




think with Google

# Digital Trends: Air Travelers July 2016


## Moments that matter for air travelers<sup>1</sup>

Top questions on Google Search (ordered by volume)




### I want to get away

- 1 where is hilton head beach
- 2 how to get a cheap flight
- 3 how to backpack europe
- 4 what island is kona on
- 5 when is the cheapest time to book a flight



### Time to make a plan

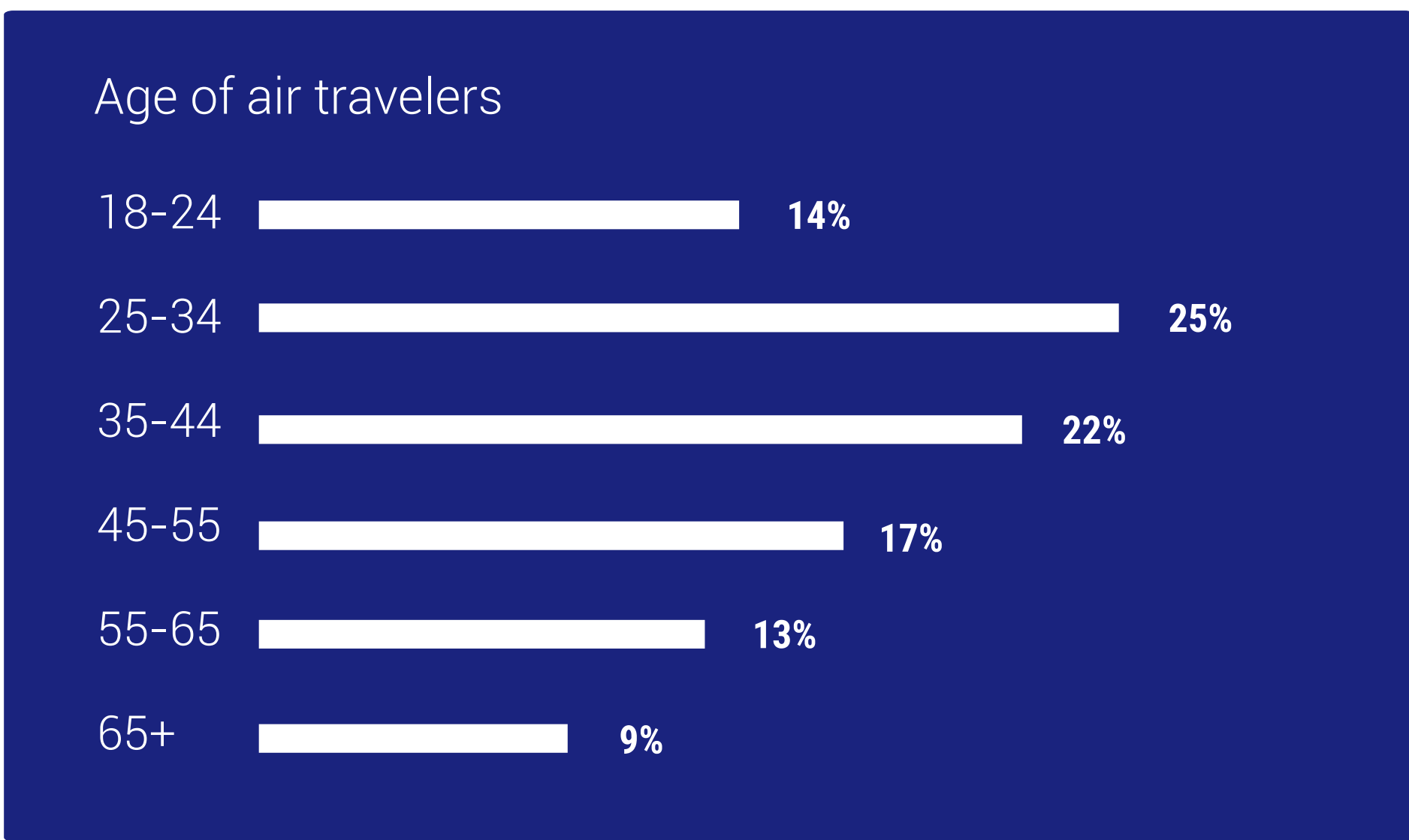
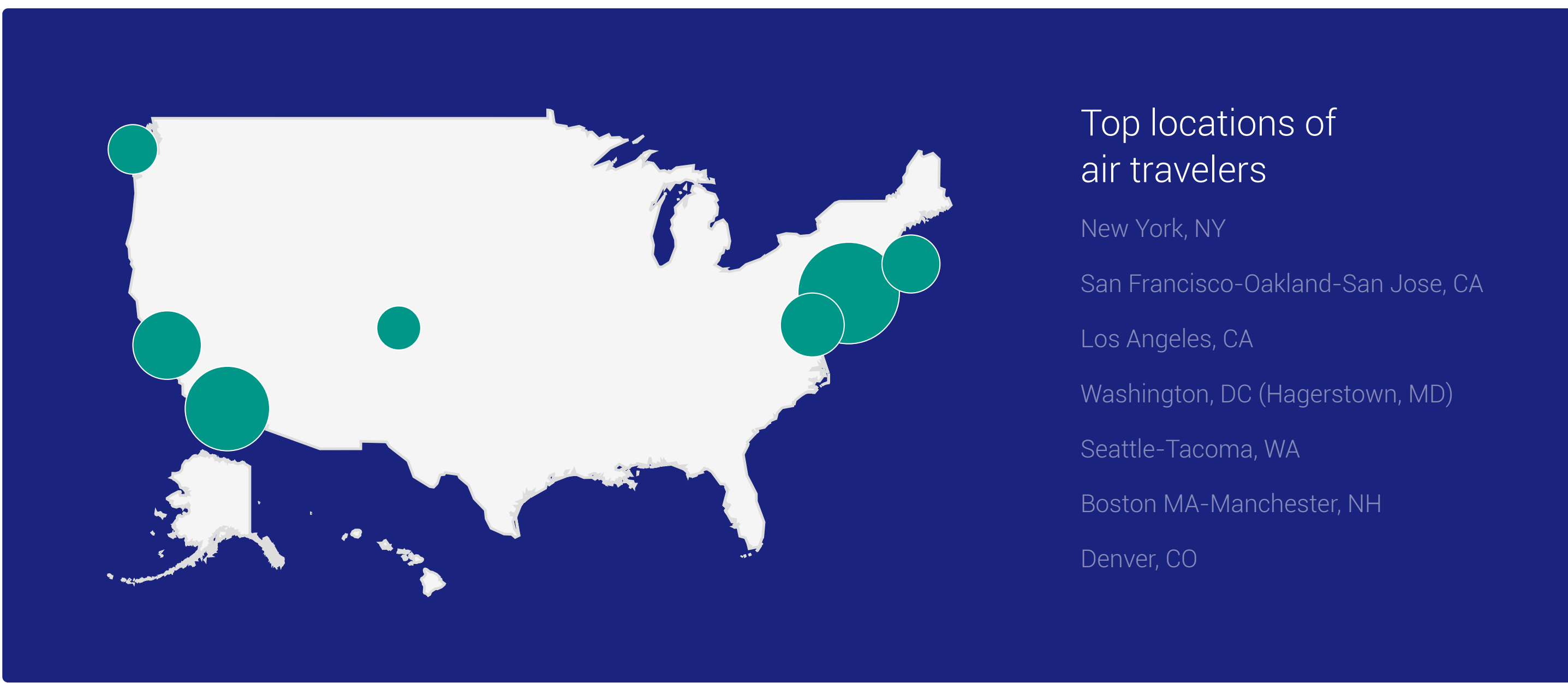
- 1 when is the best time to book a flight
- 2 what are the cheapest days to fly
- 3 how much is a private jet
- 4 what is the cheapest day to fly
- 5 how to fly standby



### I want to experience


- 1 how to check flight status
- 2 how to check in for a flight
- 3 when can you check in for a flight
- 4 what is allowed in checked baggage for international flights
- 5 how many seats left on flight

## Air travelers who research online<sup>2</sup>




## Top interests of air travelers who research online<sup>2</sup>

Ordered by relevance




### Travel brands

- 1 United Airlines
- 2 American Airlines
- 3 Delta Air Lines
- 4 JetBlue Airways
- 5 Budget Rent A Car



### Top companies

- 1 American Airlines
- 2 Delta Air Lines
- 3 Walmart
- 4 Boeing
- 5 Apple



### Hobbies

- 1 Hiking
- 2 Running
- 3 Cycling
- 4 Swimming
- 5 Backpacking

### SOURCING

1 Google Data, U.S., search questions related to vacation destinations, planning, and flight experiences, Jul. 2016.

2 Google Data, U.S., Google-defined lifestyle, psychographic, and behavioral audiences based on anonymized, aggregated user browsing behavior on the Google Display Network, Jul. 2016.