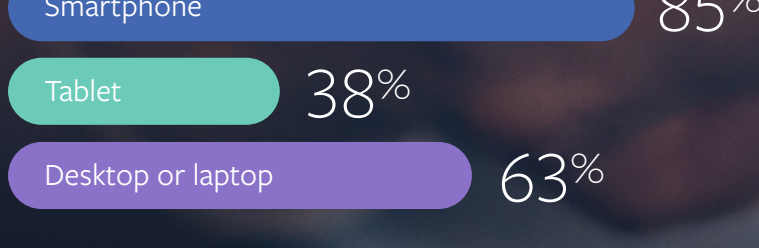


Mapping the US Travel Digital Path to Purchase

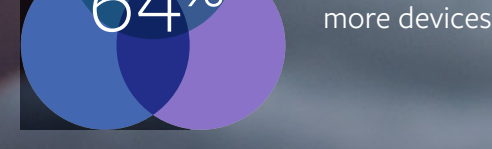
According to a Facebook-commissioned GfK survey of 2,400 people, more than half of US travelers take three or more domestic trips per year, and 25% go on at least one international adventure. All this travel involves plenty of planning. When GfK recorded data on how 97 people used digital devices to book a trip, we found that travelers visit an average of 56 digital travel-related touchpoints* before booking.¹ Here's a look at today's US travel booking journey and a glimpse of the road ahead.

Mobile fuels the planning process

When planning their last trip, travelers used a ...¹



And many used multiple devices



Charge up your mobile presence and offer a seamless cross-device experience

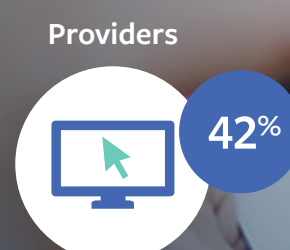
Our survey showed that 49% of travelers are more likely to book with providers who make it easy to buy across devices. Reach the right audience at the right time by tracking signals of intent across devices and serving up ads accordingly.

Peers, providers and videos shape travelers' routes

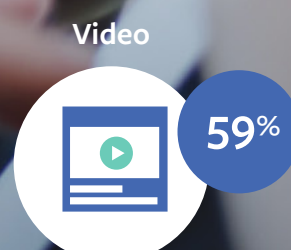
Travelers surveyed draw inspiration from ...



are inspired by hearing travel stories from others

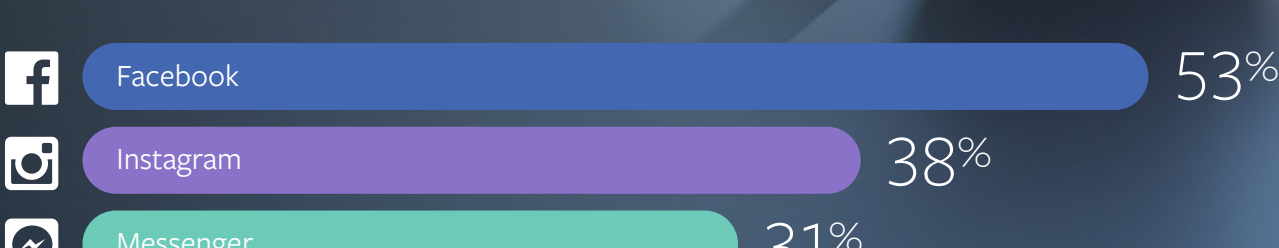


like to follow travel providers online



say watching an online video can inspire them to visit a new place

Inspired travelers** surveyed found ideas for their most recent trip on



During the average planning period, travelers spent



more time on Facebook than on travel-related apps, sites and searches¹

On average, people who posted with the hashtag #travel in July 2016 visit Instagram ...³



In July and August 2016, popular travel-related hashtags on Instagram included⁴



Consider where travelers find inspiration, and join the conversation

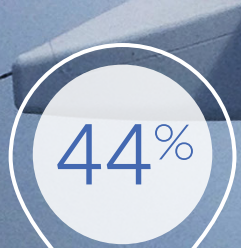
Influence travelers' decisions by tapping into their travel dreams and terminology. Don't forget to share lively, relevant content—including video.

Interest in mobile booking is taking off

Travelers surveyed who booked their last trip on mobile liked that

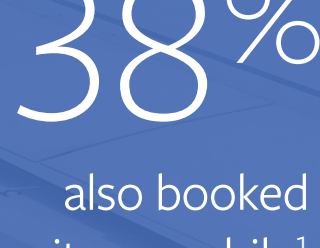


they could do it anytime, anywhere



it saved time

Of travelers who researched their last trip on mobile,



also booked it on mobile¹



Promote your mobile booking experience

Travelers crave convenience, especially when they're on the go. If you have an easy-to-use app or a fast mobile booking option, let people know about it.

Travelers want more personal, mobile-centric communication from providers

Of travelers surveyed



say that personalized ads save time and effort



Travelers would prefer to interact with providers via mobile messaging than over the phone



Share personalized offers, and communicate in a more personal way

Share more personalized offers and meet travelers' growing expectation for real-time mobile communication before, during and after their travels.

Definitions

* Digital touchpoints include travel-related searches and visits to travel-related sites or apps made on a smartphone, tablet or computer.

** Inspired Travelers are people who did some sort of online research to find inspiration before booking their last trip.

Sources

1 "Passive Digital Travel Research Journey" by GfK (Facebook-commissioned passive observation of digital browsing, search and app behavior of 97 people in the US ages 18–64 during the three month period before they booked a trip), Nov 2015–May 2016. A trip was defined as leisure travel involving a flight, hotel or cruise.

2 Facebook data, Jul 14–Aug 13 2016. Accessed Aug 16, 2016. Data is based on people in the US ages 18–70 who posted in English.

3 Instagram data, Jul and Aug 2016. Accessed Aug 10, 2016. Data is based on people in the US ages 18+ who posted with the hashtag #travel in the previous 28 days.

4 Instagram data, US only, Jul and Aug 2016. Accessed Aug 16, 2016. Data is based on people in the US ages 18+.

Source unless otherwise specified

"Digital Travel Research Journey" by GfK (Facebook-commissioned survey of 2,400 people in the US ages 18–64 who had booked a business or leisure trip in the previous three months, Nov 2015–May 2016. A trip was defined as booking accommodation and/or transportation for leisure or business purposes and staying at least one night at a location other than one's home.