

ANATOMY OF TODAY'S GLOBAL TRAVELER

TRAVELERS ARE OVERWHELMED by too many options, leaving them anxious and indecisive¹

MORE THAN HALF of travelers start their searches with no specific destination in mind²

The average traveler takes **36 DAYS** to book a room, over 45 cross-device touchpoints³

9/10 new Internet users in India—more than half a billion users—are likely to be Indian language speakers, rather than English⁴

32% of proficient English speakers won't buy travel services from an English-only website⁵

69% of pleasure travelers are more loyal to a travel brand that personalizes experiences online and offline⁶

81% of business travelers have used voice assistants during their travels⁷

Of countries surveyed, travelers from Mexico take the **MOST TRIPS**, followed by those from China; Canadians book the **FEWEST TRIPS**⁸

Hotels using automated text messaging have seen guest engagement increase by over **25%**⁹

WHAT DOES THIS MEAN FOR TRAVEL BRANDS? Savvy travel brands will...



OPTIMIZE
for digital and mobile experiences



PERSONALIZE
their content and create highly targeted campaigns



PRIORITIZE
translation and localization from the start



For more tips on translating and localizing travel content to improve personalization, download our latest eBook.

Want to learn more?
LIONBRIDGE.COM

Footnotes

1. Think with Google, 2. Expedia, 3. McKinsey, 4. KPMG, 5. Common Sense Advisory, Can't Read, Won't Buy (2014)

6. Google/Ipso Connect, 7. TravelPort, 8. Expedia Group Media Solutions, 9. Alice