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The Context

booking.com

Attractions Landscape

By 2024, nearly half of all Attractions bookings happened through our apps, 25% on iOS and 20% on Android, showing mobile is now core to trip planning and on-the-go decisions.

Most bookings happen during the trip, often within days of check-in, when travelers want fast, trusted options right on their phones.

Reviews are key, 80% of users rely on them before booking, especially in unfamiliar places.

To grow our catalog to over 400K products, we must design for mobile-first discovery, with strong visuals, clear context, and reputation signals like reviews. **What sets OTAs apart is exactly that: trust, ease, and everything in one reliable app.**

