

Travel Goes Mobile

INSIGHTS INTO HOW MOBILE IS SHAPING THE TRAVEL INDUSTRY

TRAVEL BEHAVIOR OF CONNECTED TRAVELERS

(THOSE WHO HAVE USED A SMARTPHONE TO PLAN OR BOOK A TRIP) SOURCE: TRIPADVISOR 2015

44%

WANT THEIR SMARTPHONES WITH THEM ON VACATION TO ORGANIZE THEIR TRIP MORE EFFICIENTLY

37%

USE IT FOR BOOKING ACCOMMODATION ON THE GO

72%

USE THEIR SMARTPHONES TO LOOK FOR RESTAURANTS WHILE ON VACATION

US MOBILE TRAVEL BOOKERS

(% OF TRAVELERS WHO BOOK TRIPS VIA DIGITAL MEANS WHO WILL DO SO USING A MOBILE DEVICE)

2015 43.8%

2017 59.2% PROJECTED

SOURCE: EMARKETER 2015

52% OF TRAVEL RELATED BROWSING IS ON MOBILE

SOURCE: CMO, 2016

83750



SHARE OF TRAVEL APPS IOS APP STORE VS GOOGLE PLAY



95301

TOP 5 TRAVEL APP PUBLISHERS

(BY APP STORE RANKING) PER COUNTRY PER PLATFORM

THE AMERICAS



USA

1. Uber Technologies Inc.
2. Yelp, Inc.
3. Lyft, Inc.
4. Airbnb Inc.
5. United Airlines



1. Yelp, Inc.
2. Google Inc.
3. Booking.com
4. Airbnb, Inc.
5. trivago



CANADA

1. Uber Technologies Inc.
2. Airbnb Inc.
3. WestJet
4. Air Canada
5. Booking.com



1. Airbnb Inc.
2. WestJet
3. Booking.com
4. Google Inc.
5. Air Canada



MEXICO

1. Uber Technologies Inc.
2. Airbnb Inc.
3. Hopper
4. Cabify
5. Volaris



1. Google (Earth)
2. Google (Maps)
3. Wifi Map
4. Trivago
5. Airbnb



BRAZIL

1. Uber Technologies Inc.
2. Cabify
3. 99 Taxis
4. Decolar
5. Booking.com



1. Yelp, Inc.
2. Google Inc.
3. Booking.com
4. Airbnb, Inc.
5. trivago



INDEXED AVG. CPI %

NORTH AMERICA



LATIN AMERICA



AVG. CVR %



EUROPE, UK AND RUSSIA



UK

1. Uber Technologies Inc.
2. Booking.com
3. The trainline
4. Ryanair Ltd.
5. easyjet



1. Booking.com
2. Ryanair Ltd.
3. Google Inc.
4. Easyjet
5. Airbnb



RUSSIA

1. Yandex LLC
2. Uber Technologies Inc.
3. Mail.Ru
4. BlaBlacar
5. Booking.com



1. Yandex (Navigator)
2. 2GIS
3. Yandex (Maps)
4. BlaBlacar
5. Mail.Ru Group



FRANCE

1. SNCF
2. Uber Technologies Inc.
3. Booking.com
4. Airbnb Inc.
5. Voyages-sncf.com



1. Loisirs Encheres
2. Booking.com
3. Airbnb, Inc.
4. BlaBlacar
5. Voyages-sncf.com



GERMANY

1. Deutsche Bahn
2. Booking.com
3. Airbnb, Inc.
4. Ryanair Ltd.
5. Flix Mobility GmbH



1. Booking.com
2. Google Inc.
3. Immobilien Scout
4. FlixBus
5. Airbnb Inc.



INDEXED AVG. CPI %



AVG. CVR %



APAC



INDIA

1. ANI Technologies
2. Uber Technologies Inc.
3. Ibibo
4. MakeMyTrip
5. OYO Rooms



1. Ibibo
2. Ixigo
3. Makemytrip
4. IRCTC
5. Google Inc.



CHINA

1. Beijing Mobike Technology
2. Ctrip
3. Ofo
4. Xiaoju
5. Qunar



1. Google
2. AutoNavi
3. Baidu
4. Beijing Mobike Technology
5. Hilton



SOUTH KOREA

1. Kakao Corp.
2. WITH Innovation
3. Skyscanner
4. Korea Smart Card
5. yanolja



1. Korail
2. yanolja
3. WITH innovation
4. Naver Corp.
5. Jinair Co. Ltd



JAPAN

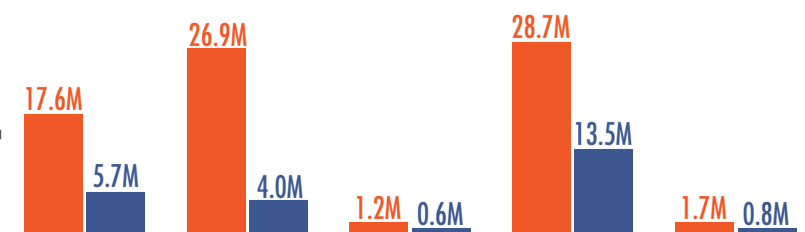
1. Adventure Inc.
2. Booking.com
3. Trivago GmbH
4. Rakuten Travel Inc.
5. Google Inc.



1. Yahoo Japan Corp.
2. Google Inc.
3. Booking.com
4. Trivago
5. Adventure Inc.



SHARE OF TRAVEL APP REVENUES



IOS ANDROID

EUROPEAN UNION NORTH AMERICA LATIN AMERICA (INCLUDING BRAZIL & MEXICO) APAC (INCLUDING INDIA & AUSTRALIA) MIDDLE EAST & AFRICA