

New data reveals the top three friction points in digital customer journeys when *booking travel*

1003 individuals surveyed in the United States in July 2021

Despite rising cases, countries are opening up and people across the United States are comfortable with traveling and are planning their next vacation.

57%

of respondents reported planning a personal or family vacation in the next year. **26.8%** of respondents are extremely comfortable traveling.



Data shows consumers prefer steep discounts over specific travel destinations

58%

of respondents reported that their choice of travel destination is influenced by pricing and available discounts.



The top three friction points in digital customer journeys when booking travel are: difficult to navigate websites, lack of price transparency, and technical glitches. With post-pandemic travel surging, addressing these issues should be a top priority for travel companies.

Respondents reported their top points of friction encountered when booking travel online/through an app are

45%

clunky/difficult to navigate websites

39%

lack of price transparency

30%

technical glitches

Are we seeing the death of the travel agency? With travel on the rise, a staggering majority of customers prefer to book on their own vs. using a travel agency service

77%

of respondents reported that they preferred to book on their own vs. using a travel agency.



A negative experience on a website or app when booking travel has a notable impact on customer opinion of the company as a whole. Companies that do not prioritize customer journeys risk a tarnished reputation.

55%

of respondents reported that their experience on a company's website or app influences their overall opinion of an airline, hotel, or travel company.



Traveling is a balancing act when no one app can seem to do it all. When booking travel, people use different apps for different parts of travel (hotel, flights, home rental, cars).

9%

of respondents reported using a single app for all their travel needs (hotel, air, rental car).

