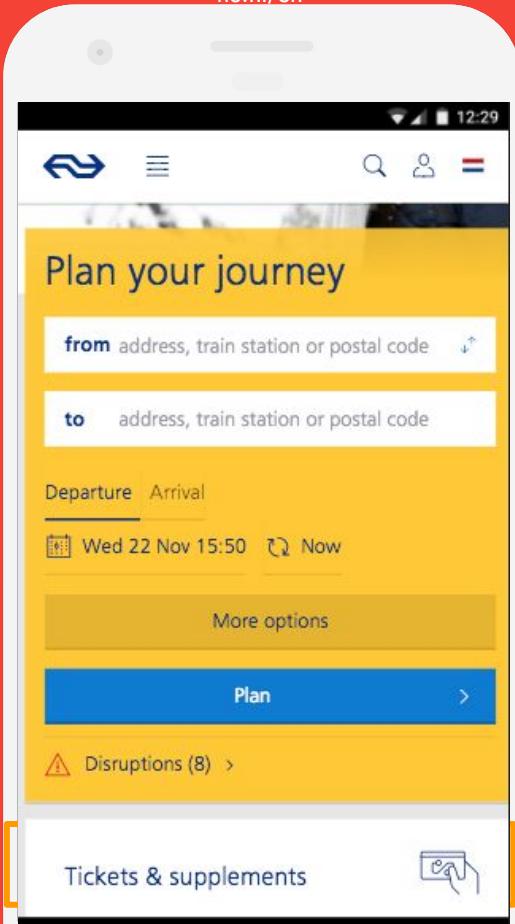
- Compare the prices of ferries to England, ferries to Ireland, ferries to Isle of Man, Cork, Liverpool, etc.

DISPLAY A CLEAR CTA ABOVE THE FOLD (trains)

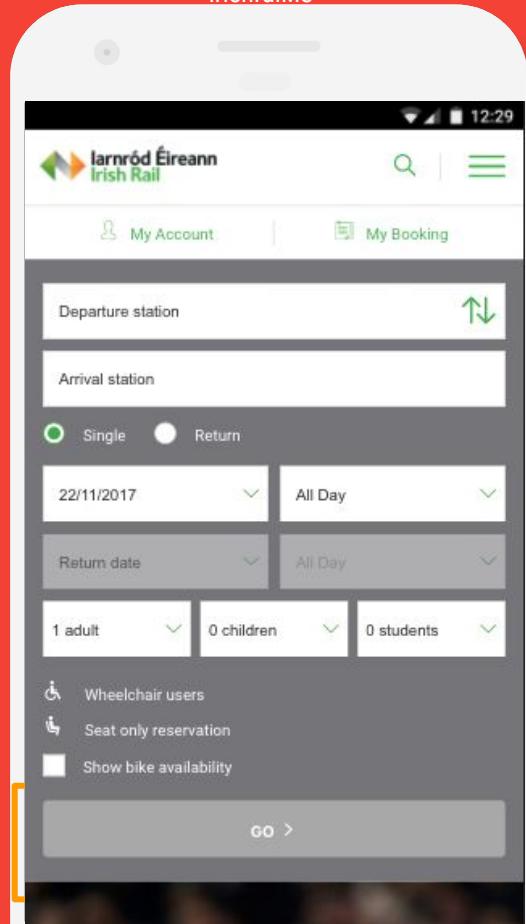
virgintrains.co.uk



ns.nl/en



irishrail.ie



DISPLAY A CLEAR CTA ABOVE THE FOLD (buses)

goeuro.com

The Goeuro mobile interface features a prominent yellow 'Search' button at the top of the main form area. The entire form (From, To, Date, Passengers) is visible above the fold.

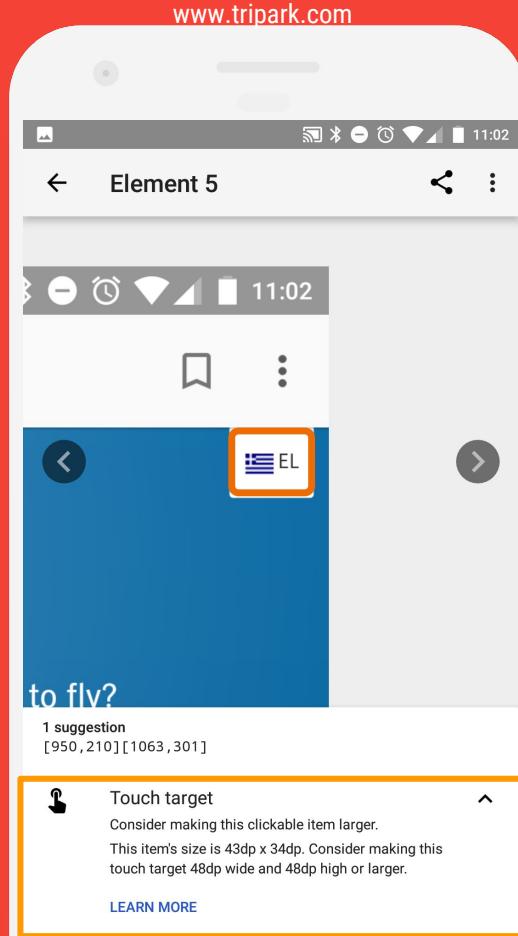
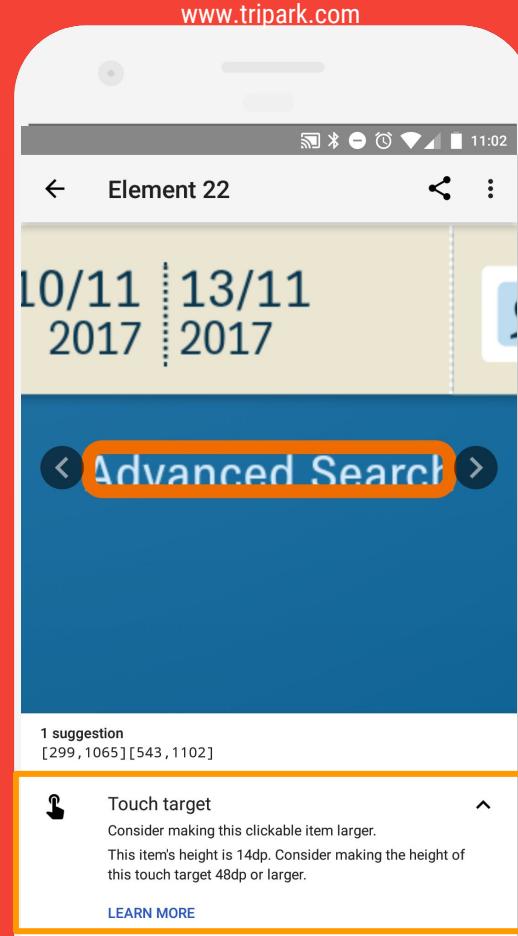
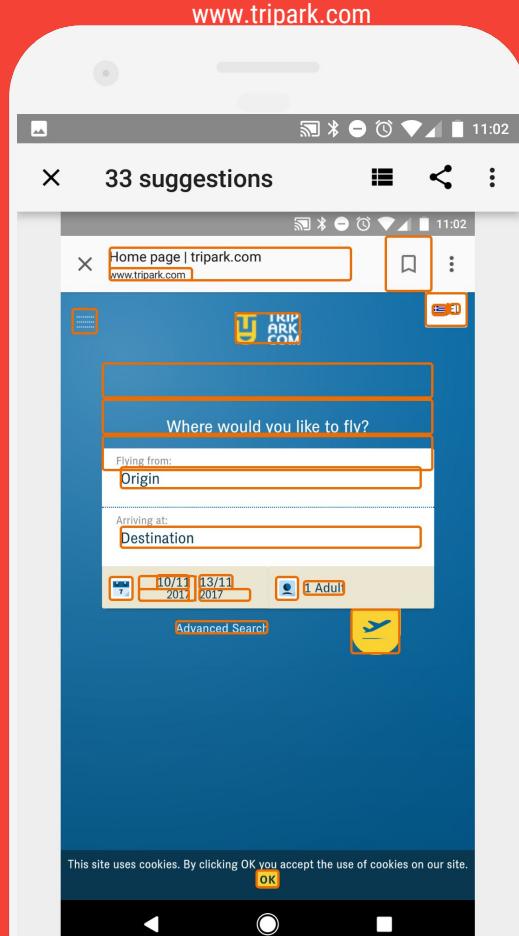
terravision.co.uk

The Terravision mobile interface has a large, central 'BOOK NOW' button positioned above the fold, below the search form. The rest of the page content is visible above the fold.

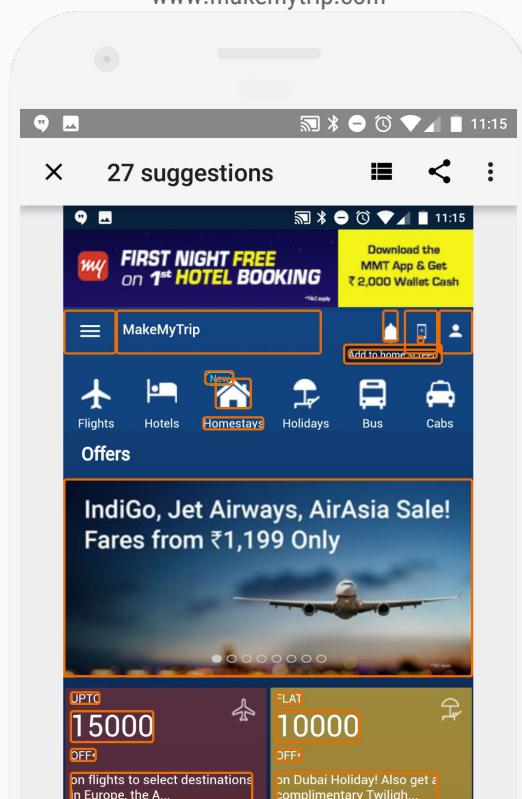
flixbus.com

The Flixbus mobile interface features a large yellow 'Search' button at the top of the main form area. The entire form (From, To, Date, Passengers) is visible above the fold.

USE LEGIBLE FONT SIZES + LARGE TOUCH TARGETS (evaluate with Accessibility Scanner)



Is my mSite/PWA/app accessible for my users?



Problems to solve: Are the touch target areas convenient to use?
Correct contrast for accessibility matters?

Tools to assess:

- For mSites/PWA/apps: Accessibility scanner app ([Android](#) + [iOS](#))
- For web apps: <https://webaim.org/resources/contrastchecker/>
- For designers using this Sketch App plug is in great: <https://github.com/getflourish/Sketch-Color-Contrast-Analyzer>
- General guidance from Google's accessibility UX team <https://sites.google.com/corp.google.com/a11y-ux-resources/home>

DISPLAY A CLEAR VALUE PROPOSITION ABOVE THE FOLD

hotels.com

The Hotels.com mobile interface features a prominent "Why use Hotels.com?" section at the top. It highlights two key benefits: "Pay now or later" and "Free cancellation", each accompanied by a green checkmark icon. This section is enclosed in an orange rectangular border, making it stand out from the main search form.

Hotels.com

Hotel search

Shoreditch, United Kingdom

Destination, hotel, landmark or address

Check in: 15/11/2017 Wednesday

Check out: 16/11/2017 Thursday
1 Night

Rooms: 1 room, 2 adults

Search

Why use Hotels.com?

- ✓ Pay now or later on most rooms
- ✓ Free cancellation on most rooms

rentalcars.com

The Rentalcars.com mobile interface includes a "Let's find your ideal car" section at the top. It features a large yellow background area with a "Search" button. Below this, there are fields for "Pick-up Location" and "Drop-off Location", along with date pickers for "Pick-up Date" and "Drop-off Date". A checkbox for "Driver aged between 30 – 65?" is also present. The entire "Search" section is highlighted with an orange rectangular border.

Rentalcars.com

Let's find your ideal car

Pick-up Location: city, airport, station, region, district...

Drop car off at different location

Pick-up Date: Fri 10 Nov 2017

Drop-off Date: Mon 13 Nov 2017

Driver aged between 30 – 65? ⓘ

Purpose of rental (optional) ⓘ

Business

Leisure

Search

No credit card fees

No amendment fees

24/7 phone support

getsetfly.com

The GetSetFly mobile interface features a "One Way" tab selected at the top. It includes fields for "Origin" and "Destination", along with "Depart" and "Return" buttons. A "Traveler" section shows "1 / Economy". The "Search" button is located below these fields. At the bottom, there is a row of three icons: a dollar sign inside a ribbon, a plane, and a trophy. Each icon is associated with a benefit: "Best Price Guarantee", "No Booking Fees", and "Triple Reward Points". These bottom sections are also enclosed in an orange rectangular border.

GetSetFly

One Way

Round Trip

Multi-City

Origin

Destination

Depart

Return

Traveler: 1 / Economy

Search

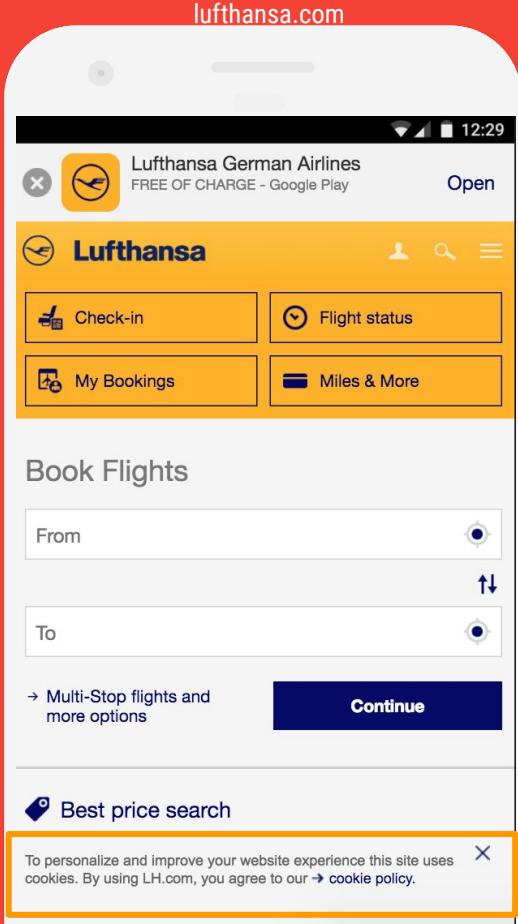
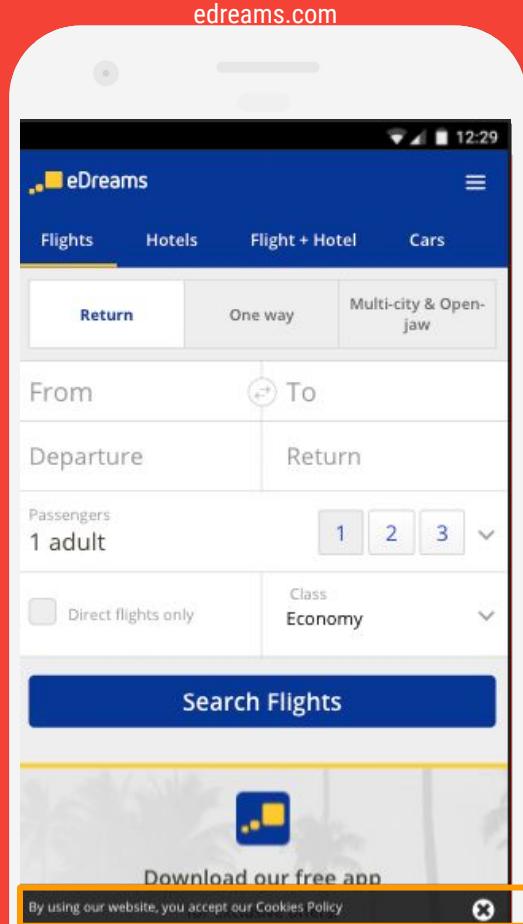
Advanced Options

Best Price Guarantee

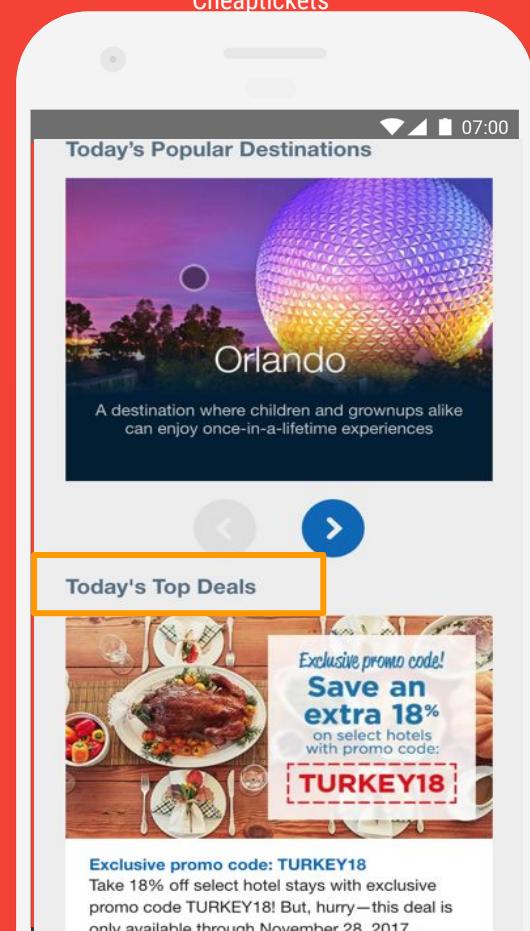
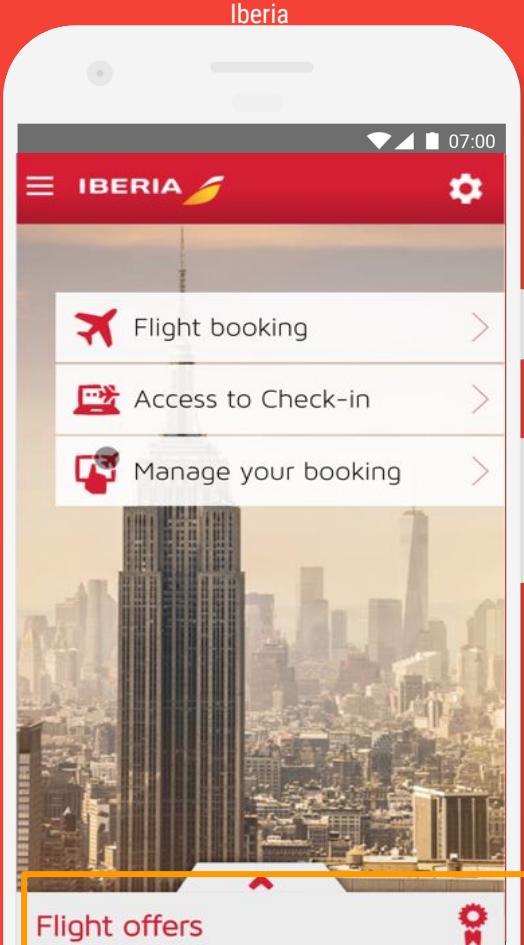
No Booking Fees

Triple Reward Points

ONE LINE COOKIE INFO, MOVE IT TO THE BOTTOM (easier to close with the thumb)



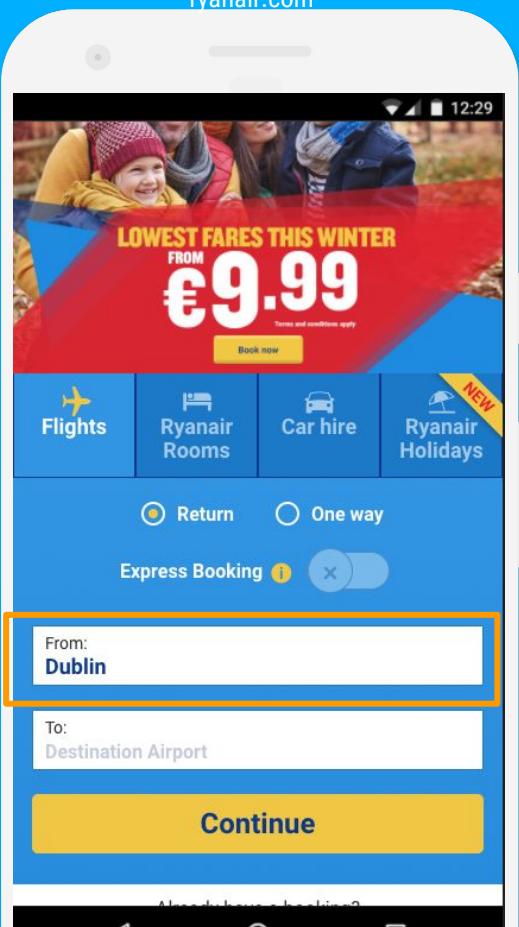
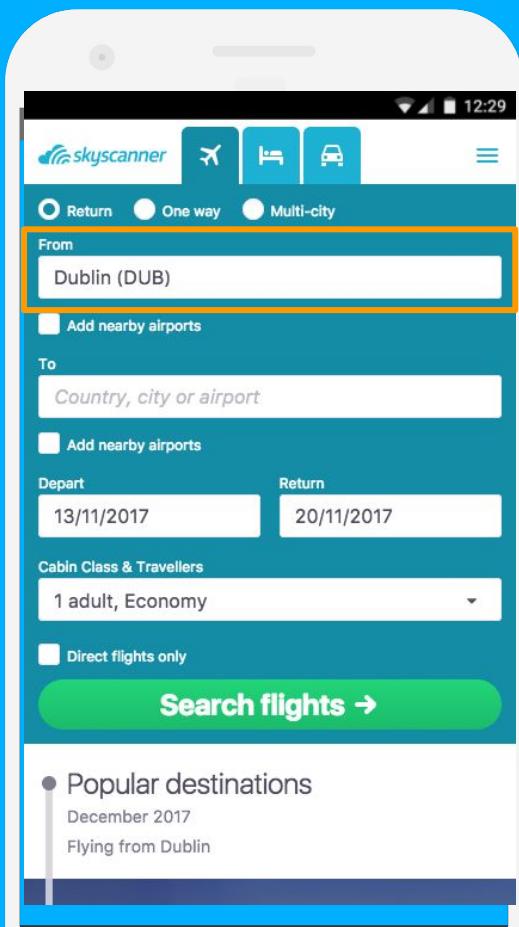
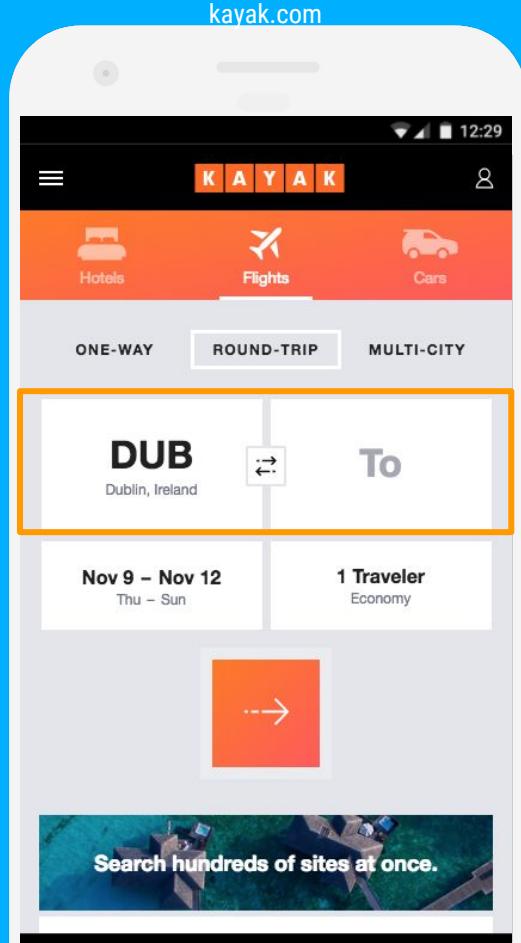
SHOW ASPIRATIONAL CONTENT + SHORTCUTS TO TOP OFFERS ABOVE THE FOLD



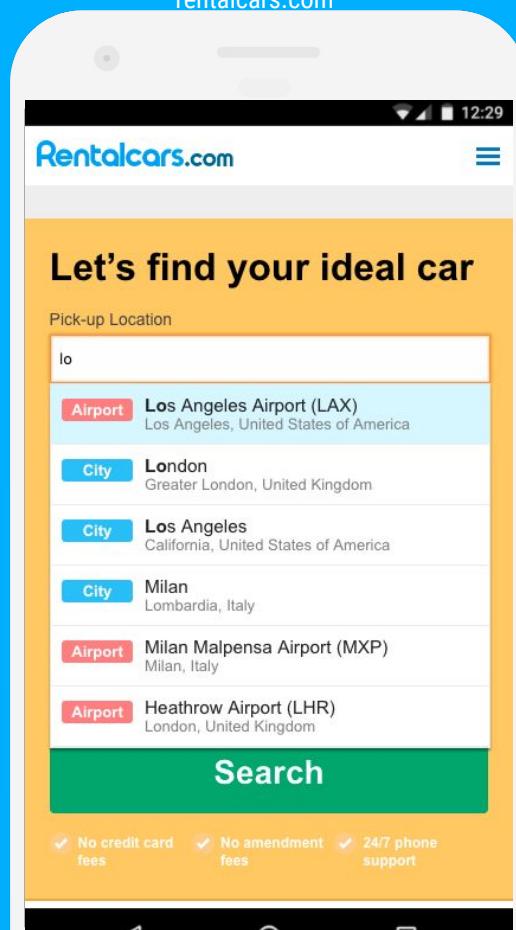
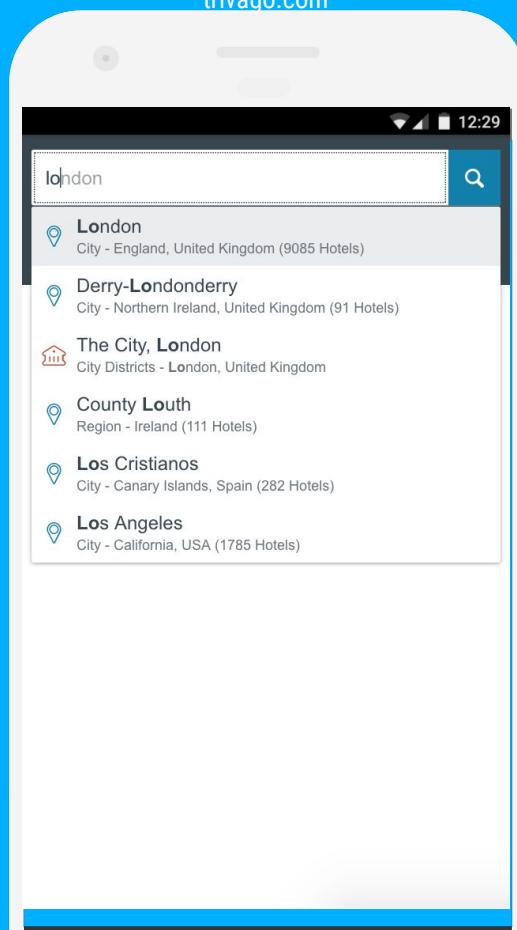
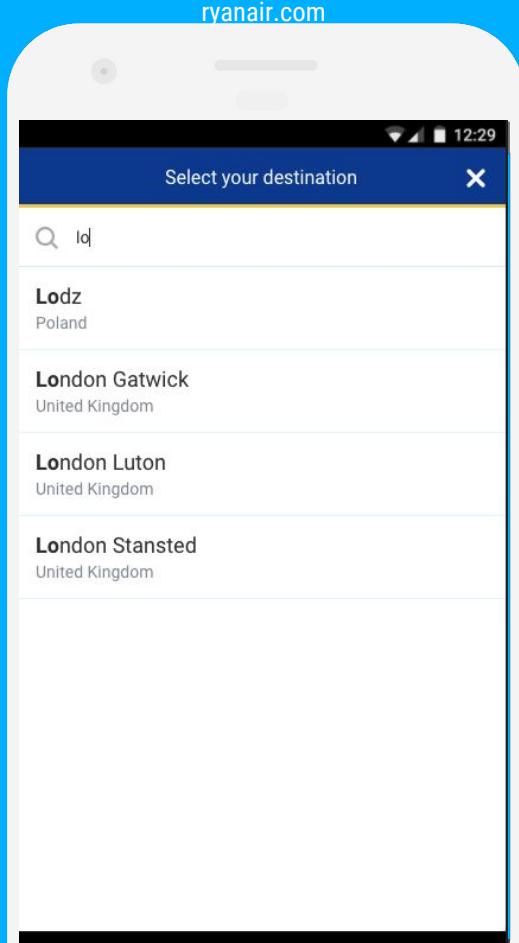
Creating frictionless experiences across the funnel (TRAVEL)

	1. HOME/LANDING PAGE	2. SEARCH	3. RESULTS PAGE	4. BOOKING	5. FORMS	6. POST-BOOKING
SECTION	Menu & Navigation	Ease of implementation	Impact	Key Metric		
KEY SUGGESTION	Detect and pre-fill current location	Medium	High	CTR, Bounce Rate		
	Autosuggest	Medium	High	CTR, Bounce Rate, % rate errors		
	Display closest airport geographically not the biggest globally	Medium	High	CTR, Bounce Rate		
	Display previous searches	Medium	High	CTR, Bounce Rate, % rate errors		
	Encourage users to sign up/call/contact in the Menu card	Easy	High	CTR, CvR (for sign ups and calls)		
	Add a subsection with offers in the Menu card	Easy	High	CTR, Clicks on offers, CvR for offers		
	Calendar view, avoid drop downs, for flights show price upfront.	Easy	High	% rate errors, CTR		
	Allow easy view for flexible date travellers	Easy	High	% rate errors, CTR		

DETECT & PRE-FILL CURRENT LOCATION (flights & flight aggregators)

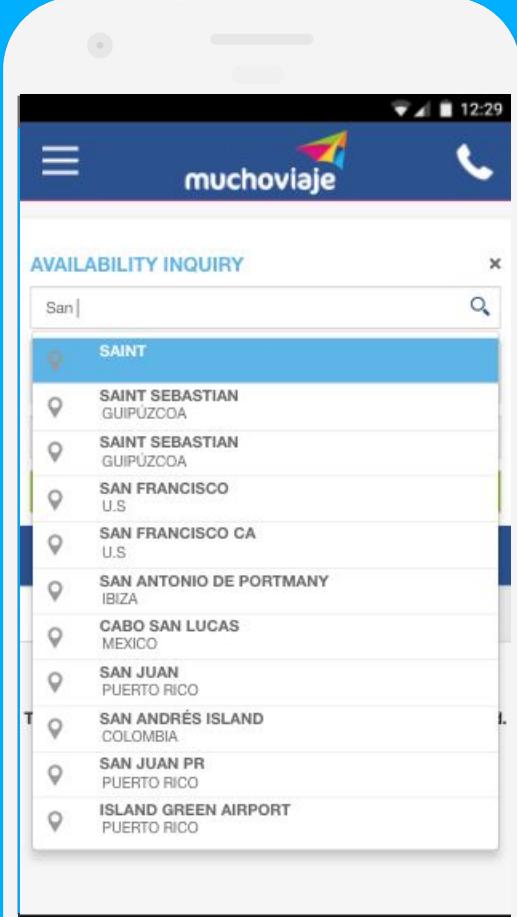


ALLOW TYPING FOR SEARCH, AUTO-SUGGEST AFTER 2 SYMBOLS TYPED

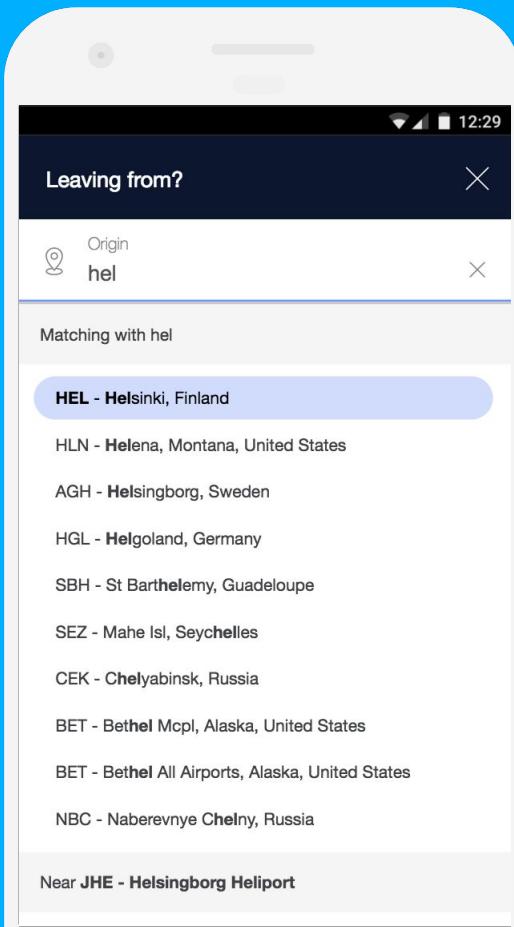


SHOW CLOSEST AIRPORT GEOGRAPHICALLY NOT THE BIGGEST GLOBALLY; GROUP AIRPORTS

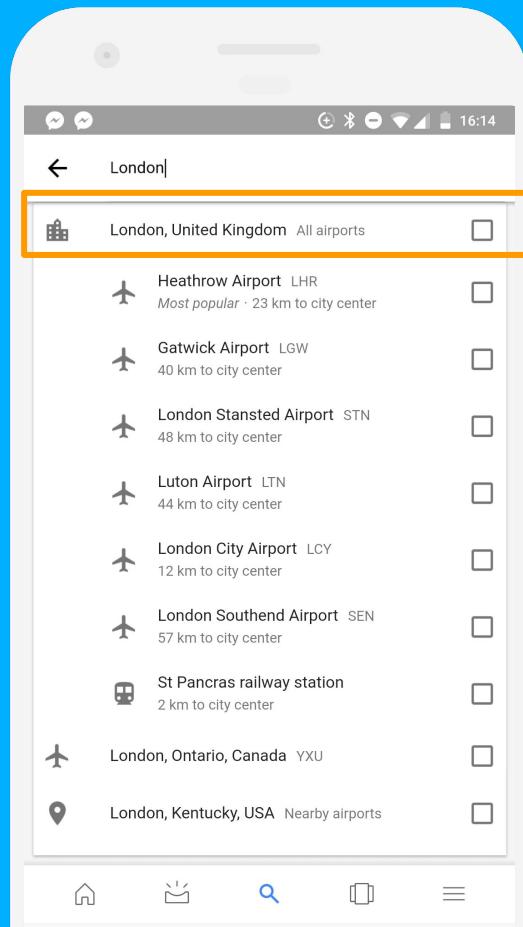
Muchoviaje.com for Spanish users



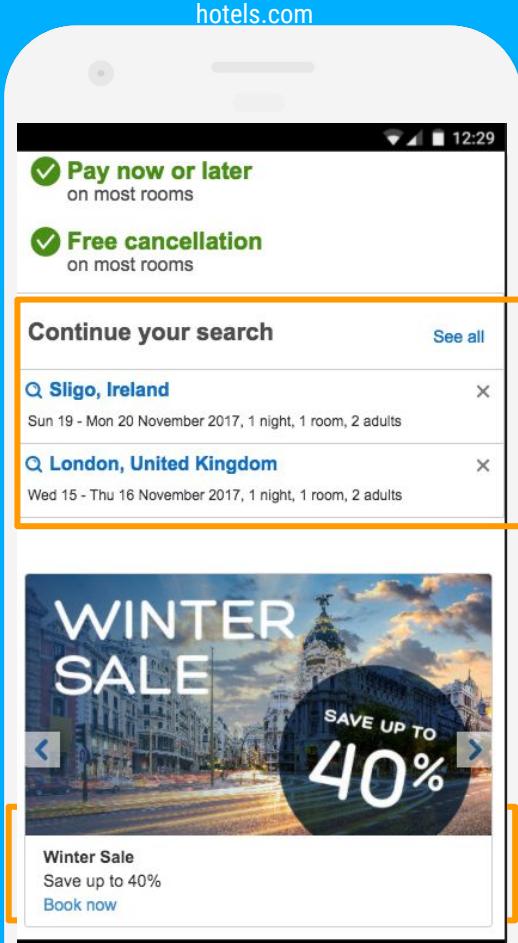
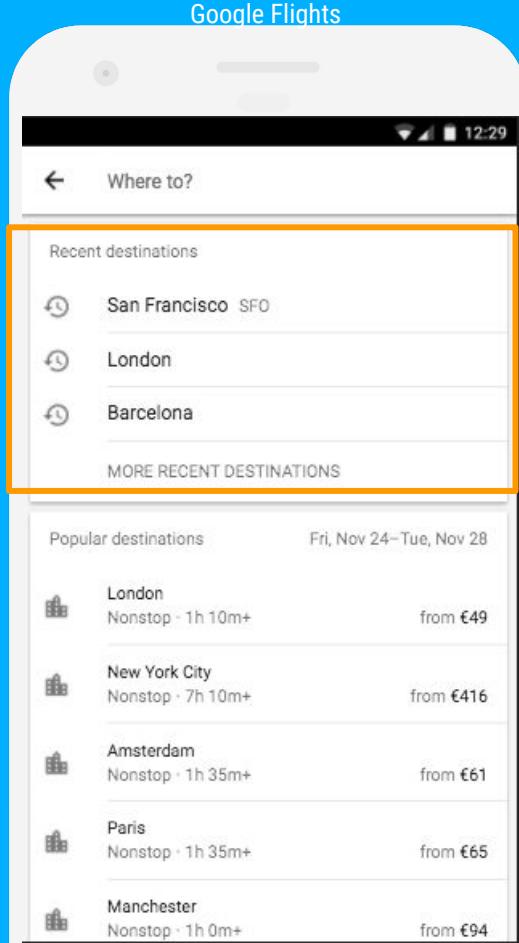
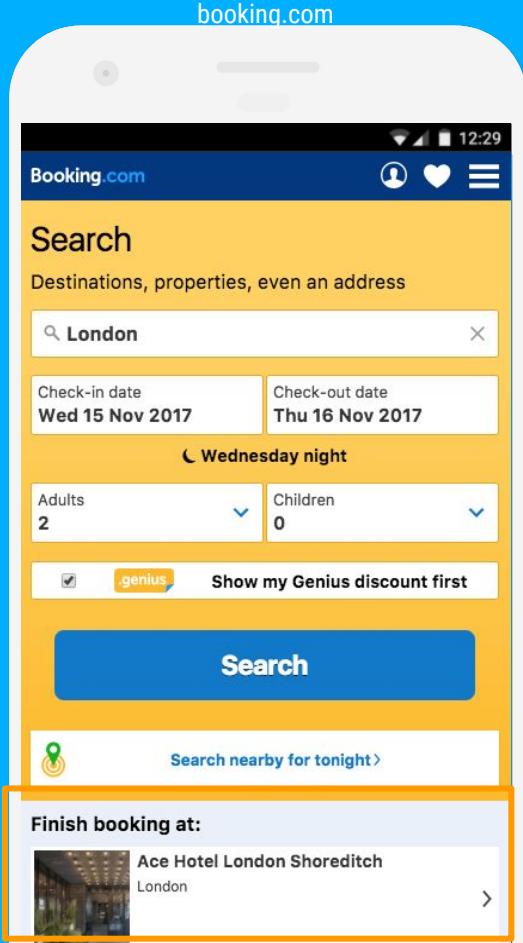
getsetfly.com for Europe



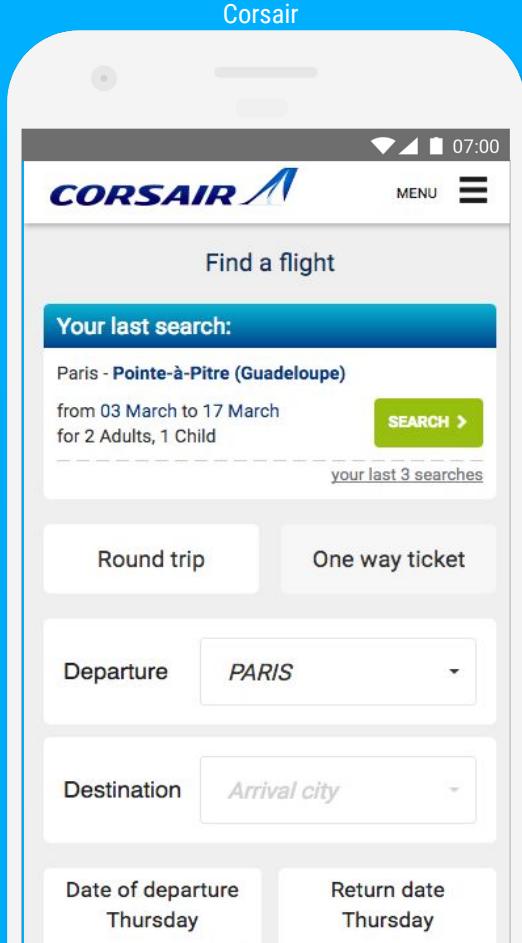
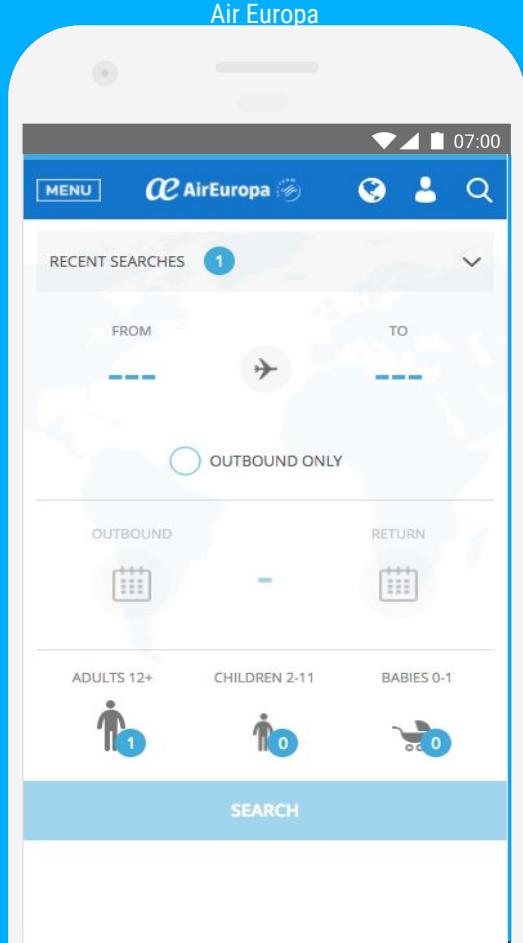
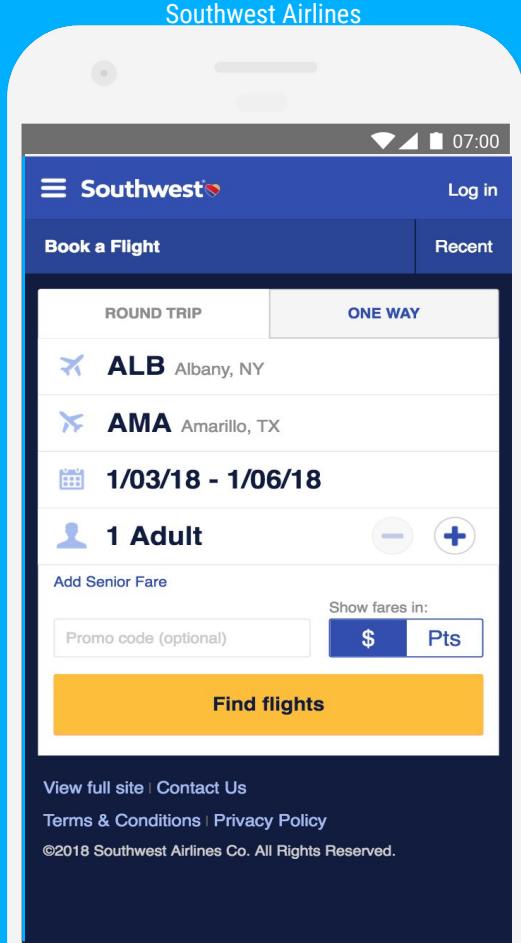
Google Flights



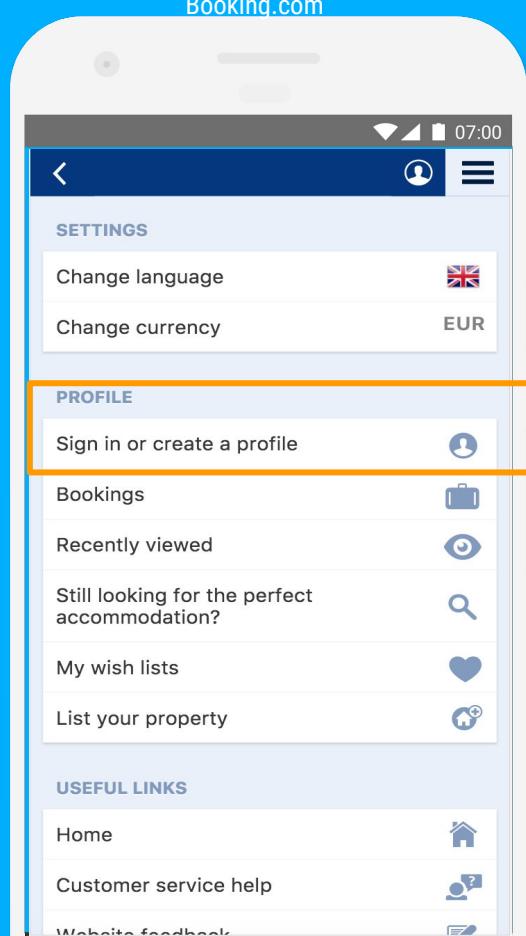
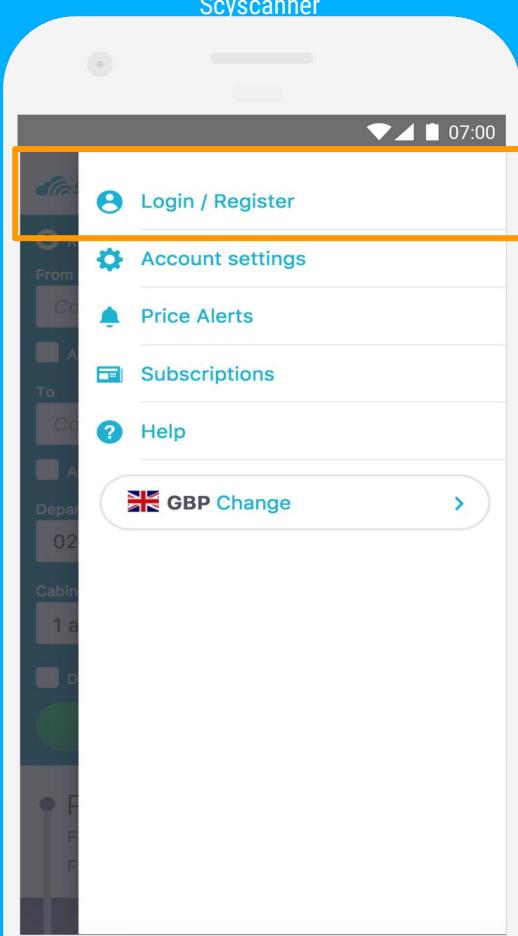
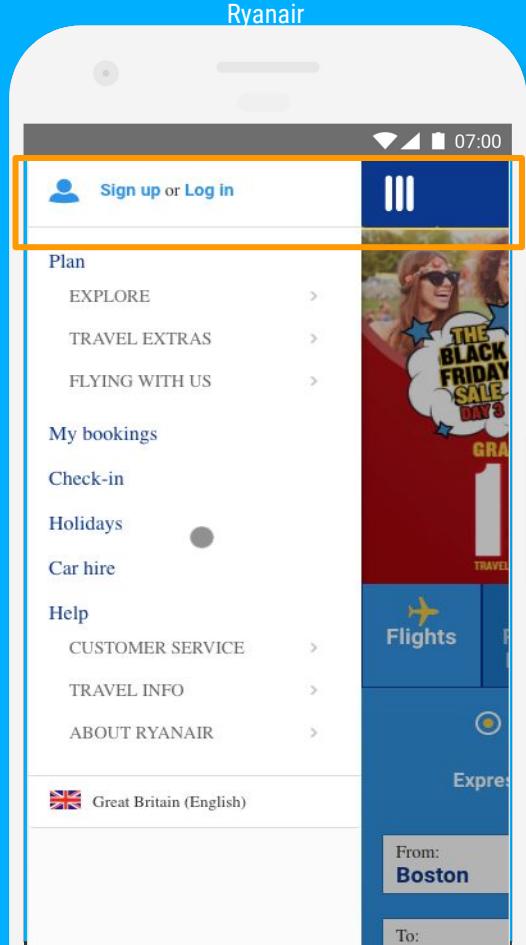
SURFACE & SHOW PREVIOUS SEARCHES (hotels & flights)



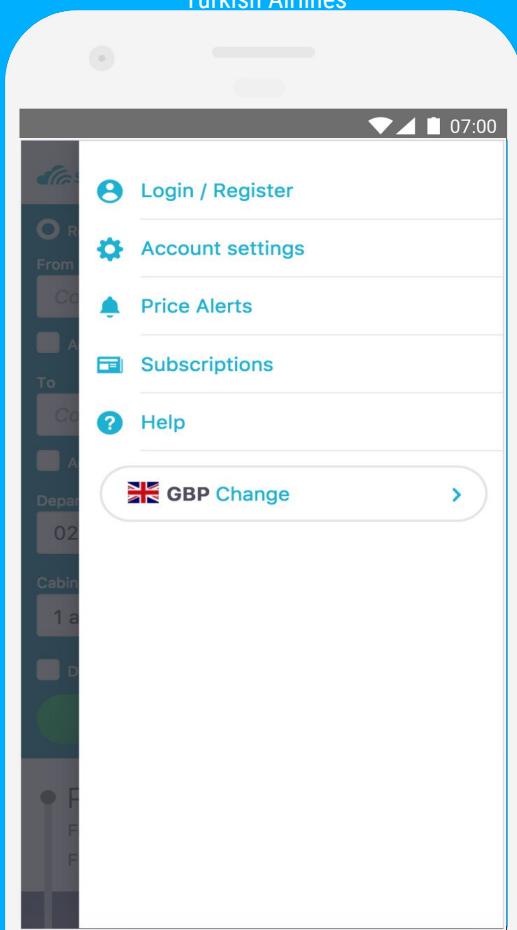
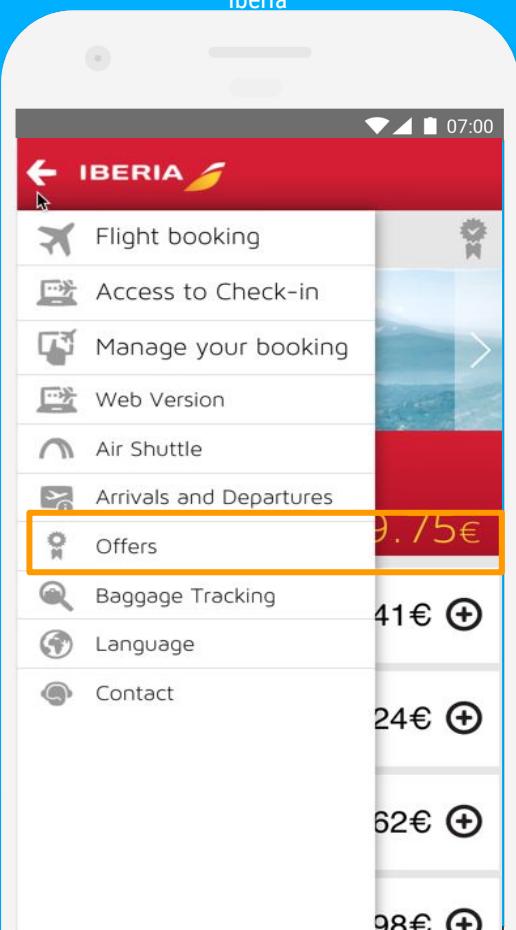
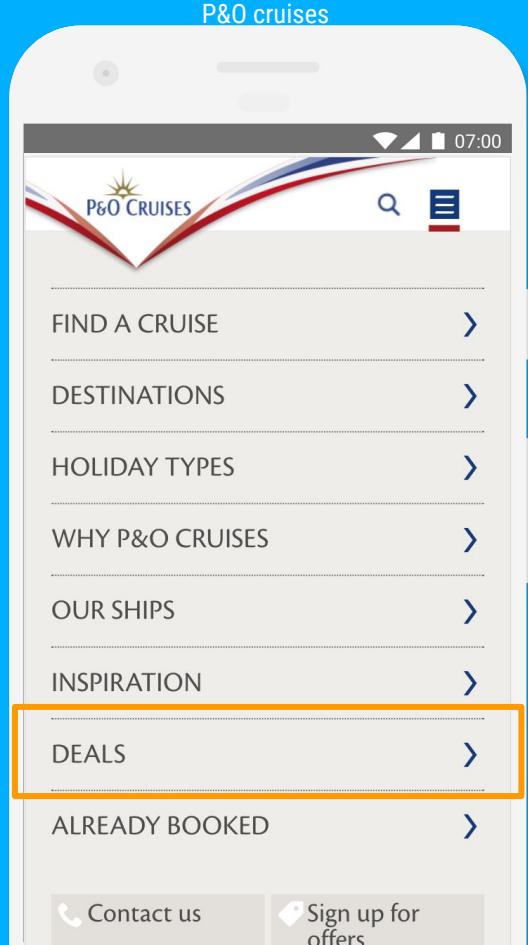
DISPLAY RECENT SEARCHES (FLIGHTS)



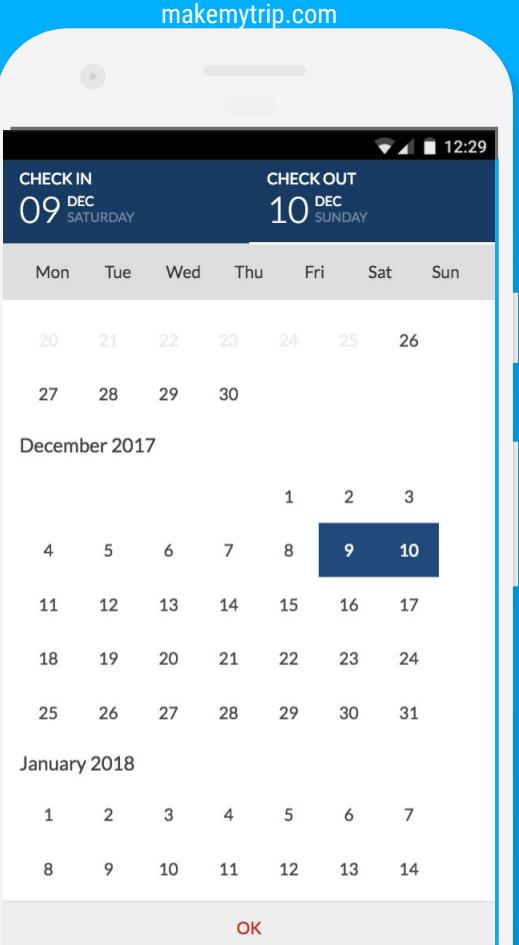
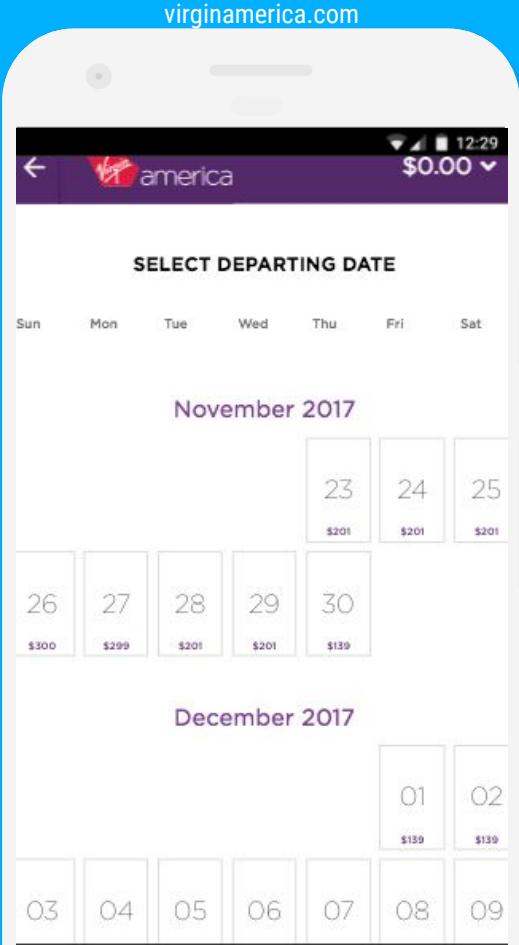
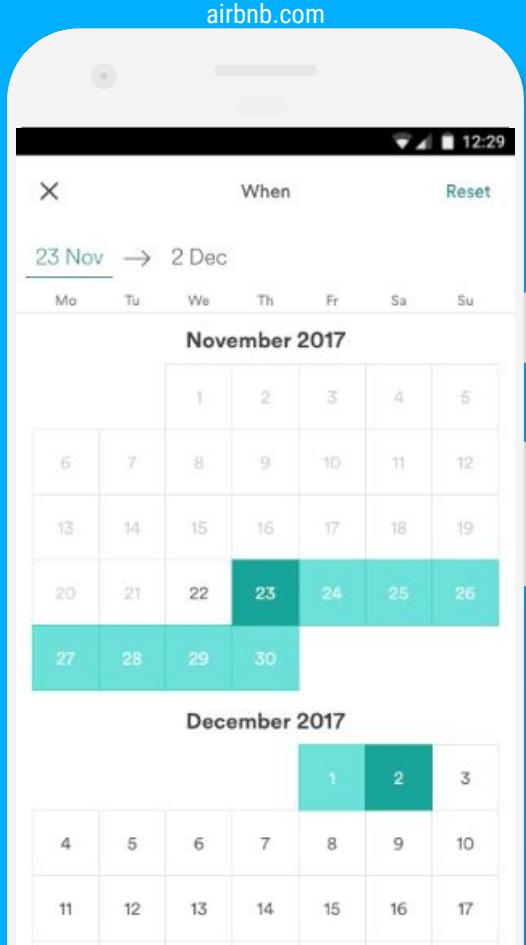
Encourage users to sign up/call/contact in the Menu Card



Have a subsection with offers in the Menu card



CALENDAR VIEW, AVOID DROP DOWNS; FOR FLIGHTS SHOW PRICE UPFRONT



ALLOW EASY VIEW FOR FLEXIBLE DATE TRAVELLERS

m.alaskaair.com

Alaska

Search

Choose your departing flight

Seattle, WA (SEA) to San Francisco, CA (SFO)

Filter your departing flight results

Thu, Dec 7 \$59

Fri, Dec 8 **\$84**

Sat, Dec 9 \$59

Alaska

Flight 398

SEA → SFO

6:05 am 8:16 am

Duration: 2h 11m

Lowest \$109

Refundable \$399

Virgin America

Flight 1502

SEA → SFO

6:50 am 9:00 am

Duration: 2h 10m

Lowest \$99

Refundable \$399

booking.com

Booking.com

Sign in

Sneem

Dec 21 - Dec 23 (2 nights) 2 adults

Map Sort Filter (35 results)

Parknasilla Resort & Spa

Unavailable

You're too late! No rooms left at this property on our site.

Latest Booking: 5 hours ago

Show next available dates

View property anyway

Sneem Hotel

★★★★★ 9.1 Wonderful

Sneem • 0.5 km from downtown/center of Sneem

FREE cancellation

Price for 2 nights: € 210

Breakfast included

Sneem Holiday Village

★★★★★ 8.7 Excellent

Google Flights

One way

Depart

S	M	T	W	T	F	S
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

December

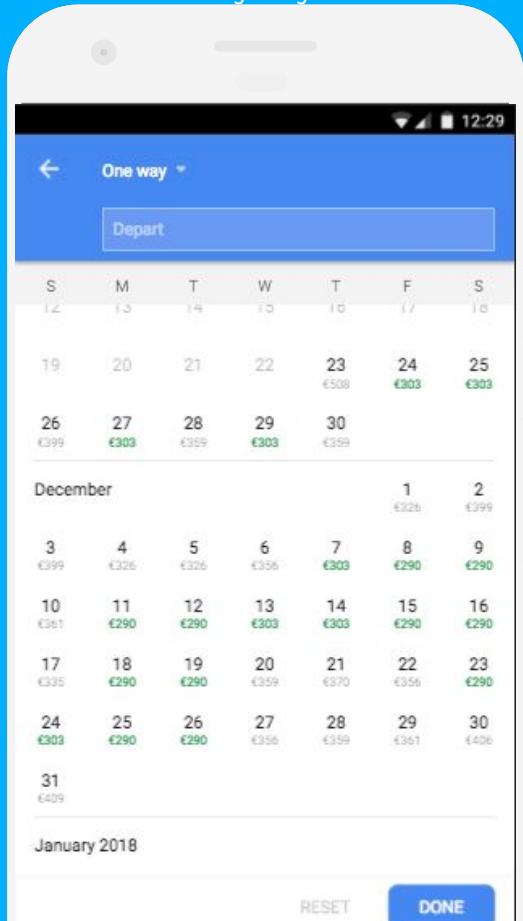
January 2018

RESET

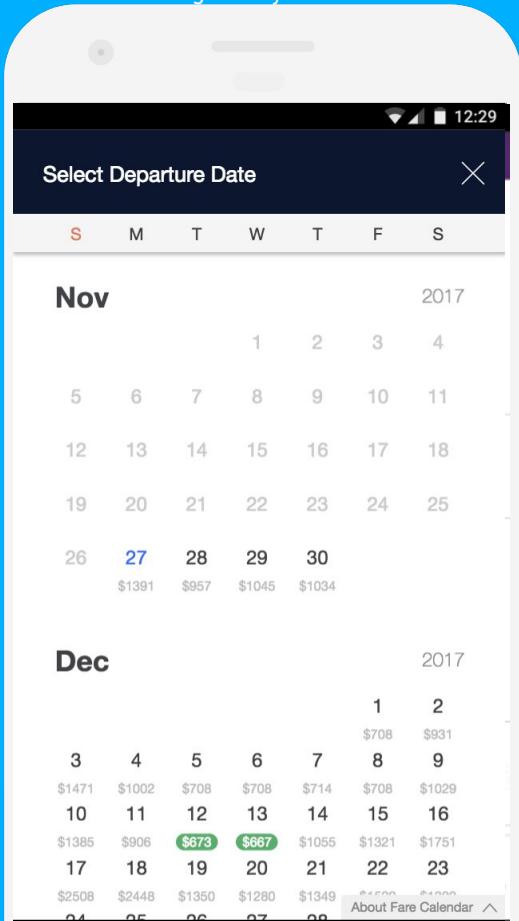
DONE

SHOW PRICE UPFRONT, IN THE CALENDAR VIEW

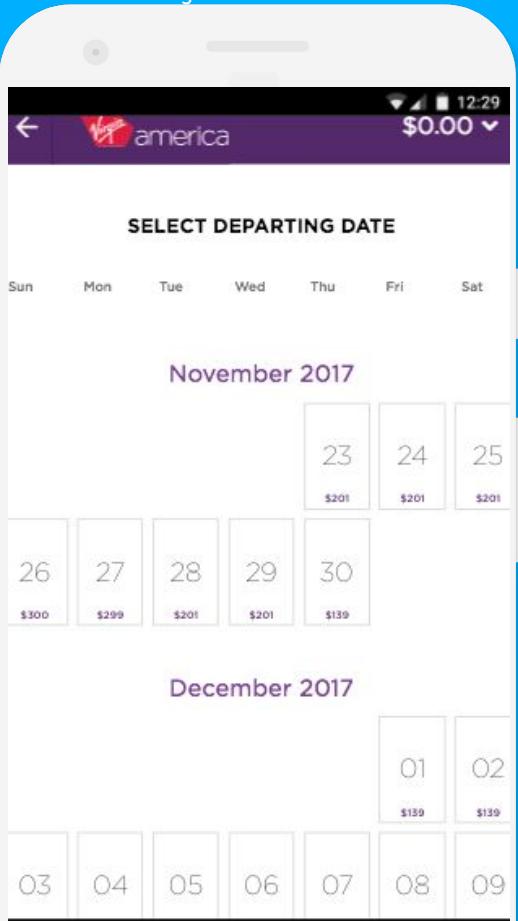
Google Flights



getsetfly.com



virginamerica.com



Results page: Comparison & Filtering

Creating frictionless experiences across the funnel (TRAVEL)

1. HOME/LANDING PAGE	2. SEARCH	3. RESULTS PAGE	4. BOOKING	5. FORMS	6. POST-BOOKING
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SECTION	KEY SUGGESTION	Ease of implementation	Impact	Key Metric
Results page	Use real estate efficiently: use visual icons, show concise info, make it easy to compare between offers	Medium	High	CTR, Bounce Rate, % try to book conversion
	Allow sorting & filtering	Medium	High	CTR, Bounce Rate, Time on page, % try to book conversion, %rate errors
	Show total number of results	Easy	Medium	CTR, Bounce Rate
	Use professional imagery	Medium	High	Time on page, CTR, % try to book conversion
	Use geo info meaningfully	Medium	High	CTR, Bounce Rate
	Use drop-downs as a last resort	Easy	Medium	CTR, Bounce Rate, %rate errors
	Allow users to save or share different offers	Medium	High	CTR, CvR, % book conversions

USE LIMITED REAL ESTATE EFFICIENTLY, ALLOW TO COMPARE EASILY BETWEEN RESULTS

rentalcars.com

Rentalcars.com

Dublin Airport (DUB)
Sat 11/11/17 10:00 AM - Sun 11/12/17 10:00 AM

Sort by Filter

Show all 177 cars

It's busy in Dublin Airport (DUB) on your dates, prices are likely to rise.

Opel Astra or Similar
This car is likely to sell out soon!

Compact | Top seller

5 Seats | 4 Doors
✓ Without Air Conditioning
✓ Manual
Full to Full
Mileage: Unlimited
FREE Amendments

23,17 € Book Now

Nissan Micra or Similar
Economy | Excellent value

4 Seats | 2 Doors
✓ Without Air

booking.com

7.9 Good Apartments Shoreditch, London Latest booking: 1 hour ago Only 1 left on our site! €144

Shoreditch One 8.5 Very good Apartments Islington, London • 0.3 km from Shoreditch Latest booking: 2 hours ago Only 1 left on our site! €223

Central Hoxton Shoreditch 8.0 Very good Apartments Hackney, London • 0.4 km from Shoreditch Latest booking: 2 hours ago Only 1 left on our site! €180 €118

M by Montcalm Shoreditch London Tech City 8.0 Superb Islington, London • 0.6 km from Shoreditch Latest booking: 5 minutes ago ✓ FREE cancellation ✓ NO PREPAYMENT NEEDED - pay at the property €298

airbnb.com

Anywhere · Experiences Dates Guests Filters

Enter dates to see full pricing

WINE TASTING - BARCELONA
GUIDED HIKE - SYDNEY

Wine & Cava at a family-run premi...
Blue Mountains Day Trip. Escape the...
€69 per person
★★★★★ 49

GUIDED HIKE - BARCELONA
WORKSHOP - PRAGUE

ExploreMontserrat
Monastery &...
Your own fragrance. Are Yo...
€62 per person
★★★★★ 24

USE VISUALS/ICONS FOR EASIER INFO PROCESSING

airbnb.com

Overview · Reviews · The Host · Location

Amenities

- Internet
- Family/kid friendly
- Wireless Internet
- Free parking on premises

+ More

Prices

Cleaning Fee €25

Always communicate through Airbnb
To protect your payment, never transfer money or communicate outside of the Airbnb website or app.
[Learn more](#)

Sleeping arrangements

€81 per night

★★★★★ 177

Book

booking.com

available on site. Some rooms feature a sitting ... 12:29

Internet
Free! WiFi is available in public areas and is free of charge.

Parking
Free! Free private parking is available on site (reservation is not needed).

Pets
Pets are not allowed.

Food & Drink
Restaurant
Room Service
Bar
Restaurant With Dining Menu

Front Desk Services
24-Hour Front Desk
FREE Newspapers
FREE Safe

Missing some information? **Yes** **No**

Activities & Entertainment

- Tennis Court
- Golf Course (within 2 miles)
- Massage
- ✓ Sauna
- Spa
- Hot Tub/Jacuzzi

booking.com

Standard Twin Room

Someone just booked this – reserve now while available!

Fits 2 people

Beds: 2 twin beds

✓ Room with a view

Excellent breakfast included in the price

Flexible

FREE cancellation before March 13, 2018
NO PREPAYMENT NEEDED – pay at the property

Price for 2 nights
€ 418

Jackpot! This is the cheapest price you've seen in Sneem for your dates!
2 nights (Mar 16 - Mar 18)

Book now, PAY AT THE PROPERTY
With FREE cancellation on most rooms

Double Room with Mountain View

Fits 2 people

Beds: 1 full bed

Bathtub

Excellent breakfast included in the price

Flexible

FREE cancellation before March 13, 2018
NO PREPAYMENT NEEDED – pay at the property

Price for 2 nights
€ 418

In high demand!

ALLOW EASY SORTING BETWEEN RESULTS

rentalcars.com

The screenshot shows the rentalcars.com mobile interface. At the top, there's a search bar with the URL "https://www.rentalcars.com/Search...". Below it, the "Sort by" section is highlighted with an orange border. It contains four items: "Recommended" (selected), "Price Low to High", "Price High to Low", and "Rating". Further down, there's a button "Show all 195 cars". At the bottom, there's a "EXCELLENT VALUE" section for a Fiat 500.

momondo.com

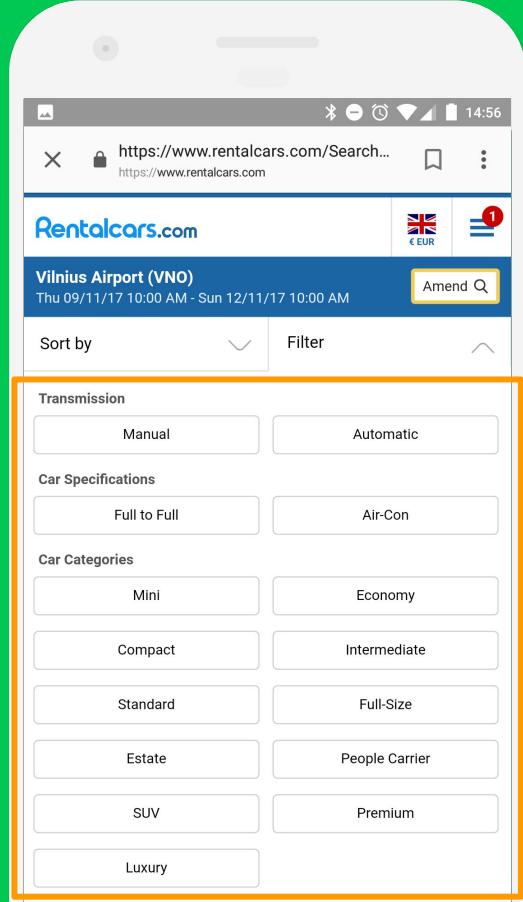
The screenshot shows the momondo.com mobile interface. At the top, it says "17 Dec DEL - RIX". Below this, there's a header with three buttons: "CHEAPEST" (highlighted in pink), "QUICKEST" (white text on a grey background), and "BEST" (white text on a dark purple background). An orange box surrounds these three buttons. Below the header, flight results are listed for Aeroflot Russian Airlines and Finnair, with their respective flight times and prices.

airbnb.com

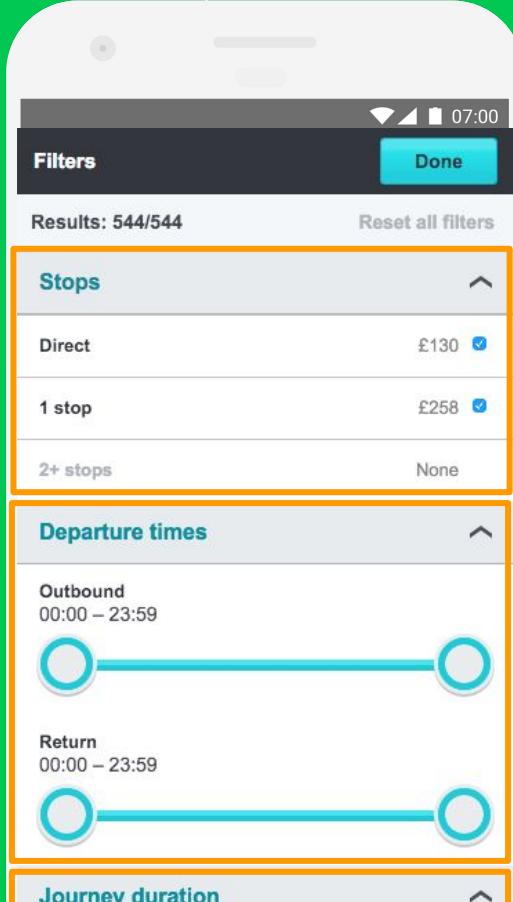
The screenshot shows the Airbnb mobile interface. At the top, there's a "Filters" button and a "Reset" button. Below that, there's a section titled "Travelling for work?" with a "Business Travel Ready" option. Further down, there are sections for "Room type" (with checkboxes for "Entire place", "Private room", and "Shared room") and "Price range". At the bottom, there's a large red button labeled "See homes".

ALLOW TO FILTER EASILY

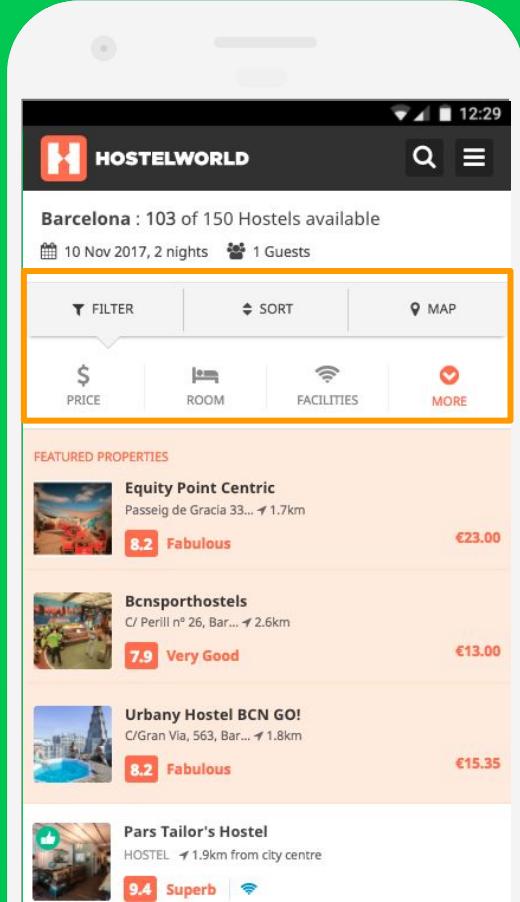
rentalcars.com



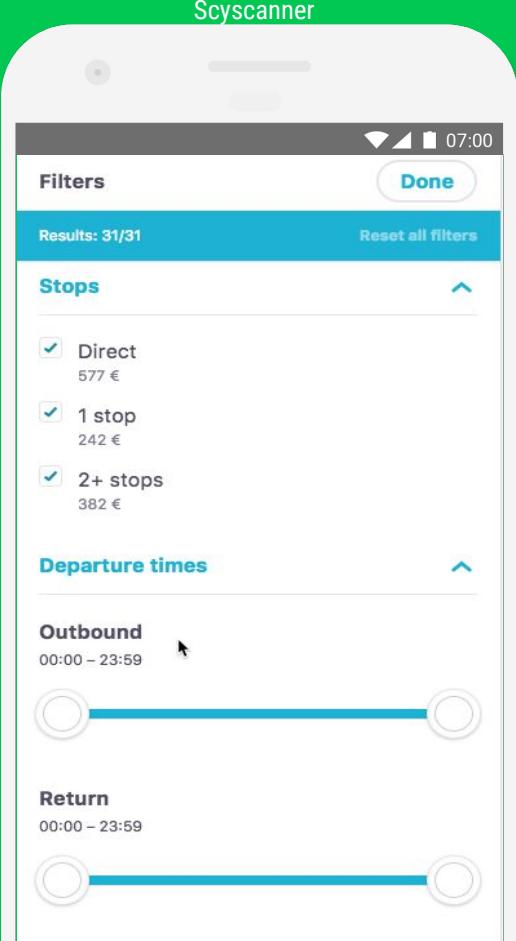
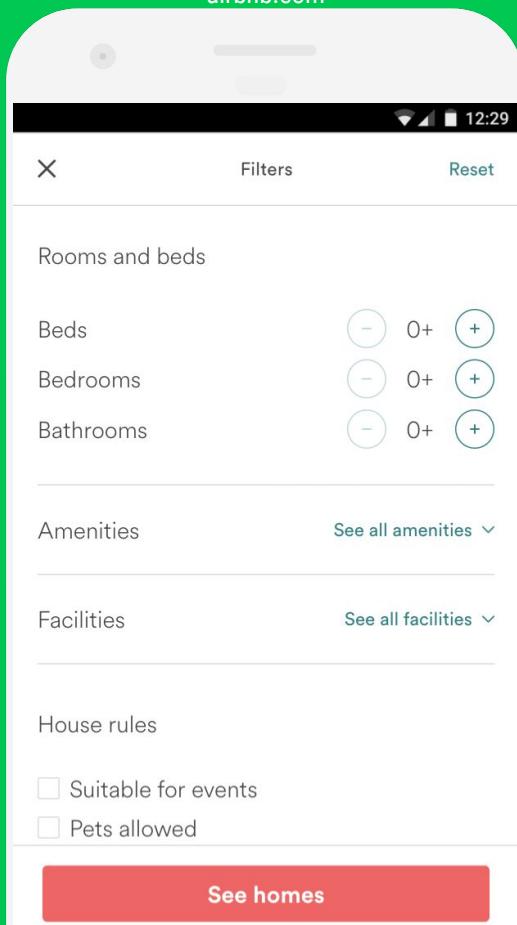
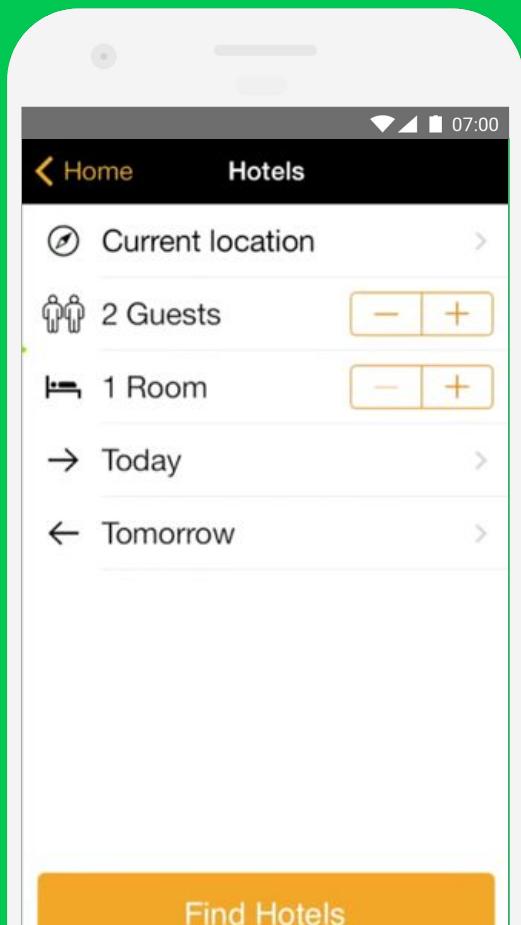
skyscanner.com



hostelworld.com



AVOID DROP DOWNS, MEASURE UX IN NUMBER OF TAPS TO COMPLETE ACTION



SHOW TOTAL NUMBER OF RESULTS

rentalcars.com

A screenshot of the rentalcars.com mobile website. At the top, there's a header with the URL and a search bar. Below it, the "Rentalcars.com" logo is displayed. The main content area shows a search result for "Vilnius Airport (VNO)" from "Thu 09/11/17 10:00 AM - Sun 12/11/17 10:00 AM". There are several sorting options: "Recommended" (highlighted in blue), "Price Low to High", "Price High to Low", and "Rating". A button labeled "Show all 195 cars" is highlighted with an orange box. At the bottom, there's a section for "EXCELLENT VALUE" featuring a Fiat 500.

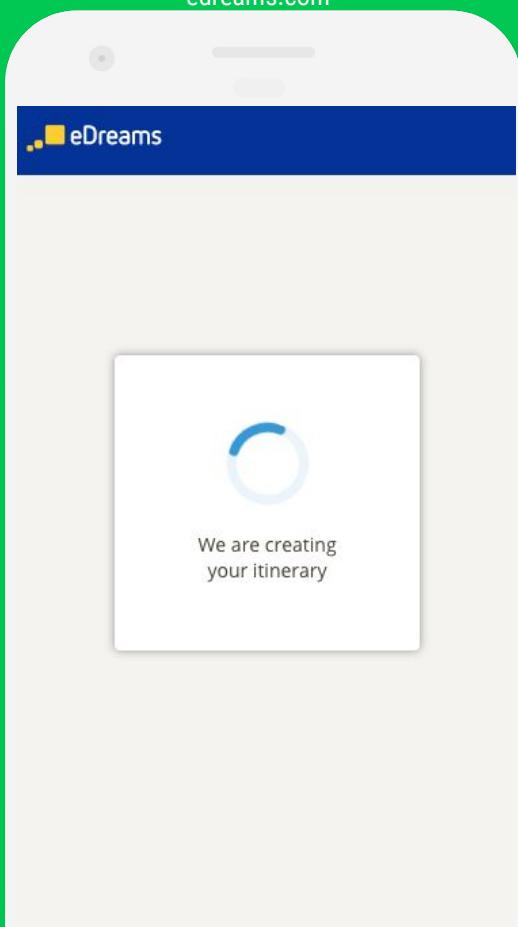
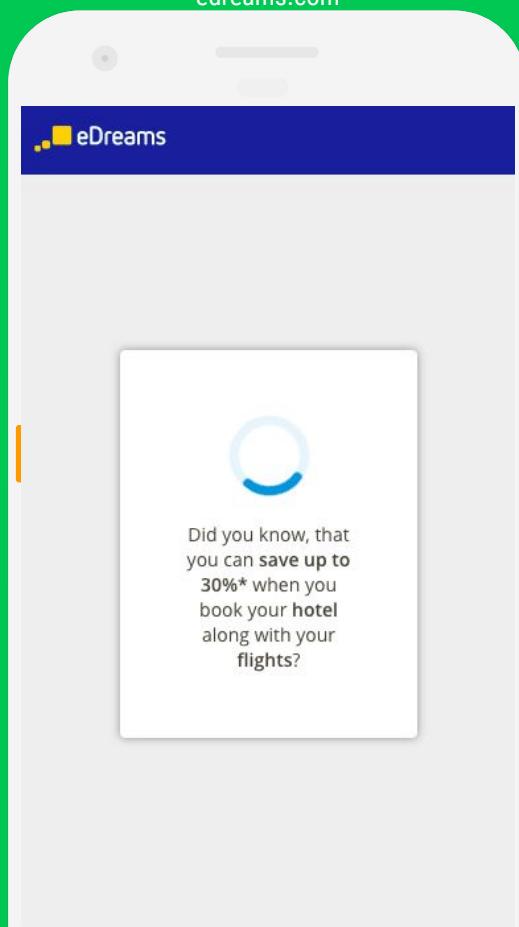
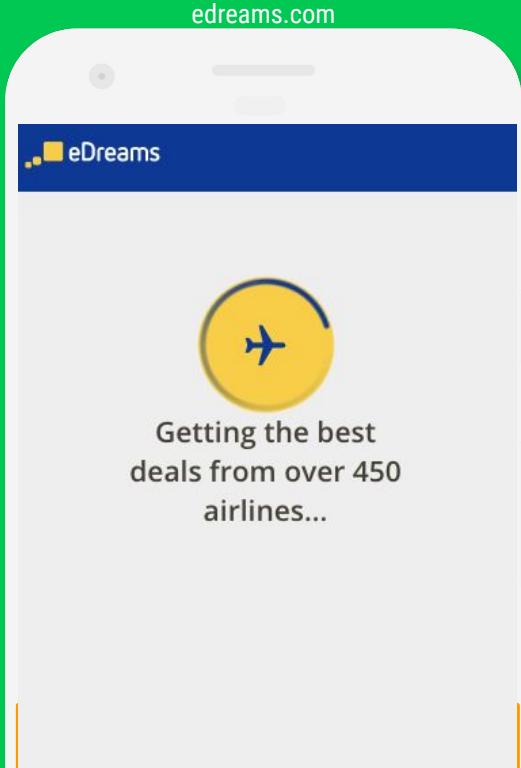
thomascook.com

A screenshot of the thomascook.com mobile website. The header features the Thomas Cook logo. The main content shows a search for "Barcelona City, Barcelona, Spain" from "11 Nov 2017, 7 Nights". It displays "180 holidays found" (highlighted with an orange box). Below this, there's a section for "FLEXIBLETRIPS" featuring "Viladomat" in SPAIN. The page includes a photo of a bathroom and some reviews.

momondo.com

A screenshot of the momondo.com mobile website. The header shows "12 Dec DEL - RIX". Below it, there are three categories: "CHEAPEST" (278 EUR), "QUICKEST" (2,075 EUR), and "BEST" (278 EUR). The main content lists flight options from Aeroflot Russian Airlines and Finnair, each with a departure time, arrival time, duration, and price. A "Filter results" button at the bottom is highlighted with an orange box.

IMPROVE PERCEPTION OF SPEED WHILE FETCHING RESULTS



IF EXACT LOCATION CHOSEN, SHOW EXACT DISTANCE TO IT; ALLOW MAP VIEW/SEARCH

booking.com

Booking.com

Victoria Train Station

Nov 15 - Nov 16 (1 night) 2 adults

Filter (923 results) Map Sort

Beautiful 2 Bed Apartment - Central London
Unavailable
You're too late! No rooms left at this property on our site.
Latest booking: 4 hours ago

Not interested in sold-out properties?
Show me only available properties

Apex London Wall Hotel
★★★★★ 9.1 Superb
London • 4.5 km from Victoria Train Station
Latest booking: 56 minutes ago
Only 1 left on our site!
€ 562

Mercure London Hyde Park
★★★★★ 8.6 Fabulous
London • 3.1 km from Victoria Train Station

hostelworld.com

HOSTELWORLD

Barcelona : 103 of 150 Hostels available

10 Nov 2017, 2 nights 1 Guests

Filter Sort Map

FEATURED PROPERTIES

Equity Point Centric
Passeig de Gracia 33... ↗ 1.7km
8.2 Fabulous €23.00

Bcnsporthostels
C/ Perill nº 26, Bar... ↗ 2.6km
7.9 Very Good €13.00

Urbany Hostel BCN GO!
C/Gran Via, 563, Bar... ↗ 1.8km
8.2 Fabulous €15.35

Pars Tailor's Hostel
HOSTEL ↗ 1.9km from city centre
9.4 Superb

hostelworld.com

Close X

Map

Sant Cugat del Vallès Valldoreix Parc Natural de la Serra Sant Adrià de Besòs L'Hospitalet de Llobregat Sant Boi de Llobregat

Google

Map data ©2017 Google, Inst. Geogr. Nacional | Terms of Use

We are showing you properties with a rating of 7 or higher. Click here to show all

ALLOW SCROLLING BETWEEN IMAGERY/OFFERS IN THE LISTING; LAZY LOAD IMAGES

airbnb.com

A screenshot of the Airbnb mobile application. At the top, there's a search bar with the placeholder "Anywhere · Homes". Below it are buttons for "Dates", "Guests", and "Filters". A "Superhost" badge with a rating of 4.5 stars and 221 reviews is visible. The main listing features a large image of a white yurt in a grassy field with mountains in the background. Below the image, the listing title is "ENTIRE YURT - 6 BEDS" and the price is "€70 per night". The listing has a 4.5-star rating from 237 reviews. There's also a smaller image of a modern house at the bottom.

makemytrip.com

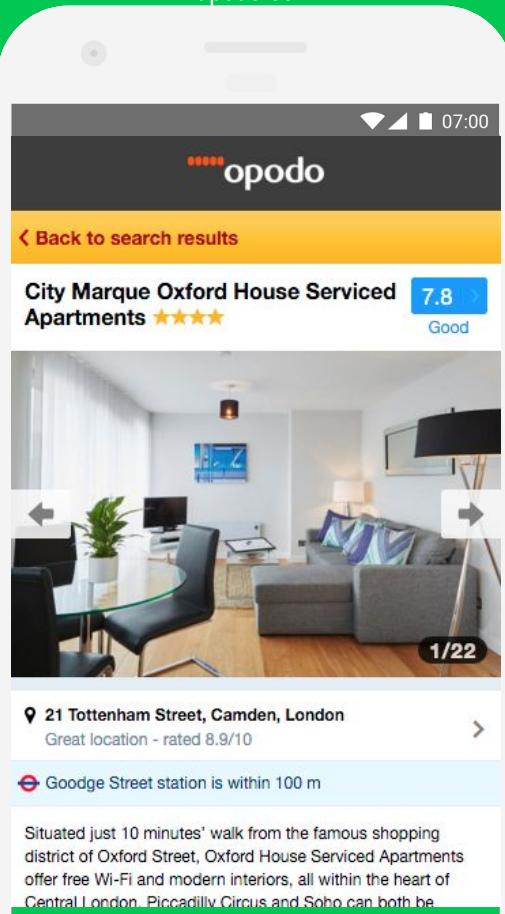
A screenshot of the MakeMyTrip mobile application. The top navigation bar shows the brand name "MakeMyTrip" and various service icons like Flights, Hotels, Homestays, Holidays, Bus, and Cabs. Below this is a section titled "Offers" with a prominent banner advertising "Get 30% Cashback* to card (max ₹ 2,000) on International Hotels" exclusively on HDFC Bank Credit Cards. Other offers include "UPTO 15000 OFF" on flights to Europe, America, Asia, and Australia, and "FLAT 25% INSTANT DISCOUNT on Domestic Hotels. Valid on" and "FLAT 30% INSTANT DISCOUNT on Domestic Hotels. Limited".

hotels.com

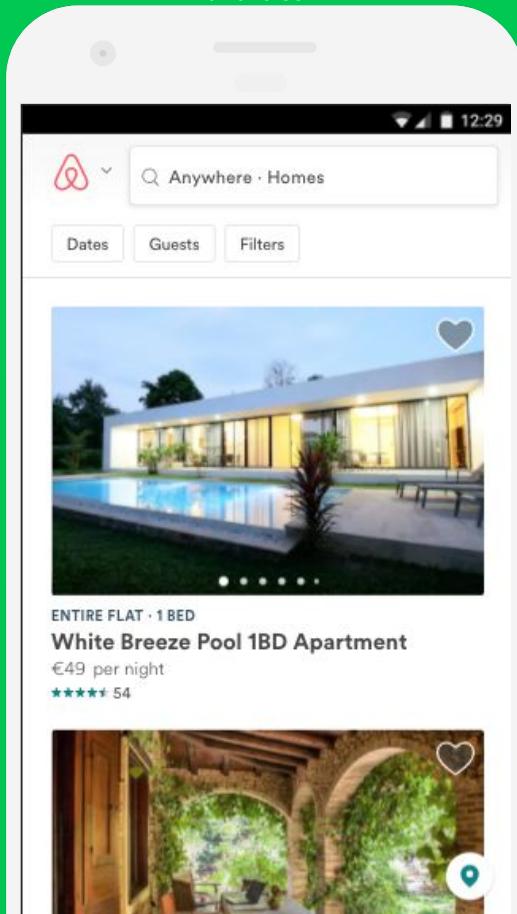
A screenshot of the Hotels.com mobile application. The top header shows the brand name "Hotels.com". Below it, a listing for "Ace Hotel London Shoreditch 5-star" is shown, located at "100 Shoreditch High Street, London, England, E1 6JQ, United Kingdom". The listing includes a "Free WiFi" badge. A large image of the hotel's interior, specifically the reception area, is displayed. At the bottom, there's a red "Special deal" banner with the text "Save 23%" and a price comparison of "€224" vs "€173" for "1 night including taxes & fees". A "Book Now" button is at the very bottom.

USE PROFESSIONAL IMAGERY; ALLOW TO SWIPE BETWEEN IMAGES, LAZY LOAD THEM

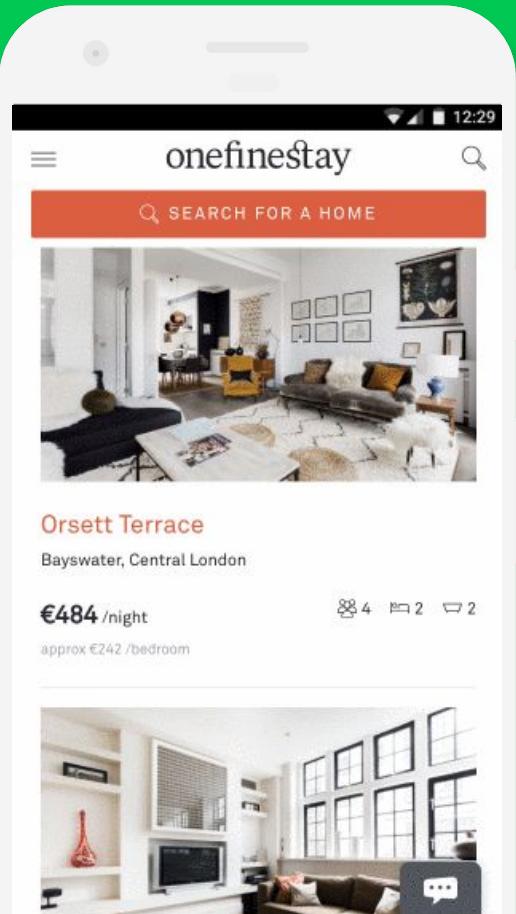
apodo.com



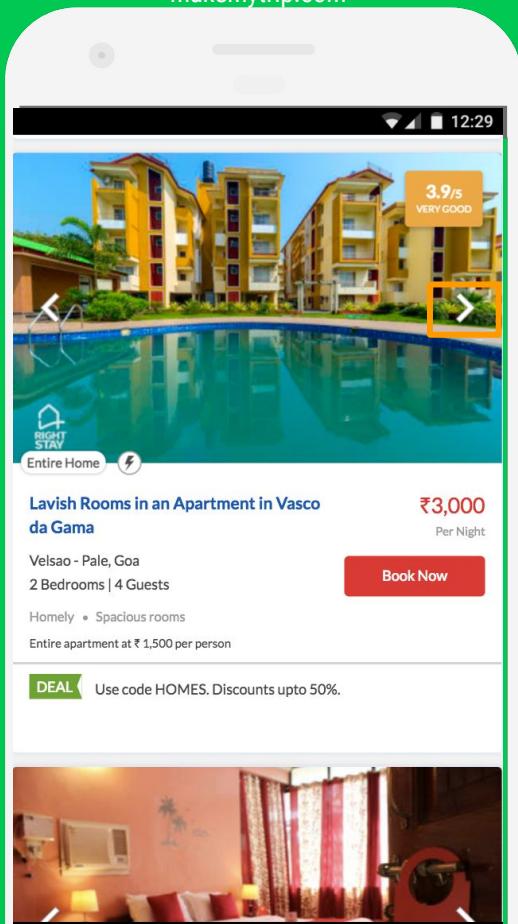
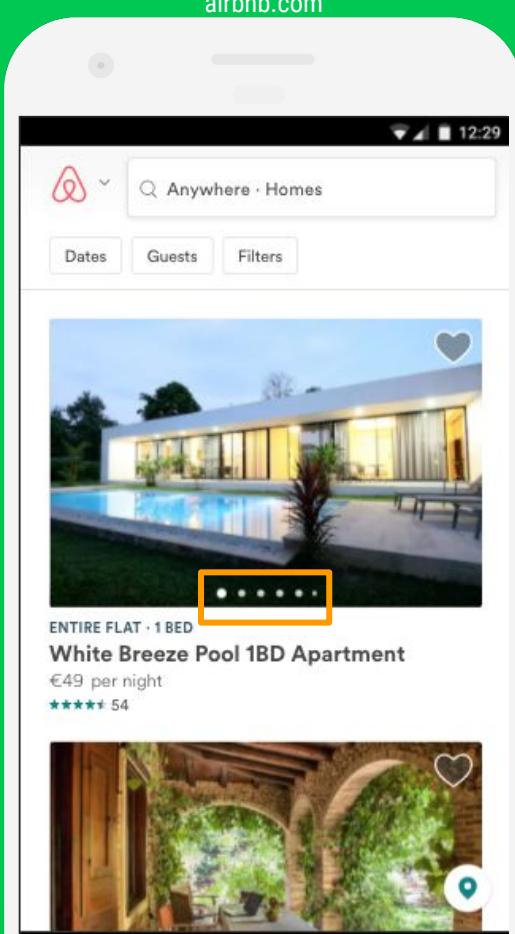
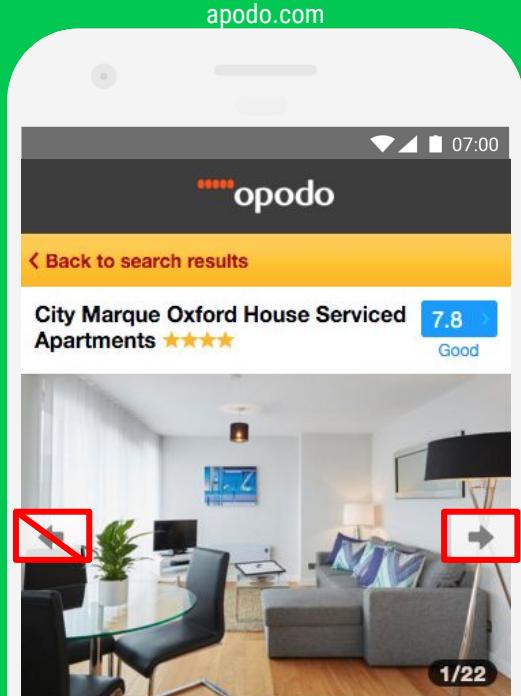
airbnb.com



onefinestay

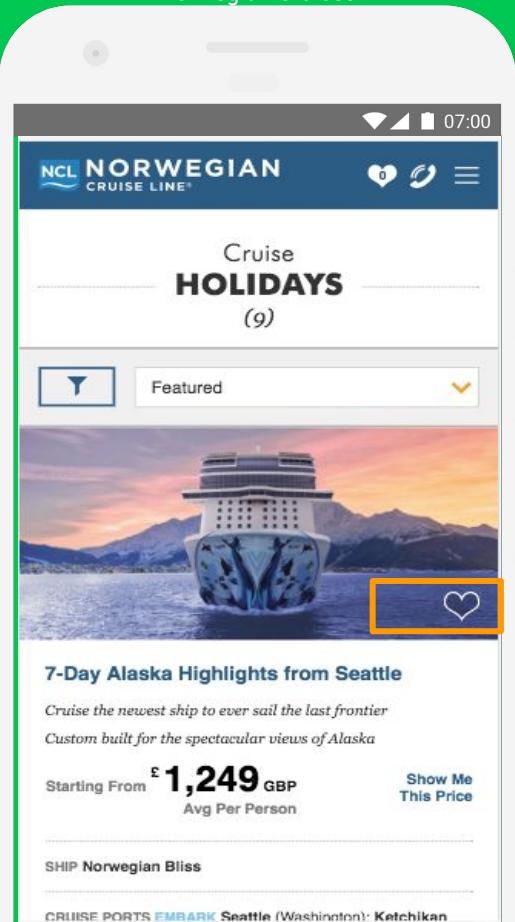


MAXIMIZE IMAGERY VIEW, AVOID ELEMENTS THAT BLOCK IT

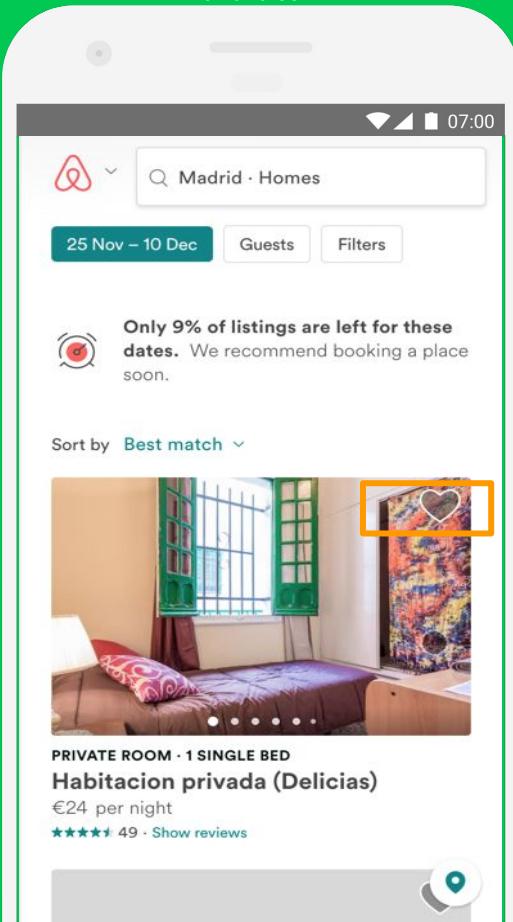


ALLOW USERS TO SAVE OR SHARE THEIR SEARCH

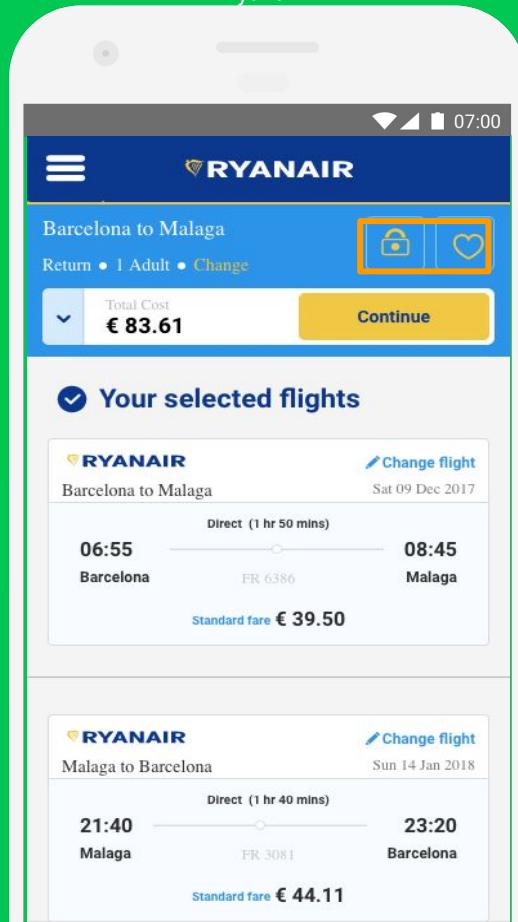
Norwegian Cruises



airbnb.com



Ryanair



Booking

Creating frictionless experiences across the funnel (TRAVEL)

	1. HOME/LANDING PAGE	2. SEARCH	3. RESULTS PAGE	4. BOOKING	5. FORMS	6. POST-BOOKING
SECTION	Conversion Funnel		Ease of implementation	Impact	Key Metric	
KEY SUGGESTION						
Have floating or 2x repeated CTA			Easy	High	CvR, CTR	
Show final price (including taxes, etc)			Easy	Medium	CvR	
Add urgency elements			Easy	High	CvR	
Have secondary CTAs that facilitate cross-device, like save for later or email			Medium	High	CvR, # of sharings, cross device conversions	
Re-assure security			Easy	High	CvR	
Show steps & progress in booking			Easy	Medium	CvR	
Use inline validation			Easy	High	CvR, % error rate	
Use Autofill			Easy	High	CvR, % error rate	

HAVE FLOATING OR 2X REPEATED CTA, SHOW EXACT PRICE HANDY

airbnb.com

Overview · Reviews · The Host · Location

Availability

1 night minimum stay

View calendar

370 Reviews ★★★★★

Search reviews

Accuracy ★★★★★

Communication ★★★★★

Cleanliness ★★★★★

Location ★★★★★

Check In ★★★★★

Value ★★★★★

€65 per night

★★★★★ 370

Book

icelolly.com

03331223688

Provided by : SaveOnSun About

Quote Ref : SU770420204

25th Nov 2017

Bed & Breakfast

7 nights

London Stansted

Save Share

Details and prices uploaded on Nov 23, 2017 at 08:49 GMT

Report

Top Hotel Features

- Swimming Pool
- Close to Beach
- Internet access
- Family-friendly Hotel

03331223688

makemytrip.com

Lavish Rooms In An Apartment In ...

Dec 09 - Dec 10 2

Lavish Rooms in an Apartment in Vasco da Gama

Entire Apartment | Velsao - Pale, Goa

About Rules Reviews Location

DEAL Use code HOMES. Discounts upto 50%.

3.9/5 VERY GOOD

KEY HIGHLIGHTS OF THIS PROPERTY

₹4,000 Per Night

BOOK NOW

SHOW EXACT PRICE UPFRONT (including taxes, tourist fees, etc.)

airbnb.com

Overview · Reviews · The Host · Location

Availability

1 night minimum stay

[View calendar](#)

370 Reviews ★★★★★

Search reviews

Accuracy	★★★★★
Communication	★★★★★
Cleanliness	★★★★★
Location	★★★★★
Check In	★★★★★
Value	★★★★★

€65 per night

Book

makemytrip.com

Lavish Rooms In An Apartment In ...
Dec 09 - Dec 10 2

Lavish Rooms in an Apartment in Vasco da Gama
Entire Apartment | Velsao - Pale, Goa

About Rules Reviews Location

DEAL Use code HOMES. Discounts upto 50%.

3.9/5
VERY GOOD

KEY HIGHLIGHTS OF THIS PROPERTY
Good for families. • Homely • Spacious rooms.

₹ 4,000 Per Night

BOOK NOW

x

Turkish Airlines
Would you like to try our Android application? Yes

Passenger Details
1 Adult

Name Surname

Female Male DD MM YYYY

E-mail

+90 Phone Number

+90 Mobile Number (optional)

SMS Notification

Frequent Flyer Card (optional)
TK Miles&Smiles No

All Inclusive Price 138.52 EUR

Go to Booking

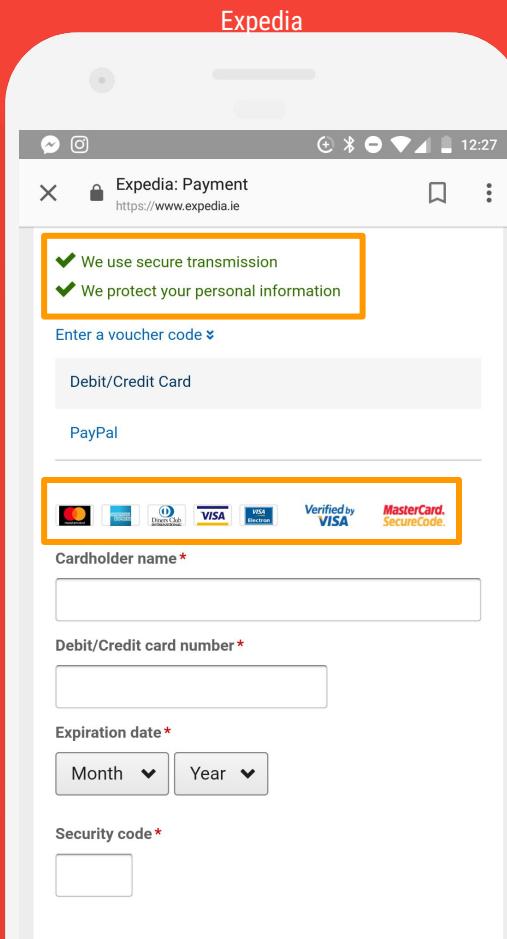
RE-ASSURE SECURITY; USE CTAs TO COMMUNICATE SECURE CHECKOUT

hostelworld.com

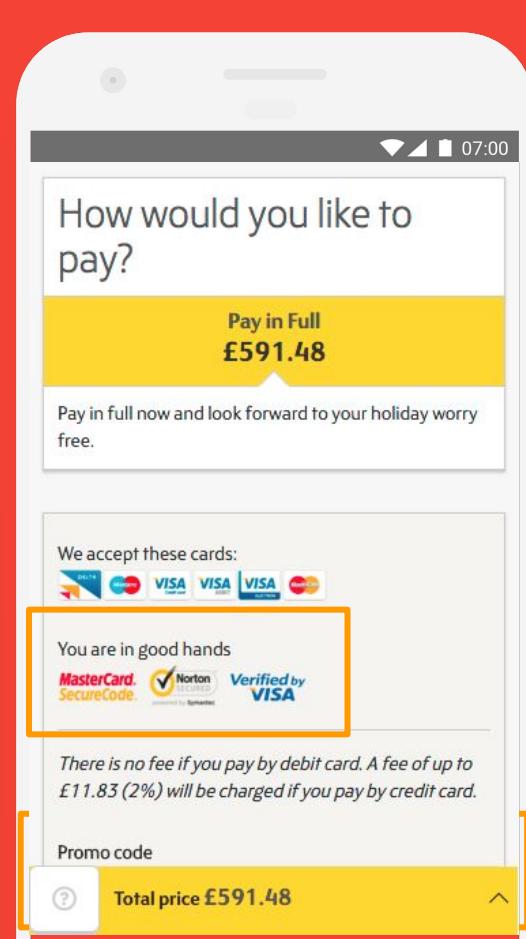


The screenshot shows the Hostelworld mobile website. At the top, there's a header with the Hostelworld logo and a user icon. Below it, a red box highlights the "Secure Checkout" button and a "Secure GlobalSign by GMO" badge with a padlock icon. The main content area displays a booking for "Palmers Lodge - Swiss Cottage, London" from "Sun 31st January 2016 - Mon 1st February 2016". Below this, a form titled "Your Details" contains fields for "First Name*", "Last Name*", "Email Address*", "Confirm Email.*", and "Select Nationality*".

Expedia



The screenshot shows the Expedia payment page. At the top, it says "Expedia: Payment" and "https://www.expedia.ie". Below this, a red box highlights two security statements: "We use secure transmission" and "We protect your personal information". Further down, there are fields for "Enter a voucher code" (with a dropdown arrow), "Debit/Credit Card", and "PayPal". A red box also highlights the payment method section, which includes logos for MasterCard, American Express, Visa, and Verified by VISA. Below this, there are fields for "Cardholder name*" and "Debit/Credit card number*".



The screenshot shows a booking confirmation page. At the top, it asks "How would you like to pay?". Below this, a yellow box highlights the "Pay in Full" option at "£591.48". A red box highlights a promotional message: "Pay in full now and look forward to your holiday worry free." Further down, it says "We accept these cards:" followed by logos for American Express, MasterCard, Visa, and others. Another red box highlights a security badge for "MasterCard SecureCode" and "Norton SecureCode". At the bottom, it says "There is no fee if you pay by debit card. A fee of up to £11.83 (2%) will be charged if you pay by credit card." A yellow box at the very bottom shows the total price "Total price £591.48".

SHOW STEPS TO COMPLETE THE BOOKING, SHOW PROGRESS

rentalcars.com

Rentalcars.com

Driver details Payment Confirmation

This car is costing you just 45,63 € – a real bargain...
At that time of year, the average Mini at Vilnius Airport (VNO) costs 73,11 €!

Who is driving?

Title * First Name *

Surname *

Email *

booking.com

Choose stay Enter details Review and book!

Etoile Park Hotel ★★★
Air Conditioning Flat-screen TV Free WiFi
Excellent location!
(Rated by 430 guests after their stay)
10 Avenue Mac Mahon, Paris, 75017
9.5

Check-in Sunday 10 January 2016
Check-out Monday 11 January 2016
For: 1 night, 1 room
Change dates

Double Room with Courtyard View 1 € 109.09
or 2 persons

Priceline

Passengers Billing Offers Book!

Passenger name must match Photo ID

1. Passenger

First Name * Optional Middle Name
Last Name * Optional Suffix
Date of Birth * Gender *
Optional Requests

Complete Form to Continue

USE INLINE VALIDATION & HIGHLIGHT INCORRECTLY FILLED FIELDS

rentalcars.com

The screenshot shows a mobile browser on an Android device with the URL [rentalcars.com](https://www.rentalcars.com). The page title is "Driver Details". A red box highlights the "Title * First Name *" field. Inside the box, the "Title" dropdown is set to "Miss" and the "First Name" input field is empty, displaying the error message "Firstname must be specified". Below this, the "Surname *" field contains "Kaip" with a green checkmark. The "Email *" field contains "lida@outlook.com" with a green checkmark. The keyboard is visible at the bottom.

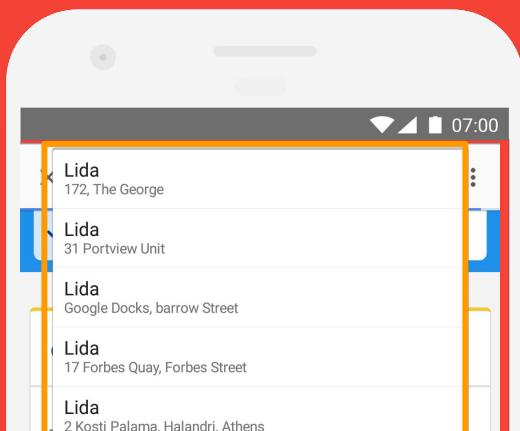
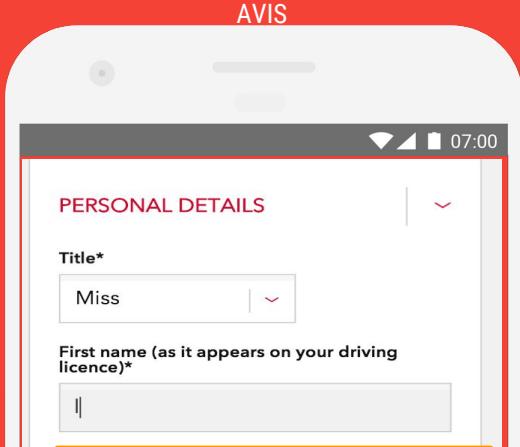
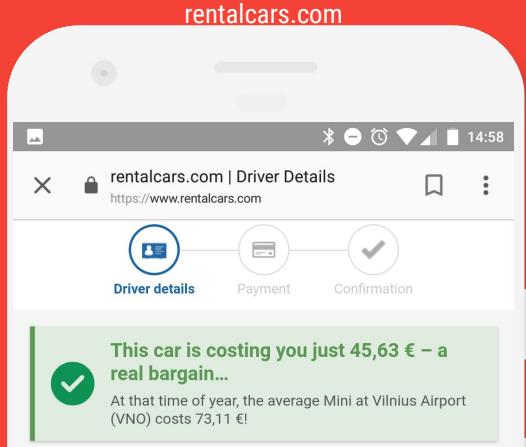
booking.com

The screenshot shows a mobile browser on an Android device with the URL [booking.com](https://www.booking.com). The page title is "Booking.com". A red box highlights the "Email address" field, which is empty and has the error message "Please enter a valid email address". Above this, a progress bar shows steps 1, 2, and 3, with step 2 highlighted in green. The "Enter Your Details" section includes fields for "First name" (Indre) and "Last name" (Putrimaitė). Below these, the "Email address" field is highlighted with a red border. At the bottom, there's a note about receiving a confirmation email and two radio button options for booking guests.

AVIS

The screenshot shows a mobile browser on an Android device with the URL [AVIS](https://www.avis.com). The page title is "PERSONAL DETAILS". A red box highlights the "Email address*" field, which contains "lidad@gmail.co" and has a green checkmark. Below it, the "Confirm your email address*" field is empty. The "Email address" field is also highlighted with a red border. At the bottom, there are two checked checkboxes: "Please do keep me posted on your latest vehicle-hire offers and updates." and "Yes, send me offers from your favourite partner brands every so often.". Other fields shown include "Title" (Miss), "First name (as it appears on your driving licence)" (Lida), "Last name (as it appears on your driving licence)" (Douka), "Telephone number" (GB 44), and a dropdown menu for "Country".

USE AUTOFILL (up to 75% completion rates vs. no Autofill)



USE GOOGLE PLACES API

reservationdesk.com

Book - ReservationDesk.com
https://www.reservationdesk.com

Country*
United Kingdom

State/Province*
State/Province*

42 j

42 Drury Lane, London, United Kingdom
42 Saint John Street, London, United Kingdom
42 James Street, London, United Kingdom
42 Jamaica Street, Glasgow, United Kingdom
42 Jermyn Street London, United Kingdom

powered by Google

Get exclusive deals

Room 1: 1 Night €260,57
Taxes & Fees: €26,84
Total Due Now: €287,41

Book

I agree to the [Terms and conditions](#), [Hotel policies](#), [Cancellation policy](#), and I understand that my credit card will be charged upon submitting the reservation request.

reservationdesk.com

Book - ReservationDesk.com
https://www.reservationdesk.com

BILLING INFORMATION

Country*
United States

534 |

534 Massachusetts Avenue, Cambridge, MA, United States
534 U.S. 1, Greenwich, CT, United States
534 Greenwich Street, New York, NY, United States
534 6th Avenue, New York, NY, United States
534 Broadway, New York, NY, United States

powered by Google

Room 1:	1 Night	€260,57
Taxes & Fees:		€26,84
Total Due Now:		€287,41

Book

I agree to the [Terms and conditions](#), [Hotel policies](#), [Cancellation policy](#), and I understand that my credit card will be charged upon submitting the reservation request.

SUPPORT CROSS-DEVICE BEHAVIOR (MAKE SHARING LINKS EASY)

icelolly.com

From £171pp

Grand Atilla Hotel

Alanya, Antalya Area

Flying from Manchester [Info](#)

6th Jan 2018

Bed & Breakfast

3 Nights

0330 037 0816

View Deal

Save Share

Limited availability Prices based on 2 sharing

Quote Ref No: ICE8-934351-123

Provided by: Verycheapolidays.co.uk (Summer Bargains) [About](#)

airbnb.com LISTING

Search

View Photos

Overview · Reviews · The Host · Location

Design, quiet & best location in town

Entire flat · Avignon

€65 per night

4.5 ⭐⭐⭐⭐ 370

Book

airbnb.com

X

Share

Check out this awesome listing on Airbnb: Trullo del 1800 in Valle d'Itria - Houses for Rent in Cisternino, Brindisi

Facebook

Twitter

Email

Messenger

Copy Link

Embed

CREATE URGENCY TO DRIVE CONVERSIONS

rentalcars.com

Rentalcars.com

Dublin Airport (DUB)
Sat 11/11/17 10:00 AM - Sun 11/12/17 10:00 AM

Sort by Filter

Show all 177 cars

It's busy in Dublin Airport (DUB) on your dates, prices are likely to rise.

Opel Astra or Similar
This car is likely to sell out soon!

Compact | Top seller

5 Seats | 4 Doors
✓ Without Air Conditioning
✓ Manual
Full to Full
Mileage: Unlimited
FREE Amendments

23,17 € Book Now

Nissan Micra or Similar
Economy | Excellent value

4 Seats | 2 Doors
✓ Without Air

airbnb.com

Anywhere · Homes

23 Nov – 2 Dec Guests Filters

Only 12% of listings are left for these dates. We recommend booking a place soon.

SAVE €12

PRIVATE ROOM · 3 BEDS
Villa San Gennariello B&B
€60 per night
★★★★★ 149 · Superhost

SAVE €32

expedia.com

Arc la Rambla
Gothic Quarter
4.0/5 Very good! (2,469 reviews)
Booked in the last 2 hours

We have 3 left at
per person includes flight + hotel, taxes and fees

NOV 11 55% booked! Barcelona is a popular location on your dates.

Vinci Bit
Barcelona
4.3/5 Excellent! (1,009 reviews)

\$223
per person includes flight + hotel, taxes and fees

Vinci Maritimo
Barcelona
4.2/5 Very good! (1,818 reviews)

\$230 \$214
per person includes flight + hotel, taxes and fees

Hotel SB Glow
Sant Martí
4.4/5 Excellent! (47 reviews)

HELP ESTIMATE HOW LONG IT WILL TAKE TO COMPLETE THE BOOKING

rentalcars.com

Vilnius Airport (VNO)
Thu 09/11/17 10:00 AM - Sun 12/11/17 10:00 AM

Share the driving: journeys are always better when you can take turns at the wheel

More extras

Prices for additional extras are controlled by the local rental company and may be subject to change.... Read more

Full Protection
Excellent Value, Best Cover, Peace of Mind
[+ Add Full Protection](#)

Go To Book
It only takes 2 minutes

Not ready to book yet? Just tap 'Save for later' and we'll email you the details.

[Save for later](#)

booking.com

2 nights (Dec 21 - Dec 23)

Book now, PAY AT THE PROPERTY
With FREE cancellation on most rooms

2 B&B + 1 Dinner Special Offer

Fits **2 people**
Bed: 1 full bed
Bathtub

Very good breakfast included in the price

Flexible

FREE cancellation before December 20, 2017
NO PREPAYMENT NEEDED – pay at the property

Price for 2 nights **€ 248** [Remove](#)

Only 4 left on our site!

Number of Guests

No account necessary! Booking takes just 2 minutes.

Next step >

bookit.com

Secure booking (it only takes 2 minutes)

Step 1: Check details and book

Executive Hotel Vintage Court
San Francisco, CA, US
1-800-204-7250 (New Reservations & Support)

Check in **Thursday, February 22, 2018**
Check out **Sunday, February 25, 2018**

3 nights, 1 room

Includes special offer
Save 33%

Average nightly rate **\$166.83**

Executive Room, 1 Queen Bed
Free cancellation

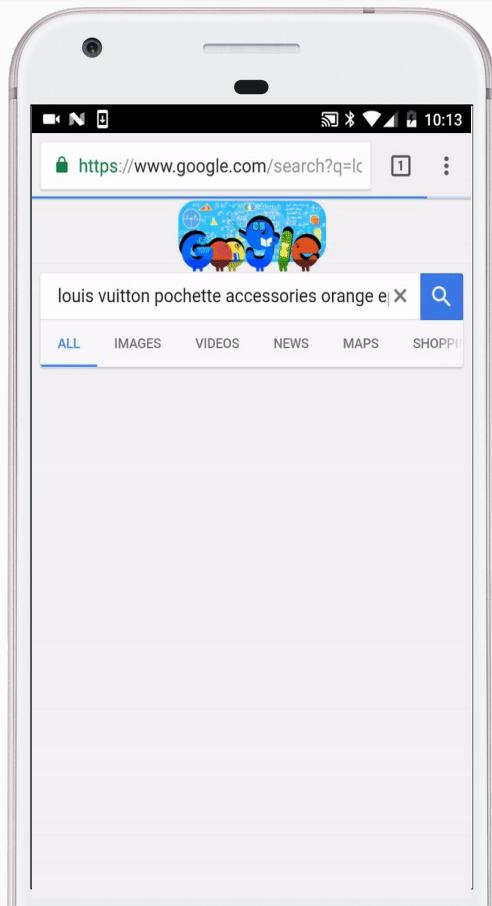
3 nights **\$500.49**

Taxes and fees **\$92.58**

Total to pay now **\$593.07**

83 people have looked at this hotel in the last hour

USE PAYMENT REQUEST API: Takes advantage of users stored information



Why:

25% increase in CVR from autofill

30% decrease in form completion time with autofill

What:

- Leverages autofill
- Eliminates forms
- One tap to check out
- Replaces experience for 'buy now' or guest checkout

Google Developers implementation docs:

- [Introducing the Payment Request API](#)
- [Deep dive](#)
- [UX Considerations](#)

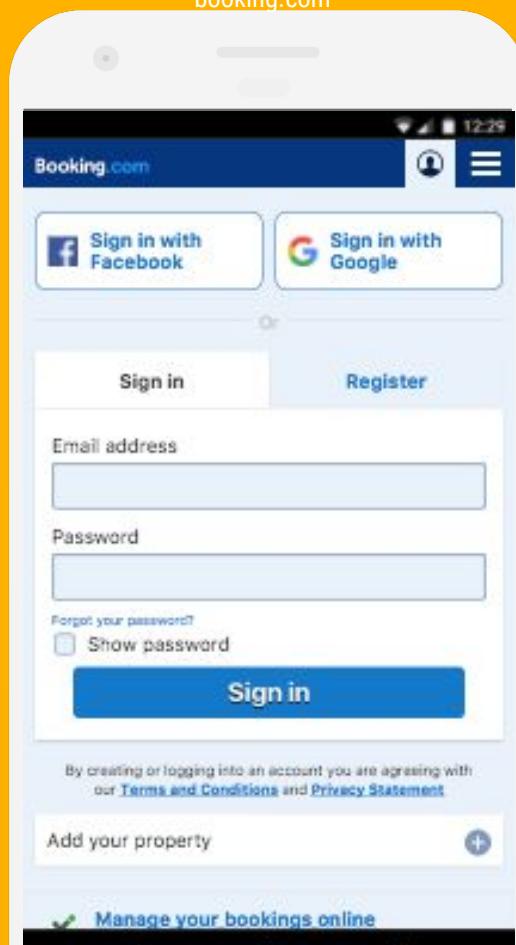
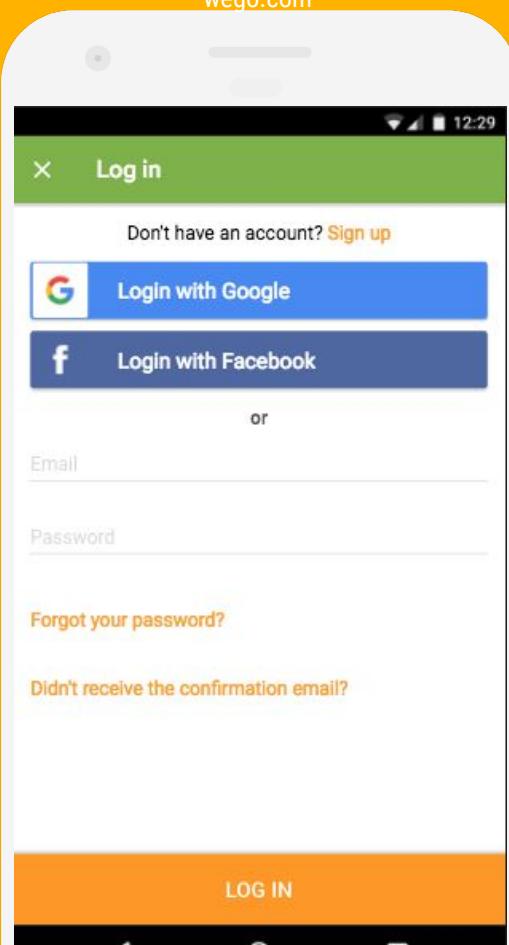
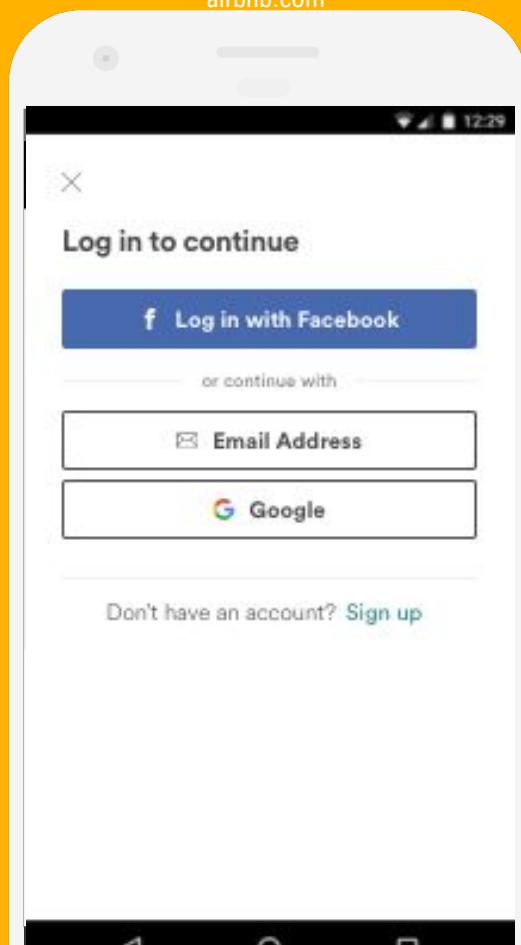
Research:

goo.gl/9FwBh4

Creating frictionless experiences across the funnel (TRAVEL)

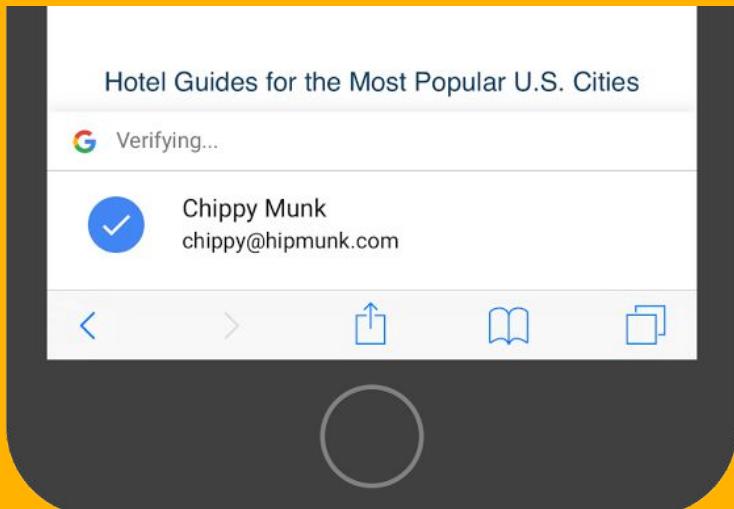
	1. HOME/LANDING PAGE	2. SEARCH	3. RESULTS PAGE	4. BOOKING	5. FORMS	6. POST-BOOKING
SECTION	Sign-in/up Forms		Ease of implementation	Impact	Key Metric	
KEY SUGGESTION	Communicate sign in/sign-up/app download benefits upfront		Easy	High	CvR for Account creation, app download, # of Returning users	
	Sign in with social		Easy	High	CvR, Exit Rate, % error rate	
	Consider integrating one tap sign up		Easy	High	CvR, Exit Rate, % error rate	
	Show reasons to download an app or sign up		Easy	High	CvR, App to download	
	Support cross-device action		Easy	High	Cross device conversion	
	Show user benefits of enabling push notifications		Easy	High	Micro-conversion on # of users opt-in	

SIGN IN WITH SOCIAL (increases conversions by 53%; [study](#))



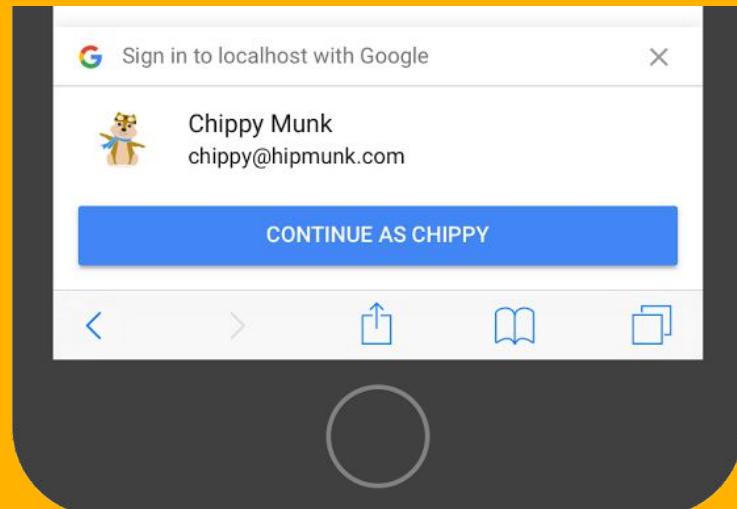
CONSIDER INTEGRATING ONE TAP SIGN UP (2-4x higher sign-up rates)

Sign in users automatically when they return to your site on any device or browser, even after their session expires. [More info](#)



Automatic sign-in

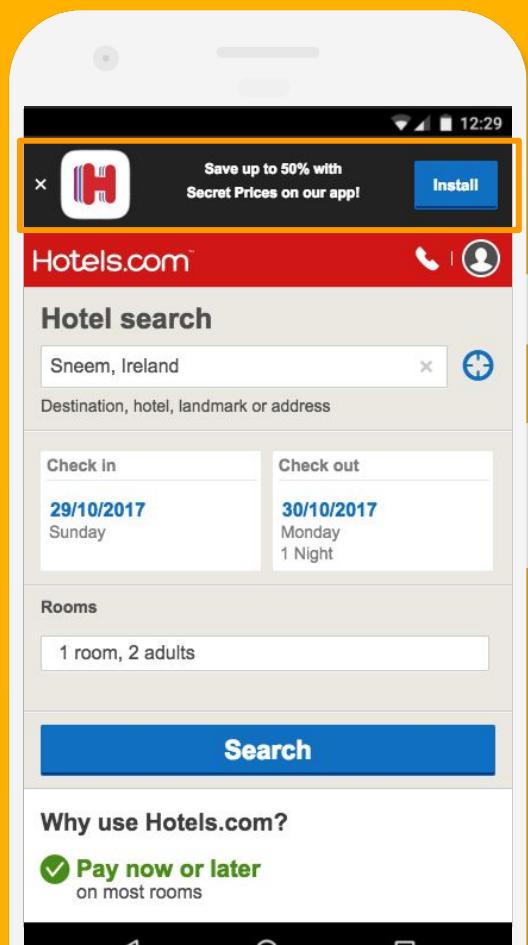
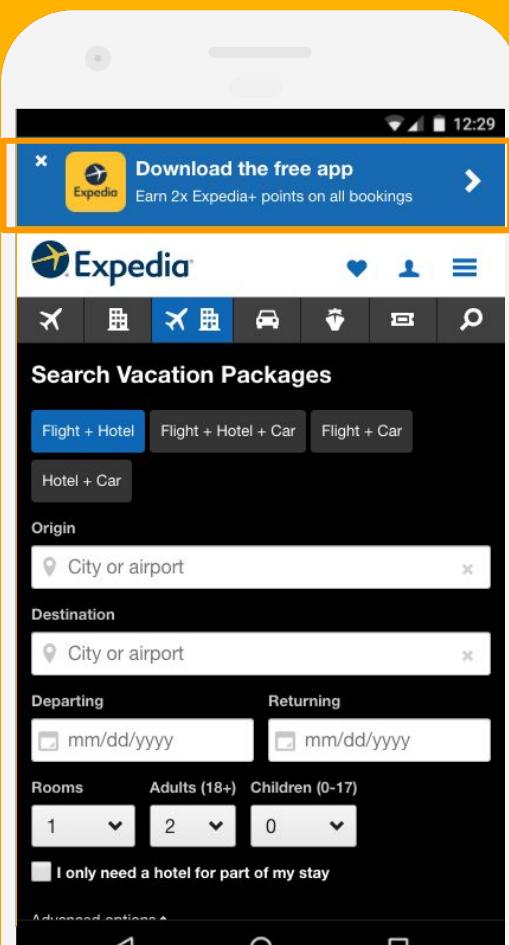
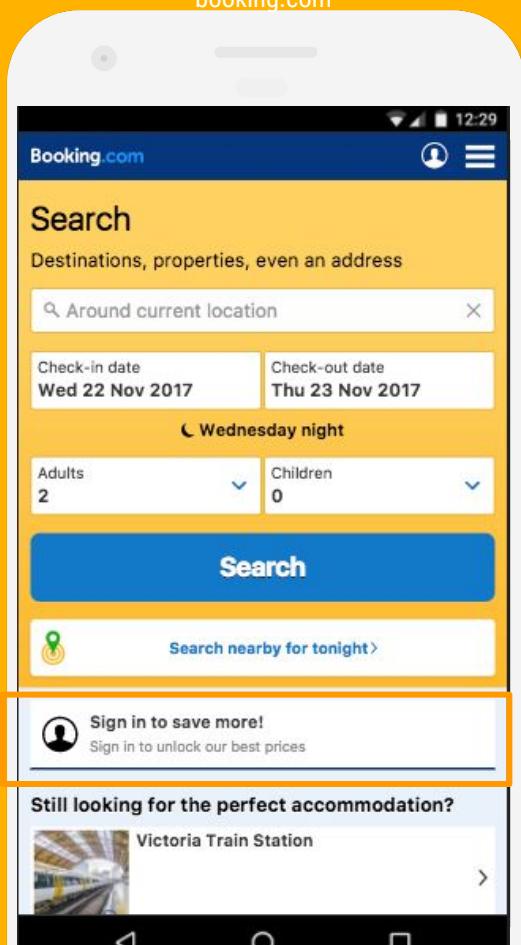
Sign up new users with just one tap, without interrupting them with a sign-up screen. Users get a secure, token-based, passwordless account on your site, protected by their Google Account. [More info](#).



One tap sign-up

COMMUNICATE SIGN-UP/SIGN-IN/APP DOWNLOAD BENEFITS

booking.com



SHOW REASONS TO DOWNLOAD THE APP or SIGN IN

expedia.com

The Expedia mobile app interface features a prominent blue banner at the top with the text "Download the free app" and "Earn 2x Expedia+ points on all bookings". Below the banner, the Expedia logo is displayed, followed by a navigation bar with icons for flight, hotel, car, and search. A large section for "Search Vacation Packages" is shown, with options for "Flight + Hotel", "Flight + Hotel + Car", and "Flight + Car". Below this are fields for "Origin" (City or airport) and "Destination" (City or airport). Under "Departing" and "Returning", there are date input fields. At the bottom, there are dropdowns for "Rooms" (1, 2, 3), "Adults (18+)" (1, 2, 3), and "Children (0-17)" (0, 1, 2). A checkbox for "I only need a hotel for part of my stay" is also present.

hotels.com

The Hotels.com mobile app interface includes a banner at the top offering "Save up to 50% with Secret Prices on our app!" and a blue "Install" button. The main screen is titled "Hotel search" and shows a search bar with the placeholder "Sneem, Ireland". Below the search bar are fields for "Check in" (29/10/2017, Sunday) and "Check out" (30/10/2017, Monday, 1 Night). A "Rooms" section indicates "1 room, 2 adults". A large blue "Search" button is centered at the bottom. Below the search area, a section titled "Why use Hotels.com?" highlights the benefit of "Pay now or later on most rooms".

apodo.com

The Opodo mobile app interface features a banner at the top with the text "Opodo app Download now! £10 off all flights!" and a green "Free" button. The main screen has a header with the Opodo logo and a "Let the journey begin!" message. It includes three tabs for "Round trip", "One way only", and "Multi-stop". Below these tabs, there are fields for "DUB Dublin, Ireland" (labeled "Origin") and "Destination". There are also fields for "Departure Date" and "Return Date". Under "Passengers", it says "1 adult". At the bottom, there is a checkbox for "Direct flights only" and a dropdown for "Class Select All". A large brown "Search flights" button is located at the very bottom.

SHOW USER BENEFITS OF ENABLING PUSH NOTIFICATIONS

makemytrip.com

New Delhi → Mumbai
24 Nov - 28 Nov 1 Traveller

Departure Return ₹ 14,796
₹ 7,175 ₹ 6,571 ₹ 13,746 PROCEED

DEL-BOM, 24 NOV			BOM-DEL, 28 NOV		
13:00 2h 10m Non Stop ₹ 7,174	10:55 2h 15m Non Stop ₹ 7,618	13:10			
06:35 2h 10m Non Stop ₹ 7,175	12:40 2h 20m Non Stop ₹ 7,618	15:00			
15:50 2h 20m Non Stop ₹ 7,175	13:35 2h 10m Non Stop ₹ 7,618	15:45			
04:00 2h 15m Non Stop ₹ 7,354	14:30 2h 15m Non Stop ₹ 7,618	16:45			
	15:15	17:35			

We would like to show you notifications on airline sales and fare drops.

[LATER](#) [ALLOW](#)

Post-booking

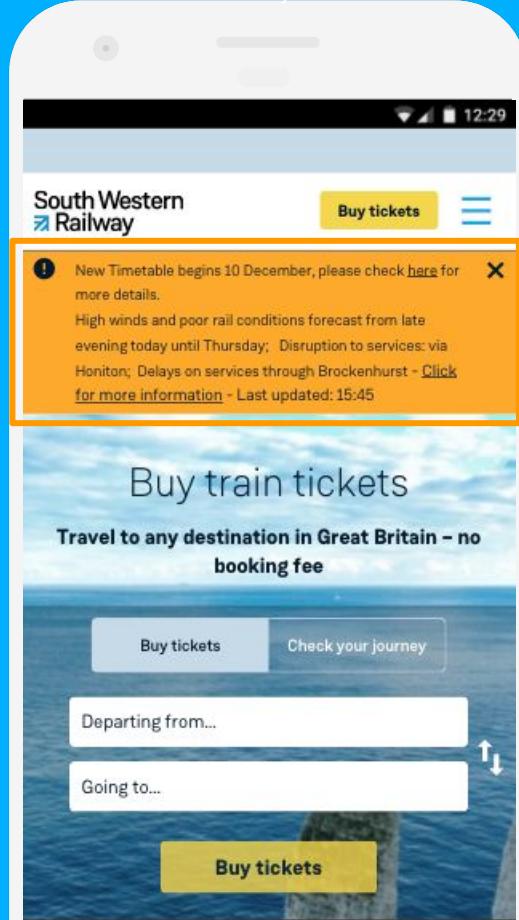
Creating frictionless experiences across the funnel (TRAVEL)

1. HOME/LANDING PAGE	2. SEARCH	3. RESULTS PAGE	4. BOOKING	5. FORMS	6. POST-BOOKING
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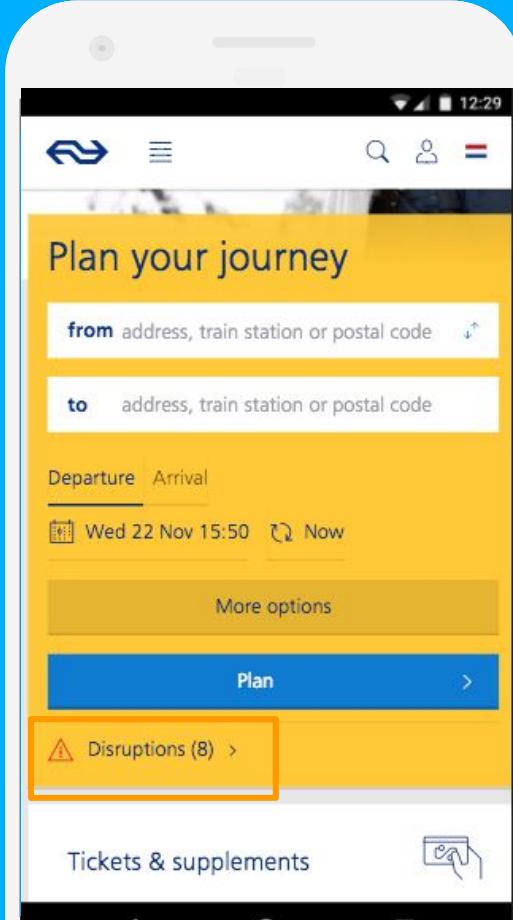
SECTION	Post Booking	Ease of implementation	Impact	Key Metric
KEY SUGGESTION	Make obvious information easily accessible post booking	Easy	High	CvR, App to download
	Ensure all FAQs could be found easily	Easy	Medium	Clicks on the page, time spend on the page
	Make the obvious easy to find: bookings/check in	Easy	Medium	CTR
	Make the obvious easy to find: change currency/language	Easy	High	CvR, App to download
	Allow users to save e-boarding pass without app download (i.e. PWA/e-mail it)	Medium	Medium	Cross device conversion

SHOW KEY NOTIFICATIONS & UPDATES ON THE HOMEPAGE

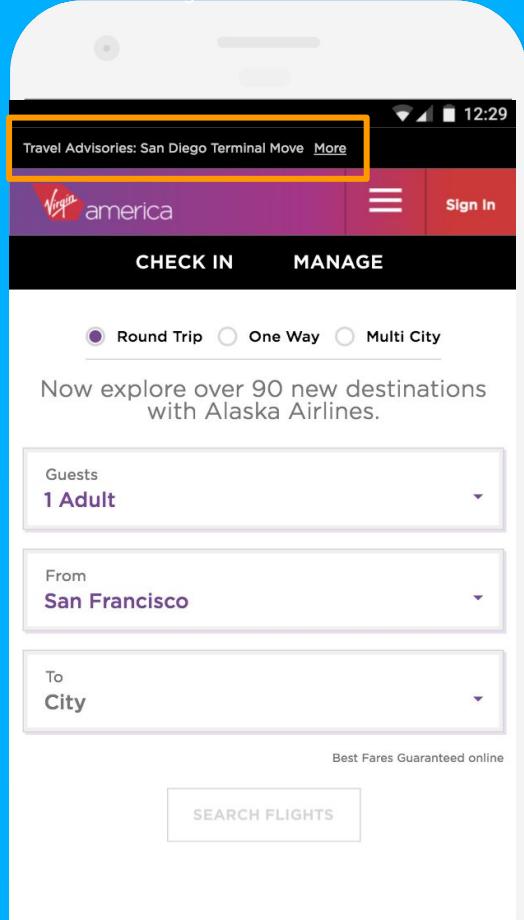
southwesternrailway.com LIVE INFO



Ns.nl DISRUPTIONS INFO



virginamerica.com



HAVE SHORTCUTS TO TOP CATEGORIES ON THE HOMEPAGE ([STUDY](#))

lufthansa.com

Lufthansa German Airlines
FREE OF CHARGE - Google Play [Open](#)

Lufthansa

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- [Flight status](#)
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Book Flights

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To

↑ ↓

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Economy that feels like an **UPGRADE**

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Check-in Online	Manage a Booking

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hotels.com

Hotels.com™ [Indre Putrimaite](#)

Your account

Your bookings

Your Hotels

Review a hotel

Sign out

Hotels.com™ Rewards

Help

Website feedback

EUR

Hotel search

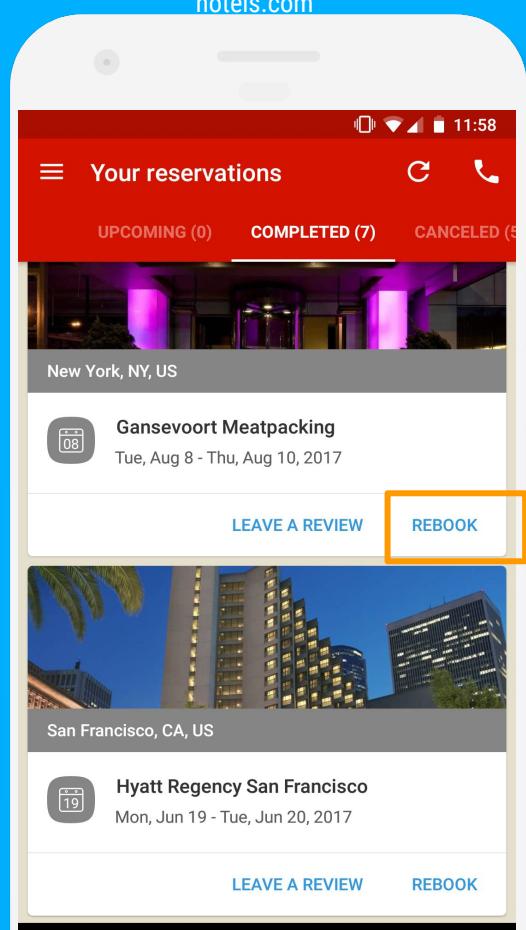
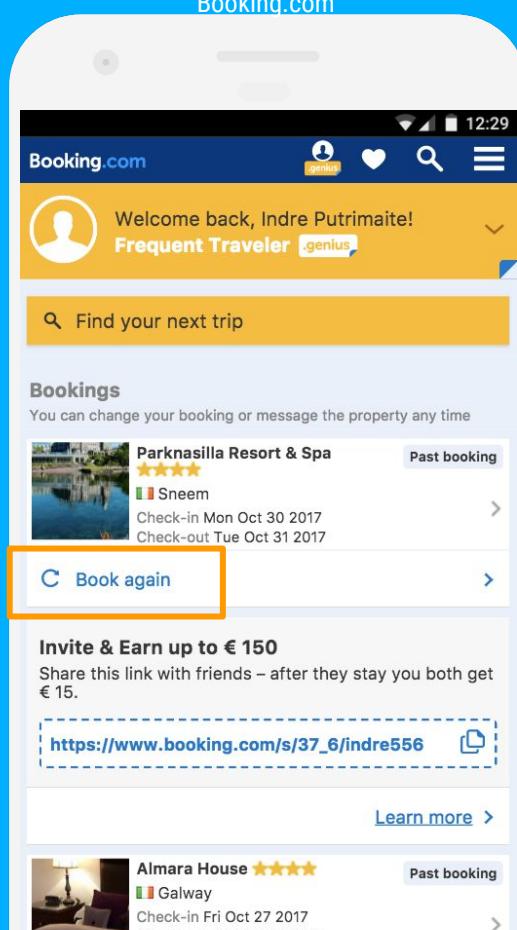
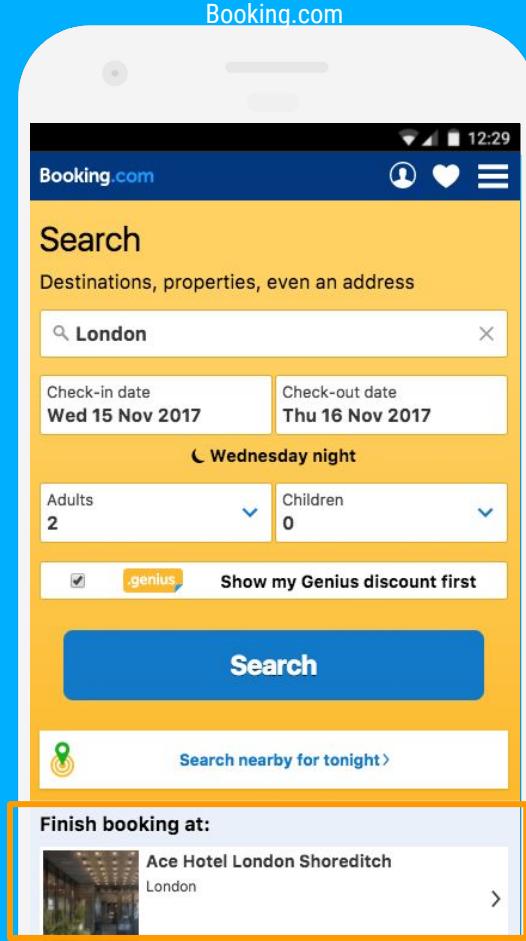
Shoreditch, United Kingdom [X](#)

Destination, hotel, landmark or address

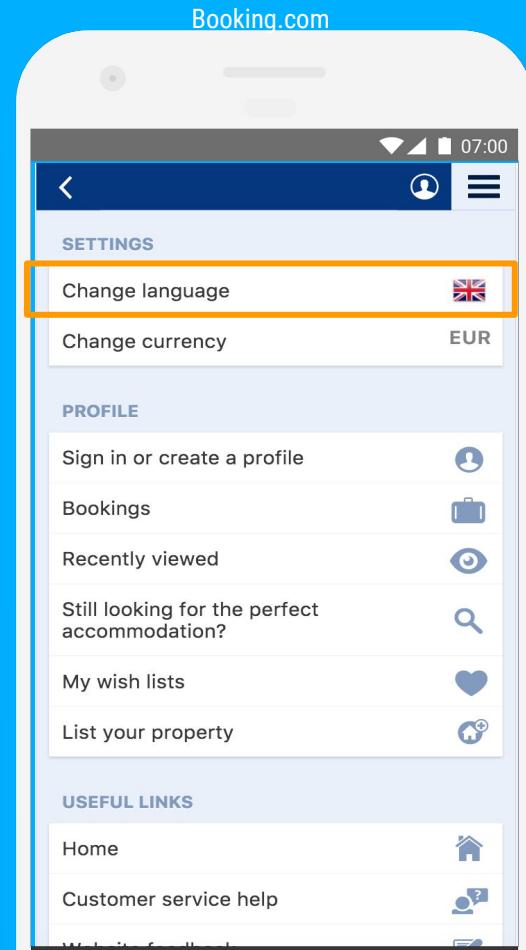
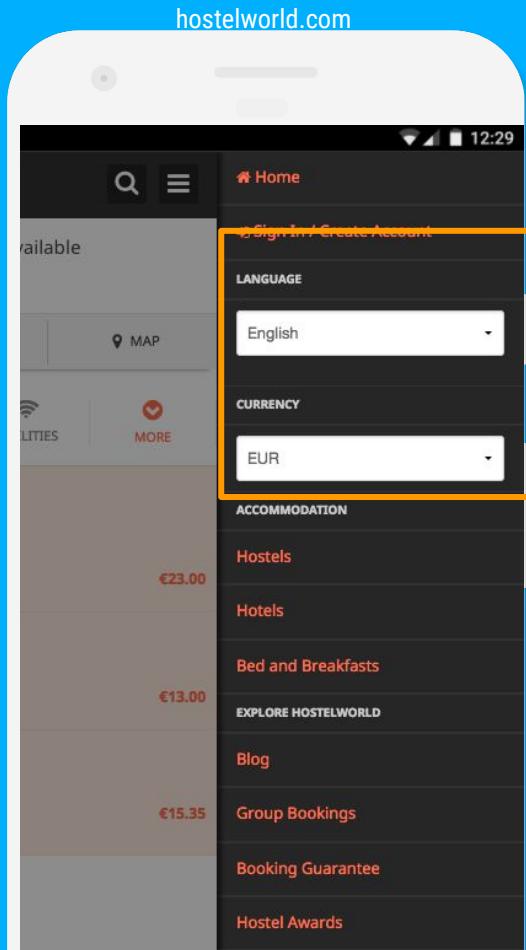
Check in 15/11/2017

Check out 16/11/2017

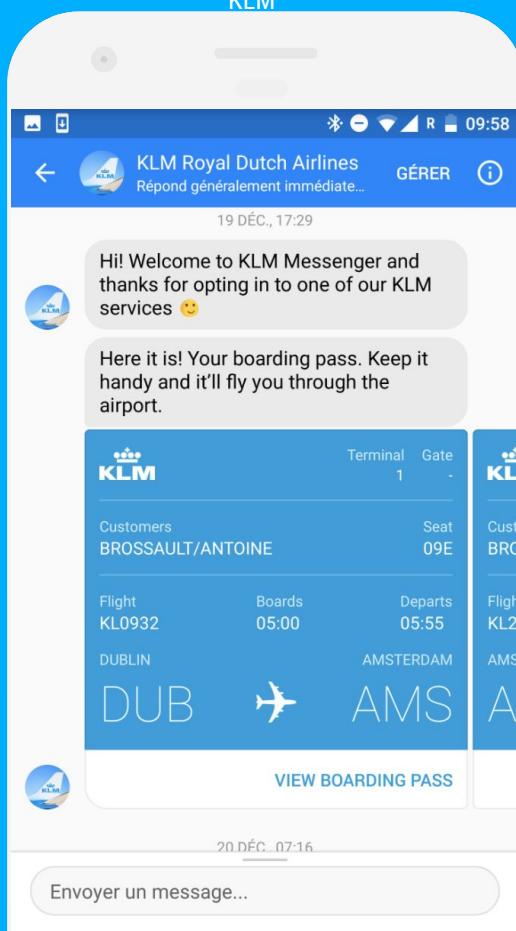
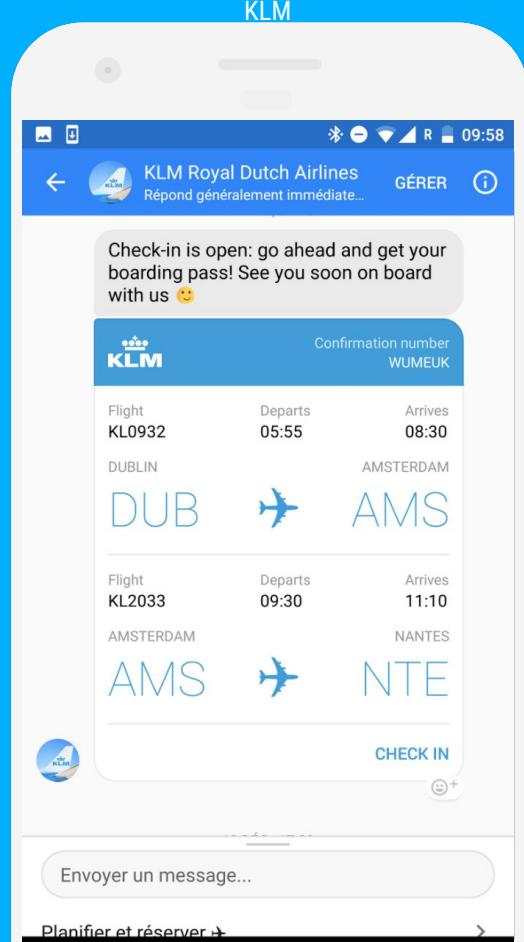
DELIGHT FREQUENT USERS, SURFACE PREVIOUS BOOKINGS FOR BUSINESS TRAVELERS



GIVE OPTIONS TO CHANGE CURRENCY/LANGUAGE, IF RELEVANT

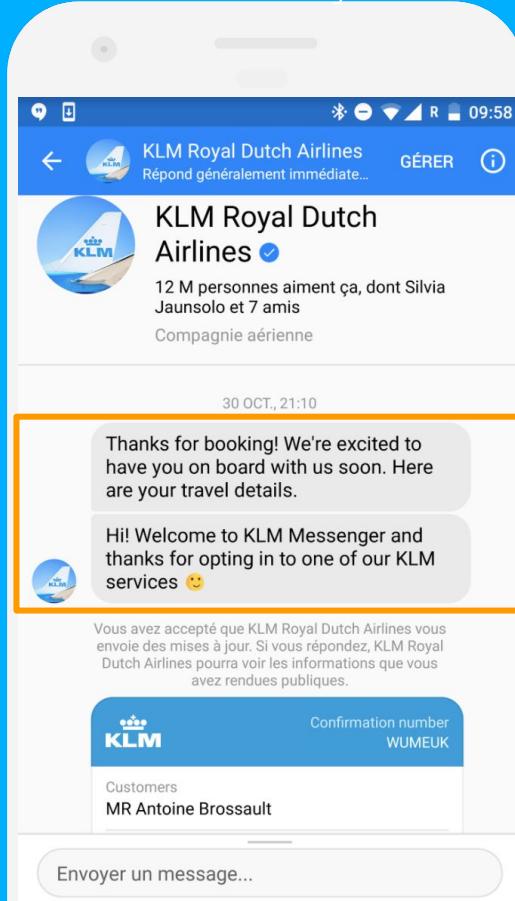


ALLOW USERS TO SAVE E-BOARDING PASS WITHOUT APP DOWNLOAD (i.e. PWA, EMAIL, MESSENGER, TEXT MESSAGE, etc.)

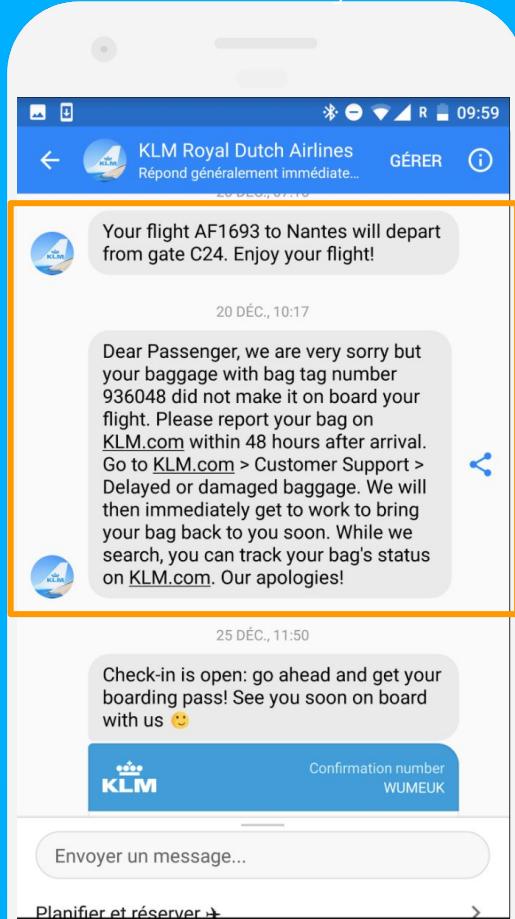


BE WHERE YOUR USERS ARE FOR FAQs AND CUSTOMER SUPPORT

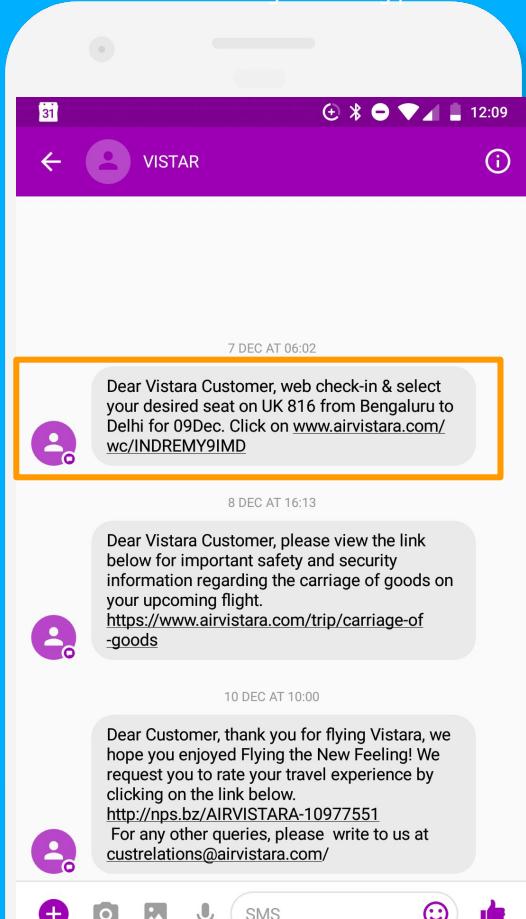
KLM on messenger



KLM on messenger



VISTARA text message boarding pass



More info/case studies

Expedia

Improved user experience drives higher engagement



Expedia®

Goals

- Improving their website's mobile user experience

Approach

- Consulted with Google on various UX opportunities across the customer journey
- Tested 25/30 of the UX recommendations (e.g. making images zoomable)

Results

72% Uplift in engagement rate on mobile after making images zoomable

10% Increase YoY in share of repeat mobile visitors to the US and UK landing pages

Travelodge

Focusing on ad extension depth and reaping rewards

"When facing tough performance targets, it's important we leverage any new search products to give us an edge over the competition. Dynamic Search Ads have proved to be a great complimentary product to traditional keyword based PPC, opening up new targeting opportunities. They will form a key part of our strategy forward."

Jonathan Melton, Paid Search Director, Mediavest



Travelodge



Starcom
Mediavest
Group™

Goals

- Collect traffic from search terms based site content not yet covered in existing campaigns
- Improve efficiencies within the account with higher click-through-rates and lower cost-per-clicks

Approach

- Setup Dynamic Search Ad campaigns across 18 different cities across 3 Google accounts (London, North and South).
- Implemented a strong negative strategy to ensure no duplicate bidding

Results

Captured traffic from terms not previously covered and saved time

Compared to generic exact match campaigns, dynamic search ads drove:

123% higher click-through-rate

-78% decrease on cost-per-acquisition



Transavia

With Google Optimize 360 Transavia cuts mobile homepage bounce rate by 77%

Goals

- Optimise digital experience
- Improve mobile usability
- Generate more revenue

Approach

- Consulted with Google on a list of usability test suggestions based on best practices on the Travel industry
- Used GA 360 and Google Optimize to A/B test the suggestions

Results

- 5%** Higher CvR on mobile
77% Lower bounce rate

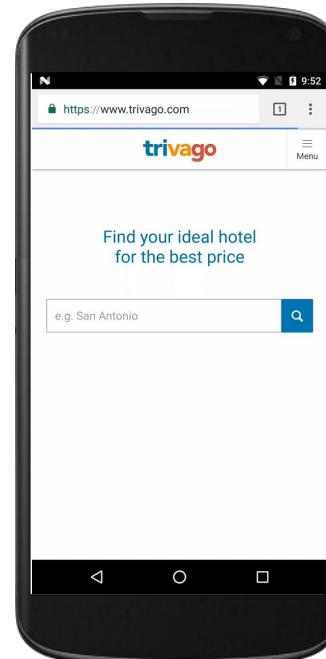
Trivago fully featured PWA

One of the largest hotel search engines in EMEA



HTTPS A2HS Offline

- Trivago's PWA-evolved website is now available in 33 languages, across 55 countries with more than half a million people adding the trivago site to their homescreen.
- Engagement for users who add to homescreen has increased by 150%, from an average of just 0.8 repeat visits for users of the old mobile site, to 2 visits for PWA.
- Push notifications led to improvements in conversion, with a 97% increase in click-outs to hotel offers for users of the PWA.
- Among users whose sessions are interrupted by a period offline, 67% of those who come back online continue browsing the site.
- **Think with Google Case Study** [[link](#)]
- **Video case study on YouTube** [[link](#)]

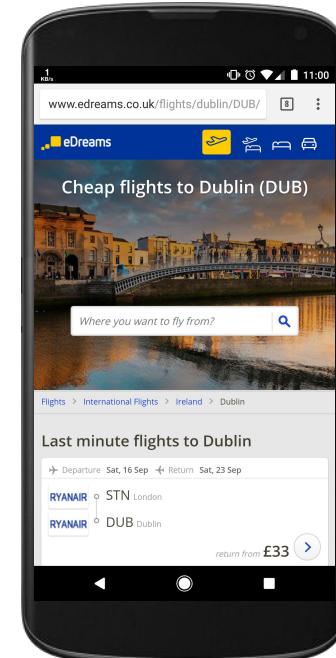


eDreams launched 500 AMP LPs

Hotel and Flights search engines of group Odigeo

AMP

- Partner launched 500 AMP Landing Pages to optimize AdWords campaigns.
- 2x improved Start Render and Page Load Time (11 to 5 seconds).
- CVR change to calculate



HolidayCheck launched responsive AMP pages for their Away e-magazine

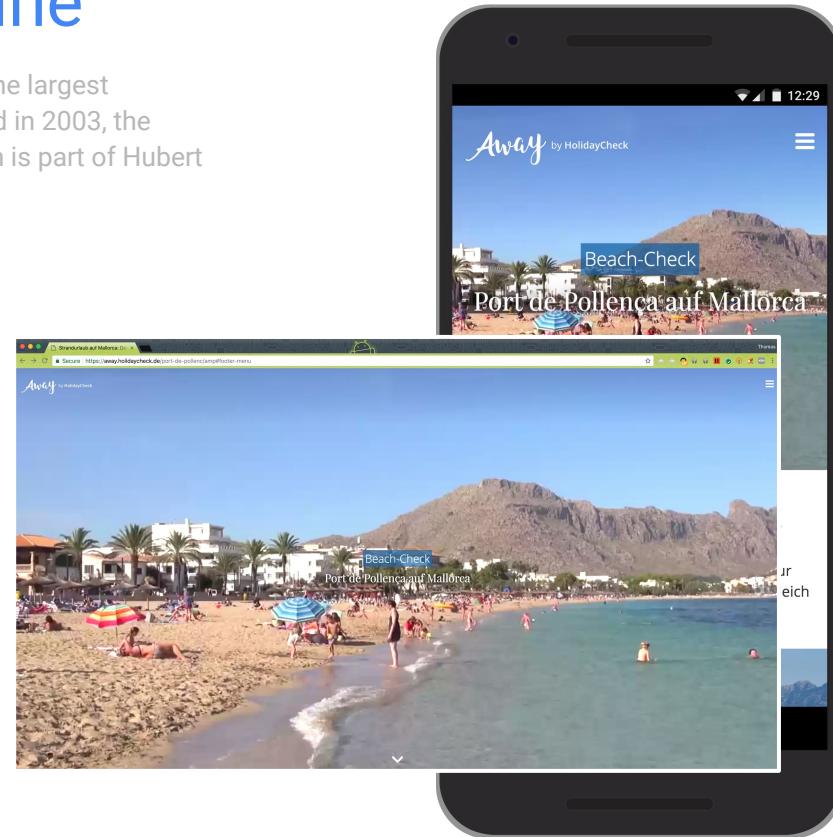


The HolidayCheck AG, based in Bottighofen (Switzerland), is the operator of the largest German-language travel portal for travel and holidays on the Internet. Founded in 2003, the company has been a part of HolidayCheck Group AG since 2006, which in turn is part of Hubert Burda Media.

AMP Video Responsive

- To get a feeling for AMP and to eventually enable it on all areas of the site (pending the session stitching feature), HolidayCheck have successfully launched AMP pages for their Away e-magazine, with hotel pages ready to go.
- The e-magazine is fully responsive and features full-bleed background video.
- Average 3G loadtime went down from >10s to <1s, with far improved perceived performance for full-bleed videos.

<https://away.holidaycheck.de/port-de-pollenc/amp>



THANK YOU