Clickatell

Chat Commerce Trends Report

Travel Edition

How Conversational Chat is Moving the Travel Industry Forward

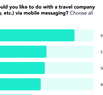
In our latest edition of the Chat Commerce Trends Report, we surveyed **more than 1,000 consumers** to learn how they like to communicate and make purchases related to travel, and their feelings and preferences about leveraging chat to connect with travel companies.

Mobile messaging is the undisputed future of travel communications

87%

87% of consumers want to use **mobile messaging** to chat with travel companies for a variety of reasons, from booking updates to gate notifications.

Which of the following things would you like to do with travel company (hotel, airline, rental car company, etc) via mobile messaging? Choose all that apply.



Born to run: Millennial wanderlust is at its peak and chat is leading the way

As the generation with the **largest spending power** in the world today, Millennials are taking to travel in droves and relying on their phones to get from Point A to Point B with full, immersive travel experiences.

Gen Z and Gen X travelers also prefer mobile messaging over all other communication methods.

How interested are you in using messaging with a travel company?

The next generation of travel communications has arrived

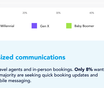
Gen Z, Millennials, and Gen X place mobile messaging as their top way to communicate, beating out email, phone support, and in-person.

Which way do you most prefer to communicate with a travel company?

Big adventures, pocket-sized communications

Travelers are spiing born voyage to travel agents and in-person bookings. **Only 8%** want to connect with a travel desk while a majority are seeking quick booking updates and personalized promotions through mobile messaging.

Which would you MOST like to do with a travel company via mobile messaging?



Whether by plane or rental car, all roads lead to mobile messaging

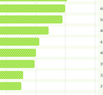
Modern day travelers are turning to text messages to receive their travel itineraries and updates in real time. By using mobile messaging, travel organizations can ensure guests stay on top of their plans without having to worry about missed calls or emails.

89% of consumers prefer to chat with airlines.

Which of the following would you like to be able to do with an airline via mobile messaging? Choose all that apply.

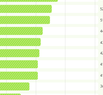
92% of consumers prefer to chat with hotels.

Which of the following would you like to do with a hotel via mobile messaging? Choose all that apply.



85% of consumers prefer to chat with rental car companies.

Which of the following would you like to be able to do with a rental car company via mobile messaging? Choose all that apply.

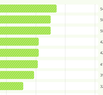


Go the extra mile with a first-class immediate mobile messaging experience

95%

95% of consumers say it's important to have a **personalized experience** when receiving booking updates, especially for flight delays, gate changes, early or late check-in, and upgrades.

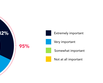
How important is it for you to have a personalized experience when receiving booking updates from the travel companies you use most often?



Put purchasing at travelers' fingertips

Although only **72% of travelers** have previously made a purchase through a mobile messaging app, **77%** say they would be likely to do so in the future.

Have you ever made a purchase (airline ticket, hotel reservation, seat upgrade, etc.) with a payment link that a travel company sent to you via mobile messaging?



How likely are you to make a purchase with a travel company via mobile messaging if they send you a payment link to complete the purchase?

All aboard: Both iPhone and Android audiences want mobile messaging

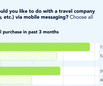
94% of **iPhone users** and **85%** of **Android users** would be interested in using mobile messaging to communicate with travel organizations.

How interested are you in using mobile messaging with a travel company?

Frequent travelers are most engaged with mobile messaging

Consumers who have made an online travel purchase in the past 3 months are far more interested in mobile messaging.

Which of the following things would you like to do with a travel company (hotel, airline, rental car company, etc.) via mobile messaging? Choose all that apply.



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*Report results based on polling of over 1000 qualified consumers within the US who use a smartphone.
Polling conducted by Dimensional Research on commissioned by Clickatell.

As Clickatell, we believe in creating a better world through technology and have democratized commerce so that to make it accessible for everyone, everywhere.

More information about the company can be found at clickatell.com

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