GLASSBOX

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.

encountered when booking travel online/through an app are

Respondents reported their top points of friction

clunky/difficult to navigate websites

transparency

technical glitches

45% 39% lack of price

travel agency service 77% of respondents reported that they preferred to book on their own vs. using a travel agency.

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

customer opinion of the company as a whole. **Companies that do not prioritize customer** journeys risk a tarnished reputation.

A negative experience on a website or app

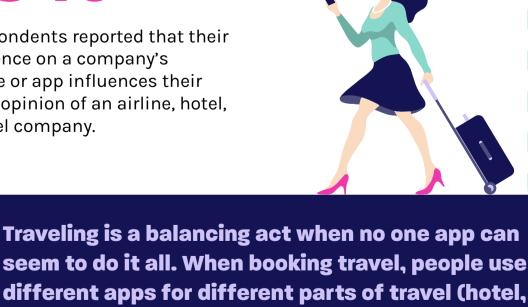
when booking travel has a notable impact on

overall opinion of an airline, hotel, or travel company.

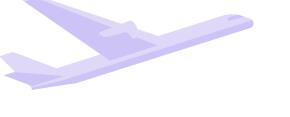
of respondents reported that their

website or app influences their

experience on a company's



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).

