Looking & Booking

The Power Set - Amherst College
Paul Gramieri, Connor Haley, Silvia Sotolongo, Olivia Xu, Will Zaubler

Trends in the Digital Vacation Planning Market

Mobile Device Trends

- 64% of Americans own a smartphone, up from 35% in 2011
- 46% say they cannot live without their smartphones

Digital Travel Planning Trends

- 63% of Americans who research travel options digitally do so on smartphones, up 26% year-over-year
- 91% who research travel options on mobile phones use a smartphone and 69% use a tablet
- Travel sales on computers are decreasing nationally
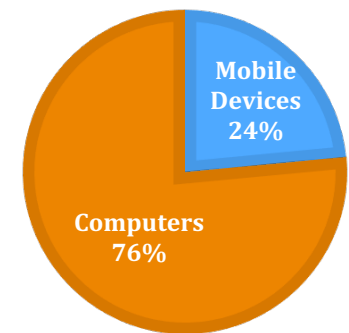
Expedia Trends

- Smartphone users tend to book same-night, nearby hotels for shorter trip durations
- Expedia app shows nearby, inexpensive hotels by default

Percentage of Users Booking Travel on Smartphones

National Trends

Computers 56%
Mobile Devices 44%

Expedia Trends

Mobile Devices 24%
Computers 76%
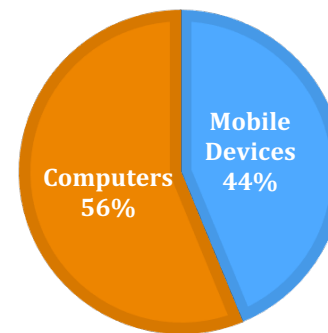
Potential Upside for Expedia

- Expedia is lagging behind competitors for mobile booking
- Expedia needs to convert more mobile browsing into mobile booking
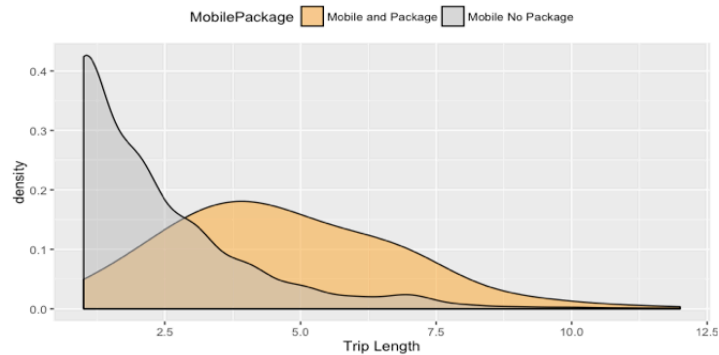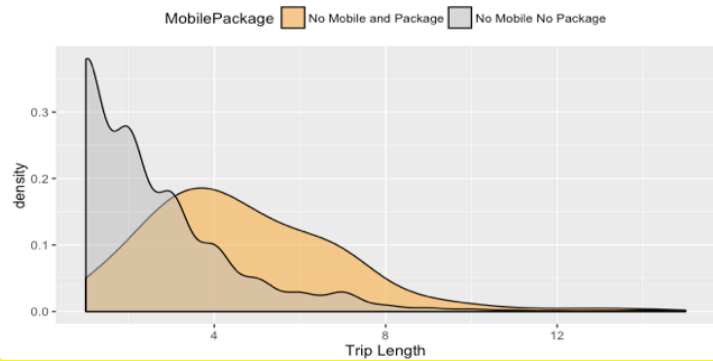
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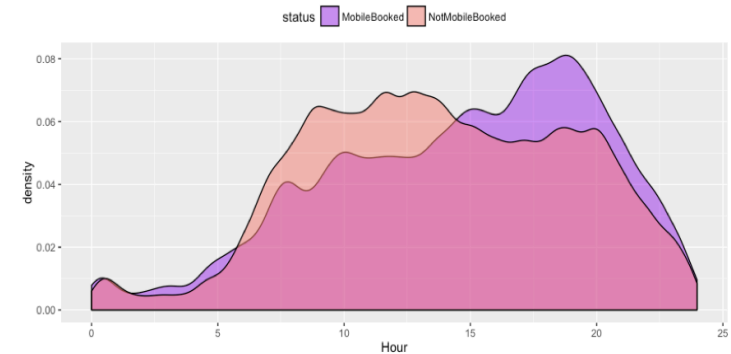## Mobile and Non-Mobile Book Package Deals Similarly

Mobile Users

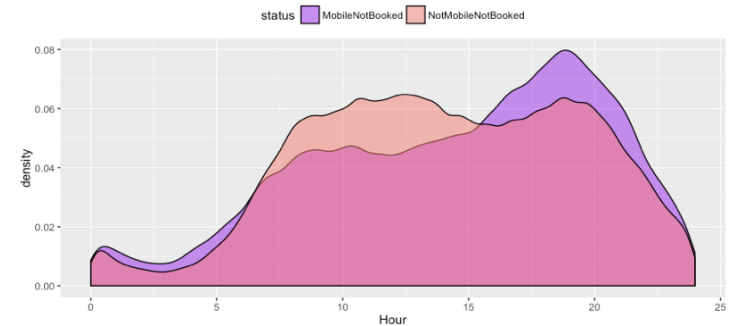### Non-Mobile Users

Mobile Users Browse More at Night

Booking Hotels
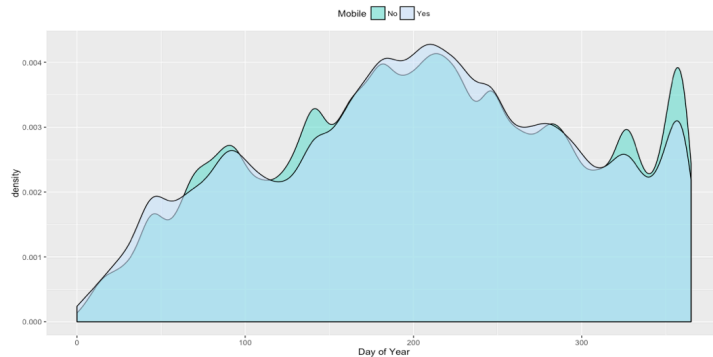

Browsing, not Booking

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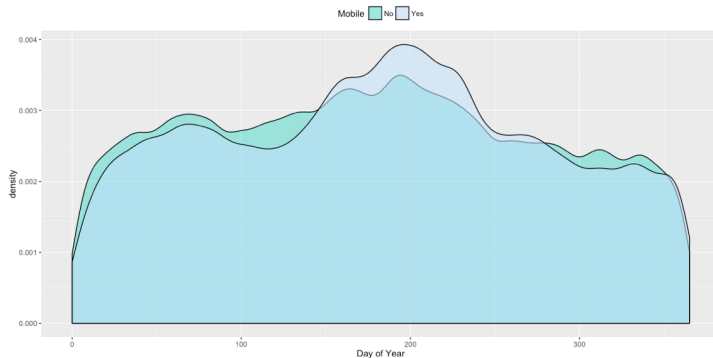The Power Set - Amherst College
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Mobile Users Browse More During the Summer

Booking

Browsing, not Booking

Conclusions

Takeaways

- Mobile and non-mobile users have similar package deal booking habits
- Mobile browsing peaks at 8:00 PM, while non-mobile browsing peaks during the workday
- Mobile users browse more during the summer, while non-mobile users book more during the winter

Recommendations

- Send push notifications and promotional materials in the evening to target periods of high mobile user activity
- Focus mobile-only deals to night-time users
- Highlight both seasonal destinations and nearby destinations in mobile promotional materials instead of package deals

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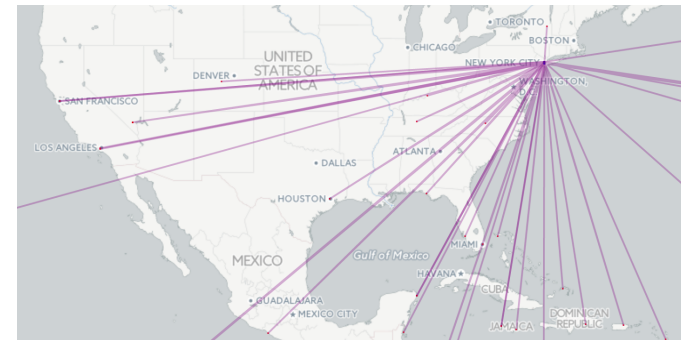
Case Study: Distance of Hotel Browsed

Northeast Mobile Users Browse Nearby Hotels

● = Non-Mobile

● = Mobile
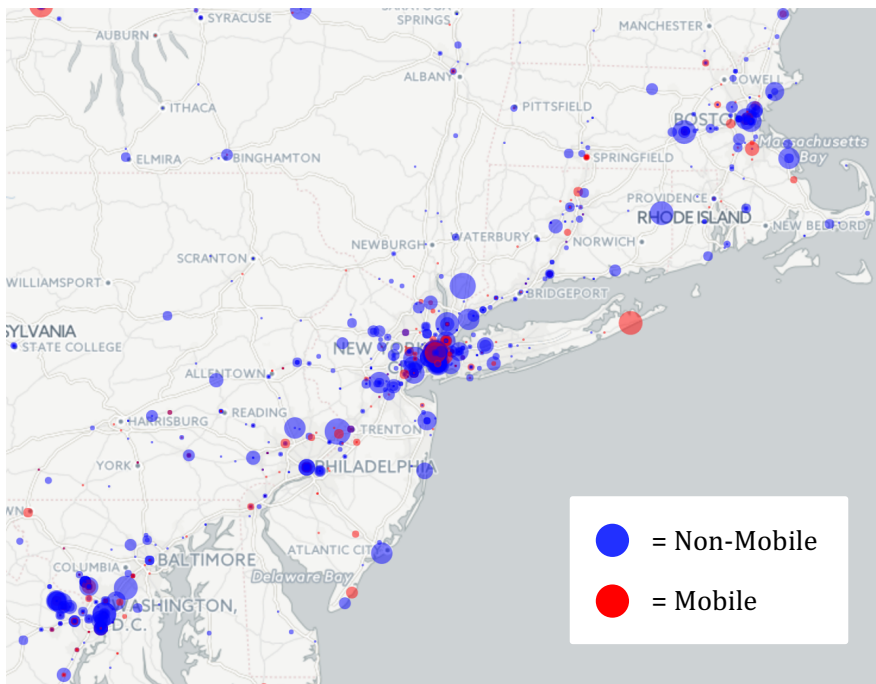
- Size of bubble corresponds with distance between hotel and user
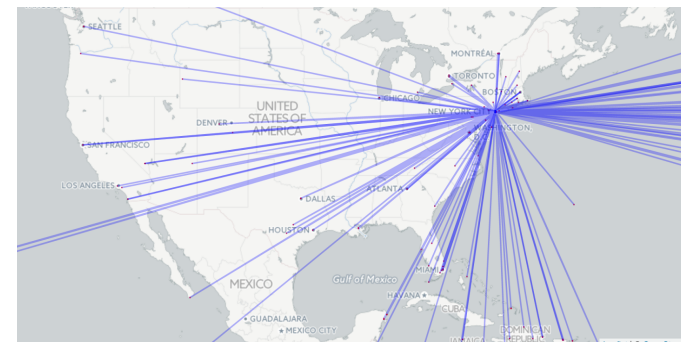
Case Study: Seasonal Travel Trends

Winter Travelers from NYC Travel South

Most popular destination: Cancun, Mexico

Summer Travelers from NYC Travel All Over

Most popular destination: Paris, France