

How OTAs can own the traveler journey at every step

The Experience is Everything

We surveyed **2,000+ end travelers** across **10 countries** to find out why, when, and how they're using OTAs and other channels across the entire journey. Here are some of the highlights.

Inspiration



TRIP IDEAS

70%

have used an **OTA** when looking for **travel inspiration**



GET SOCIAL

32%

use social media for trip **inspiration** and **planning**



BE VISUAL

almost 50%

are influenced by **videos** and **images** when researching travel¹

Shopping



SPEED IT UP

<2

Return **search results** on your website in **<2 seconds**



REVIEWS

70%

trust reviews they see on **OTAs' websites**



OFFER CHOICE

73%

would **re-book** with an OTA if they could book a **whole trip in one place**

Booking



KEEP IN TOUCH

69%

would like to receive a **reminder** to finish an incomplete booking



PRICE PREDICTION

71%

want OTAs to **predict** when **air fares** are likely to go up or down



OFFER SUPPORT

38%

say inability to **talk to someone** is a pain point when booking²

Pre-trip



ANCILLARIES

71%

want the ability to **add ancillaries** after their booking



BE FLEXIBLE

67%

want **flexible payment options** (e.g. pay a deposit/instalments)



PUSH IT GOOD

76%

want **trip status push notifications** from travel brands³

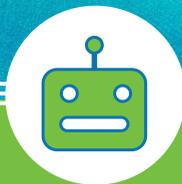
In-trip



GEO TARGET

78%

of travelers want **location-specific travel tips** from OTAs



COMMUNICATE

42%

want to use **chat platforms** to communicate with OTAs in-trip



SOCIAL CHAT

27%

want to **use social to chat** with OTAs in-trip

Post-trip



INSPIRE LOYALTY

69%

say **loyalty programs** influence them to **re-book** with an OTA



FEEDBACK

57%

would leave a review with an OTA if **incentivized** (e.g. loyalty points)



PERSONALIZE

47%

want personalized trip inspiration in an OTA's **newsletter**

Find out how your online travel agency can optimize conversions at every stage of the customer journey. Get the free guide at

travelport.com/ExperienceConversion