

US travellers increasingly turn to mobile devices to plan and book travel, according to **Google/IPSOS MediaCT 'The 2012 Traveler study'**

. 38% of leisure travellers and 57% of business travellers use mobile for travel information.

Key findings:

- What Travellers Value: leisure travellers seek value from trusted brand, business travellers seek convenience.
- Internet and Search: 83% of leisure travellers and 76% of business travellers plan online. Leisure travellers turn to search engines to plan travel online (96% have started their hotel planning with search); business travellers rely more heavily on supplier sites.
- Mobile: When booking travel on a mobile device, travellers tend to book via mobile browser. A bad mobile website is the number 1 deterrent to booking travel on a phone. 32% of travel apps are downloaded from clicks on ads.
- Online Video: online video as a resource for planning travel has grown over time: 21% of leisure travellers used online video for travel planning, up from 14% in 2009 (the percentage was 26% in 2012 among business travellers, up from 17% in 2009). Findings also show that travellers watch online video in all phases of travel planning; watching a mix of user-generated content and professionally-made videos. 74% of affluent travellers indicated that watching online video while planning travel have prompted them to book as a result. The figure reached 72% among business travellers and 45% among leisure travellers.
- Loyalty: business travellers are enrolled in more loyalty programs than leisure travellers. Neither group uses all of the programs in which they are enrolled.
- Destinations: Most leisure travellers and 70% of affluent travellers begin researching travel online, without a specific destination or mode of travel in mind.

Consultez la source sur Veille info tourisme: [Etats-Unis 83 des voyageurs d'agrément et 76 des voyageurs d'affaires planifient leur déplacement en ligne](#)