



SUMMER TRAVEL

Demand is set to soar.

2022 has already been deemed the year of the GOAT — Greatest Of All Trips. Are you prepared to meet traveler needs?

U.S. consumers are forecasted to spend an estimated **\$2 trillion** on travel in 2022, up 6.2% over pre-pandemic levels.

83% of customers prefer to plan and book travel online.

Frustration is also taking off.

Rage clicks spiked 34% YoY in Jan 2022 across the travel brands using Quantum Metric.

Customers are up for grabs..

44% of high-status loyalty travelers said they are willing to try a different brand.

1 in 3 customers will leave a brand they love after just one bad experience.

...as they bounce from app to app.

Travelers use **7 to 8** apps throughout the search, book, and experience phases of their journey.

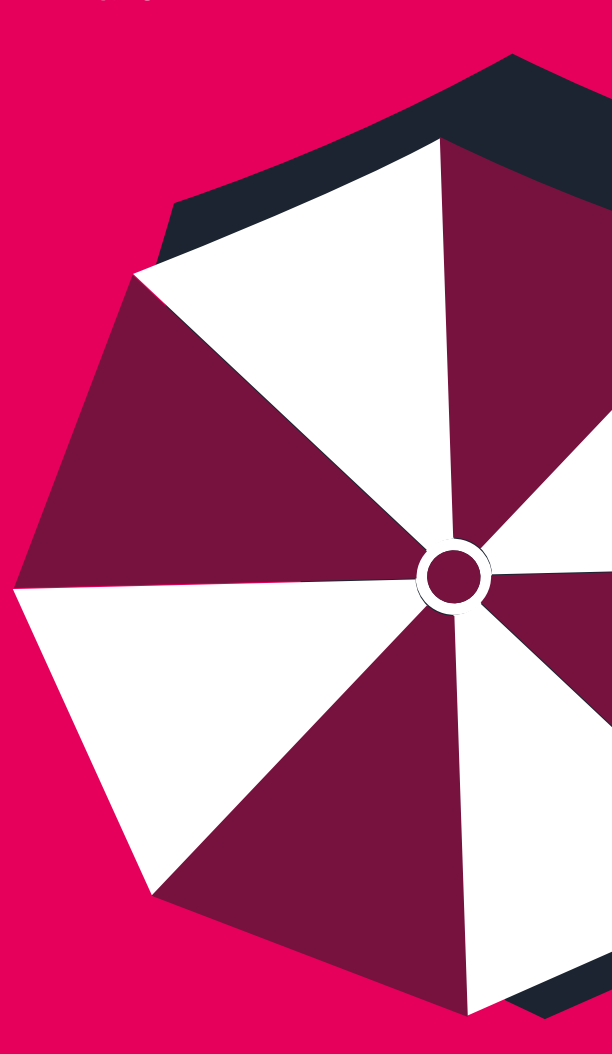
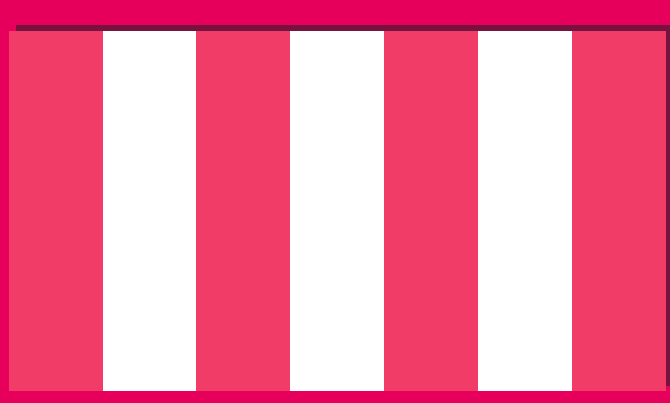
The ticket to traveler engagement?

Mobile..

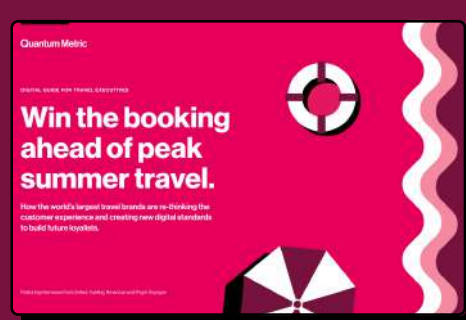
In June 2021, travel apps saw an **86%** increase in downloads as travel restrictions lifted, the highest quarterly adoption since the COVID-19 outbreak.

and personalized experiences.

87% of consumers are more likely to do business with travel companies that offer personalized experiences.



Discover how the largest travel brands are re-thinking the customer experience.



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