



3 days ago

Google goes deep on mobile search and booking behaviour

Search giant [Google](#) and research house [TNS](#) have combined forces to examine the role of mobile in search and shopping patterns with travellers.

The huge study used data from Google's search queries alongside interviews with consumers earlier this year in markets as diverse as the UK, US and Germany alongside Israel, UAE and Portugal.

A specific part of the industry covered was flights (with additional details about in-destination usage).

The aim is to illustrate the usage and obvious increases of mobile and online behaviour in research, bookings and other "moments" in the travel journey.

So, here are the top-line findings covering smartphone usage for leisure flights by consumers:

- 85% of users have a smartphone and 66% access the web on it as often as they do via desktop.

- 89% of users research products online and 56% do so via a mobile device.

- 80% will make bookings online but only 9% do so on smartphones.

- 13% will do their research on a mobile device but then make the booking offline.

The following charts go deeper into the research...

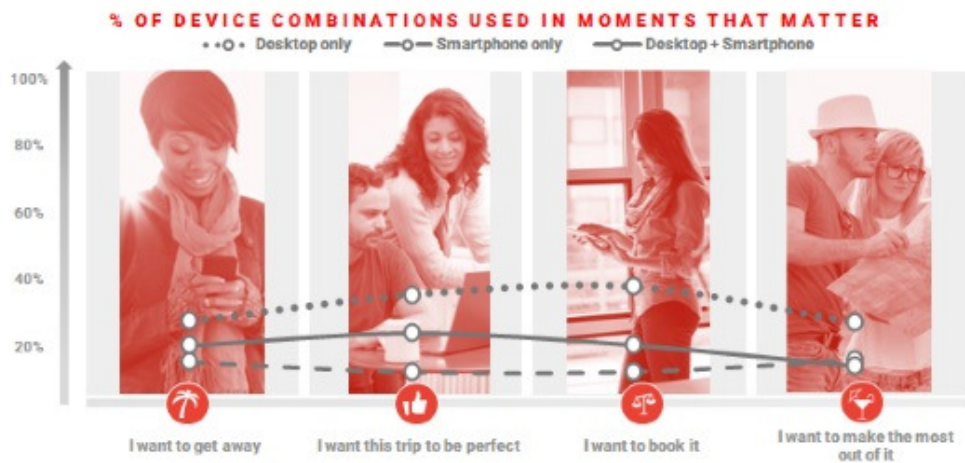
Smartphones influence initial booking phase and research in the destination:



Similar patterns found in the researching a trip:



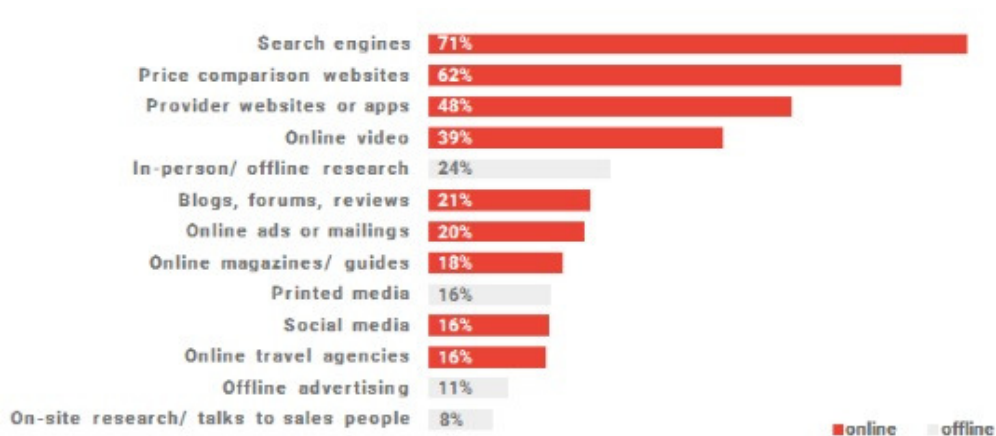
Multi-device research trends:



Smartphones trigger other activities:



General inspiration for further research:



Consumer journey browsing behaviour:



Smartphone app considerations:



Desktop versus mobile during inspiration phase:



Desktop versus mobile during research phase:



Desktop versus mobile during booking phase:



Desktop versus mobile during post-booking phase:



About the Writer :: Kevin May

Kevin May is a senior editor and one of the co-founders at Tnooz. He was previously editor of UK-based magazine Travolution and web editor of Media Week UK from 2003 to 2005.

He has worked in regional newspapers (Essex Enquirer) and started his career in journalism at the Police Gazette at New Scotland Yard in London. He has a degree in criminology, a postgraduate diploma in magazine journalism and will be publishing his first book - a biography about electronic band, Depeche Mode - soon.

Comments



that research online anywhere Kev? Can't find it.

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Kevin May

@bobby – sadly not... was from an event in London last week...

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