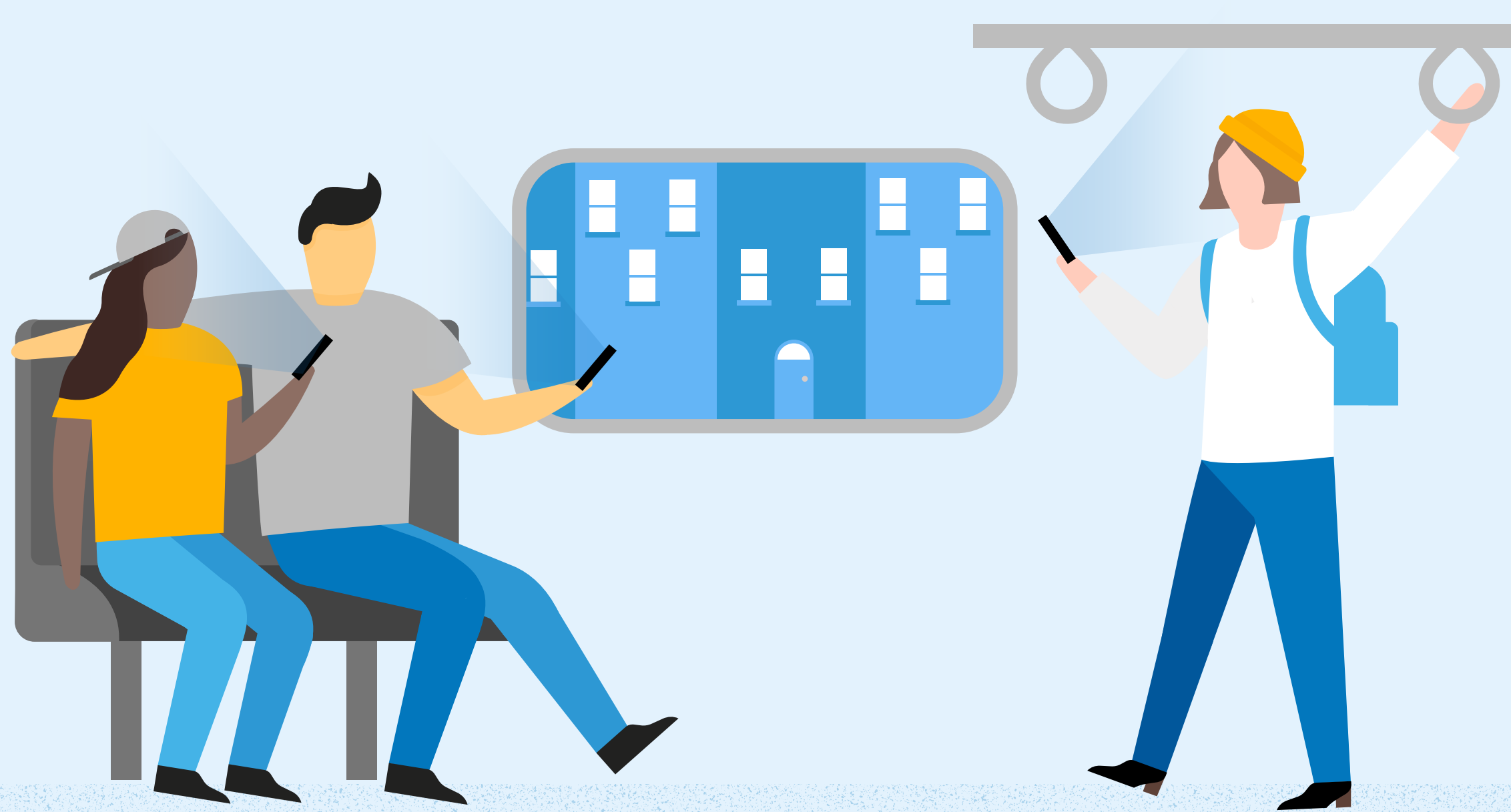
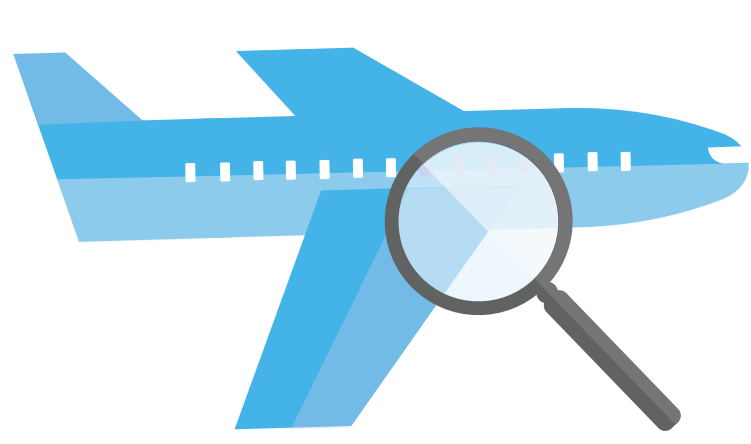


## Millennial Travelers: Mobile shopping and booking behavior



### TRAVEL SHOPPING ON THE GO

Millennials are more likely to shop for flights and hotels on a smartphone.



41%

of millennial travelers say they've used a smartphone to shop for flights **while only 25% of people over 35 years old said the same.**<sup>1</sup>



27%

of millennial travelers say they've used a smartphone to shop for hotels **while only 19% of people over 35 years old said the same.**<sup>1</sup>

### MORE TRUST IN MOBILE

Millennials have confidence in flight and hotel information found on smartphones.



66%

of millennial travelers are confident they can find all the same flight and hotel information whether searching on a mobile device or a desktop computer.<sup>1</sup>

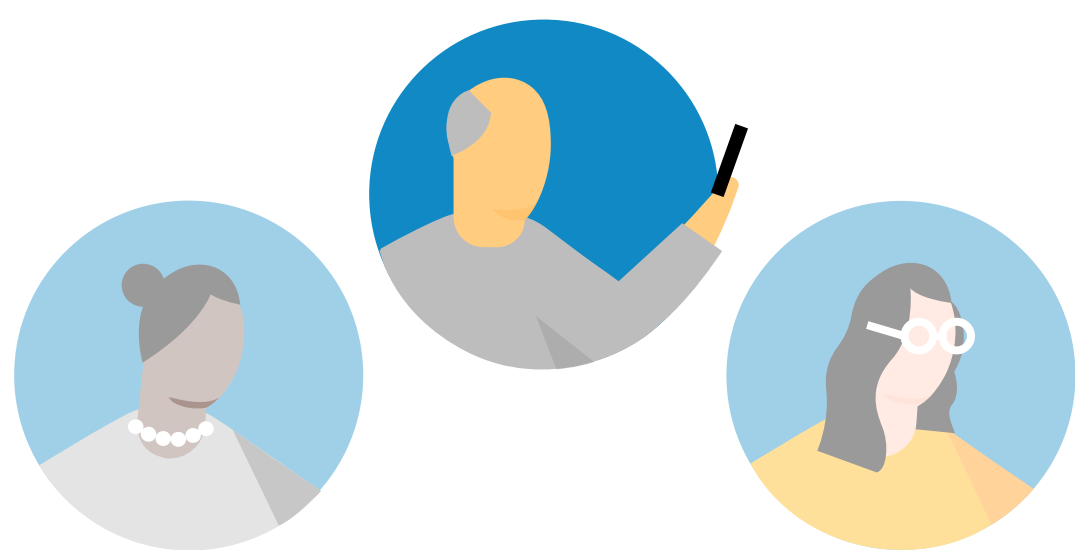
**Only 43%** of travelers over the age of 35 are confident they can find all the same flight and hotel information whether searching on a mobile device or a desktop computer.<sup>1</sup>

### MOBILE TRAVEL PLANNING

Millennials are comfortable planning and booking trips on a smartphone.



About **2/3** of younger travelers are comfortable planning an entire trip on a smartphone...



...compared to about **1/3** of travelers 35 and older.<sup>1</sup>

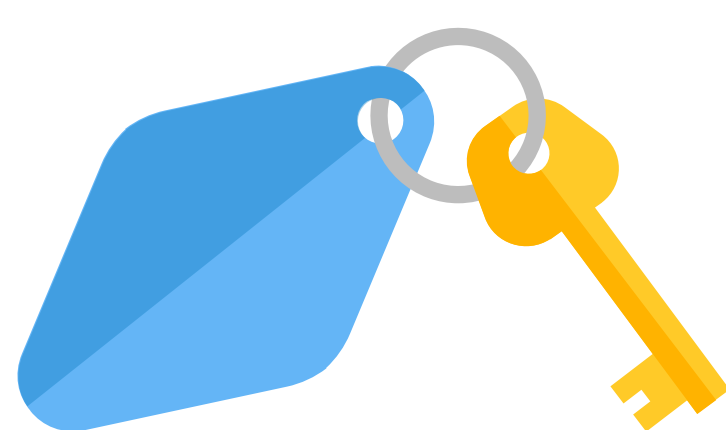
### FROM LOOKING TO BOOKING

Millennials often purchase on a smartphone after shopping on the same device.



59%

of millennial travelers say they typically purchase a flight on a smartphone after shopping on one, **while 44% of those who are 35+ say the same.**<sup>2</sup>



64%

of millennial travelers say they typically book a hotel room on a smartphone after shopping on one, **while 42% of those who are 35+ say the same.**<sup>3</sup>

#### SOURCING

- 1 Google/Phocuswright, Leisure Traveler Study base: U.S. leisure travelers 18-34 year olds n=296, 35-65+ n=634, October 2015.
- 2 Google/Phocuswright, Leisure Traveler Study base: U.S. leisure travelers 18-34 year olds n=120, 35-65+ year olds n=155, October 2015.
- 3 Google/Phocuswright, Leisure Traveler Study base: U.S. leisure travelers 18-34 year olds n=80, 35-65+ year olds n=122, October 2015.