

94% 88%

77%

Baby Boomer

Born to run: Millennial wanderlust is at its peak and

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 coordinate their

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

How interested are you in using messaging with a hotel or other

accommodations with full, immersive travel experiences.

chat is leading the way

communication methods.

travel company?

Gen Z

Gen X

Gen Z, Millennials, and Gen X place mobile messaging as their top way to

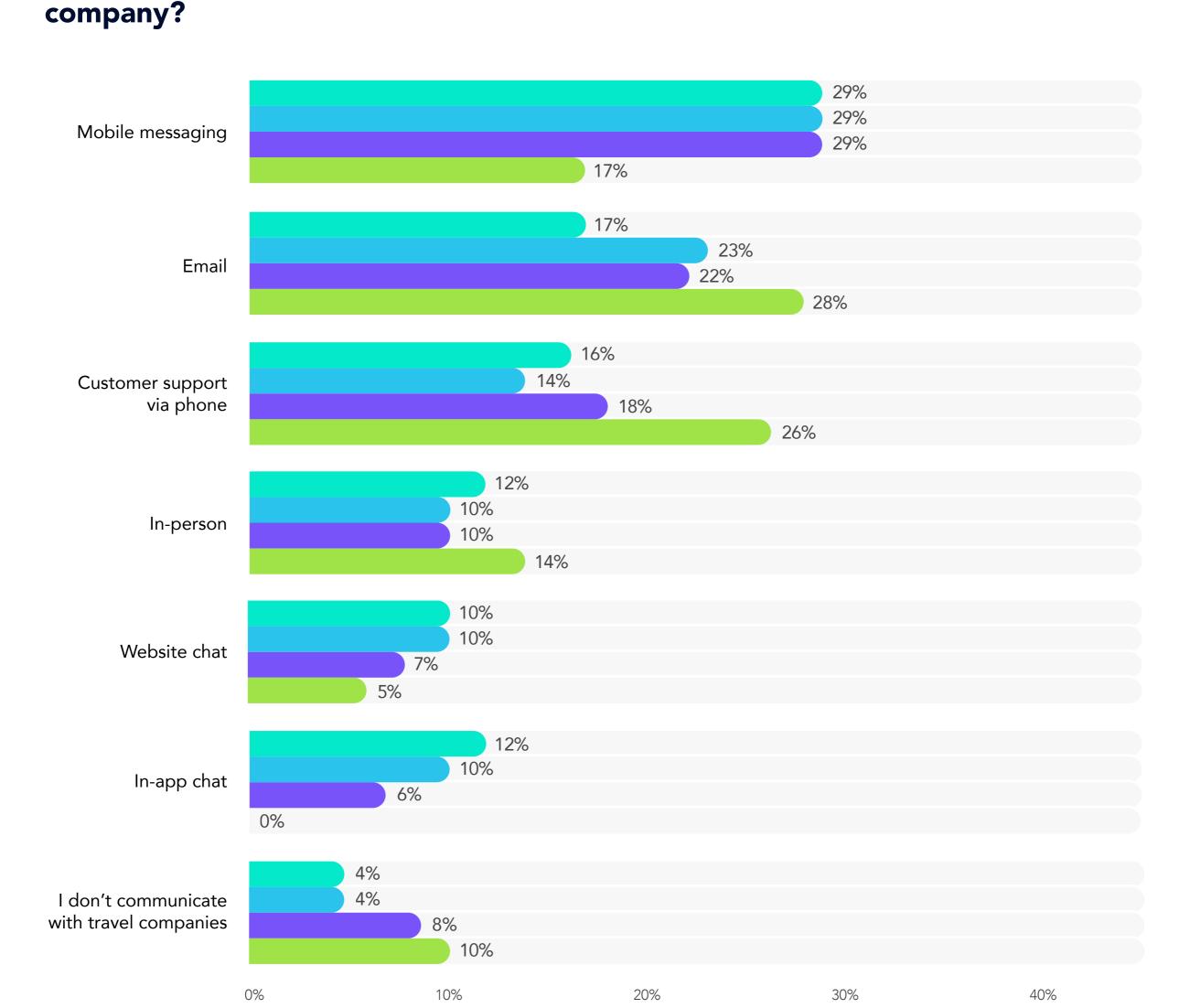
Which way do you most prefer to communicate with a hotel or travel

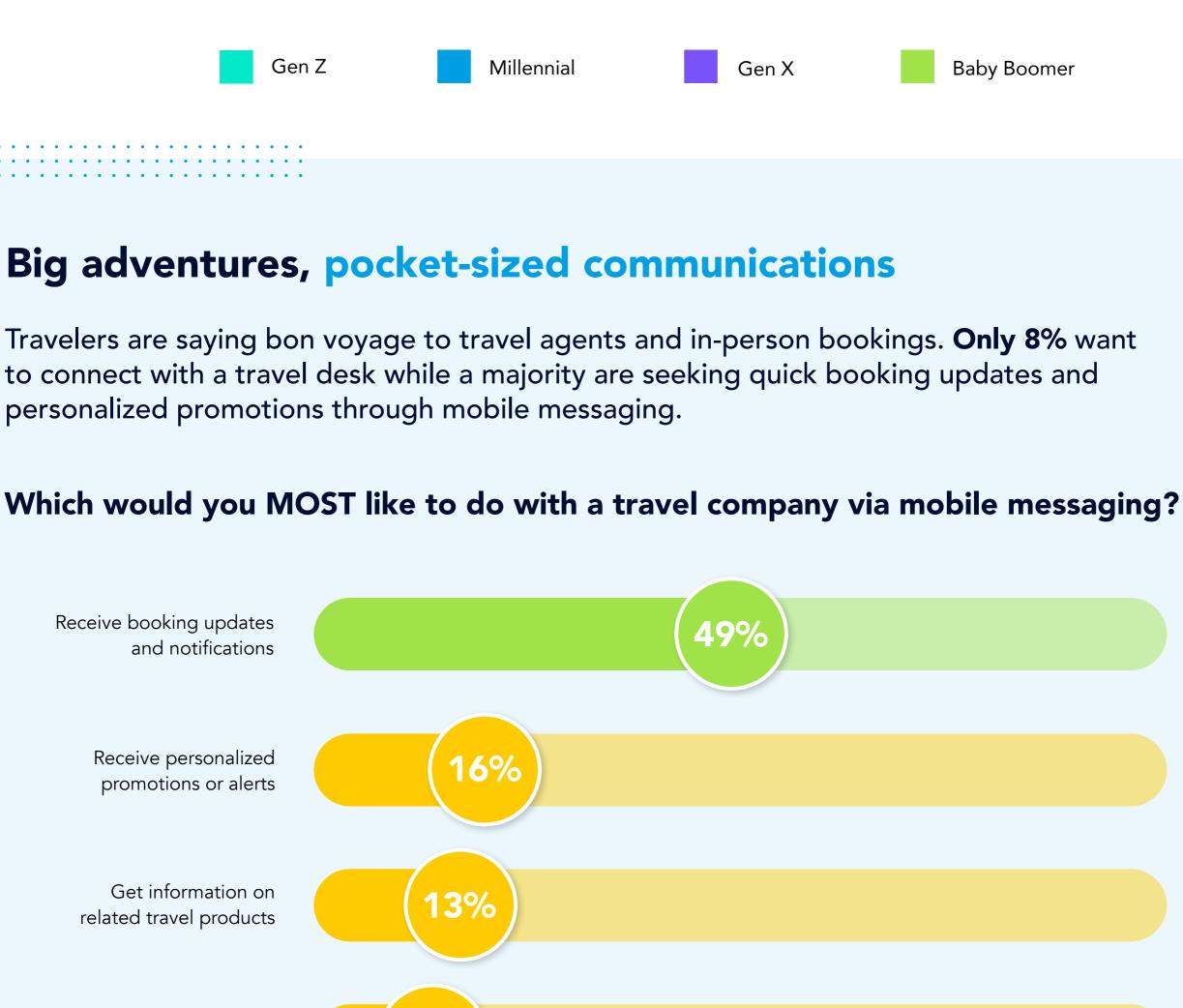
communicate, beating out email, phone support, and in-person.

Millennial

The next generation of travel

communications has arrived





Track and redeem

Connect with a travel desk for

quick information about a trip

Be reminded about a trip you

expressed interest in previously

loyalty benefits

92% of consumers prefer to chat with hotels.

Go the extra mile with a first-class

changes, early or late check-in, and upgrades.

24%

immediate mobile messaging experience

95% of consumers say it's important to have a personalized

experience when receiving booking updates such as reservation

booking updates from the travel companies you use most often?

32%

5%

How important is it for you to have a personalized experience when receiving

95%

Extremely important

Somewhat important

Yes, I have

No, I haven't

21%

29%

27%

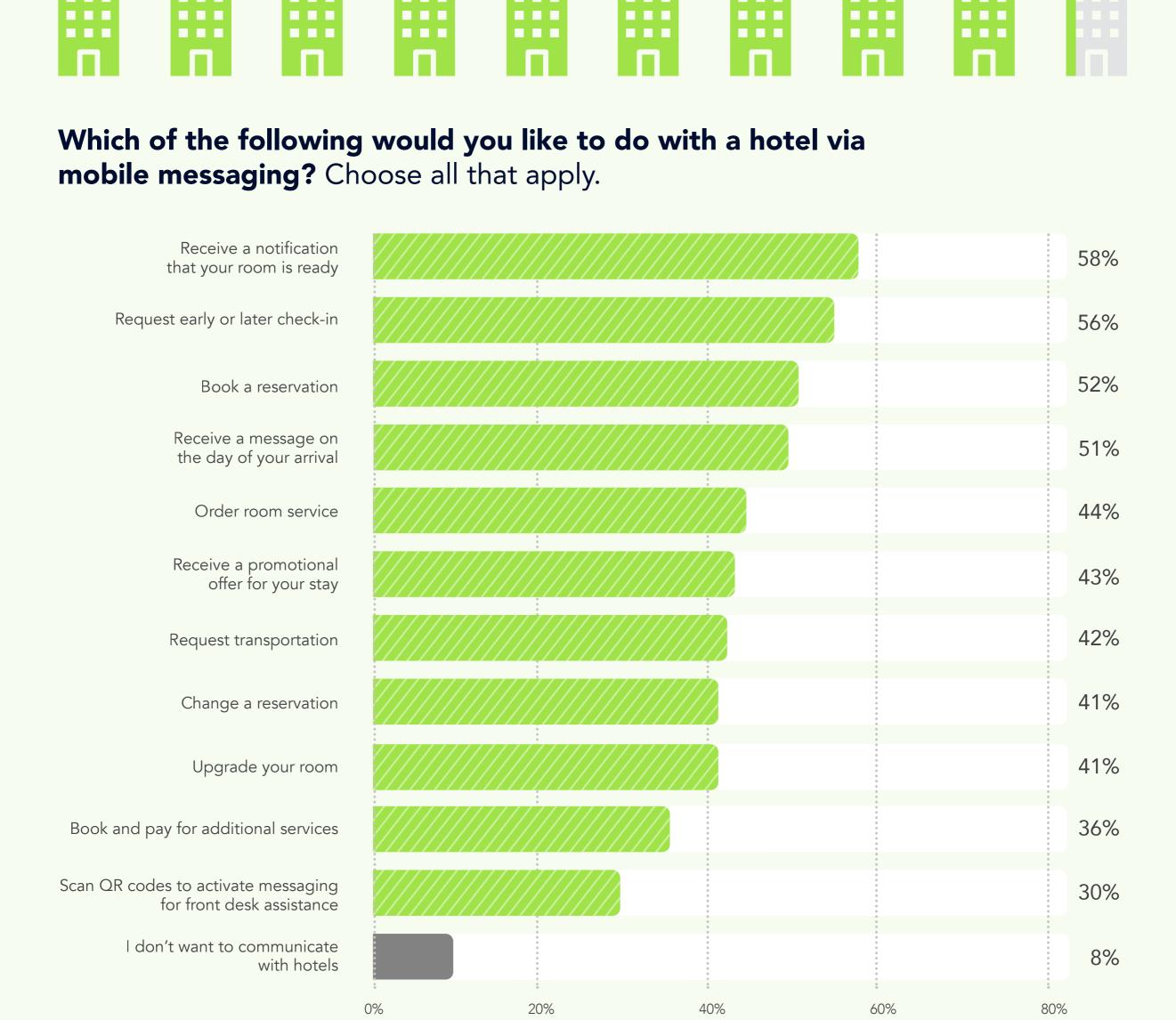
9%

6%

7%

35%

Very important





mobile payment link, 77% say they would be likely to do so in the future.

How likely are you to make a purchase with a hotel or travel company

via mobile messaging if they send you a payment link to complete the

company sent to you via mobile messaging?

purchase?

Definitely will

Very likely

Somewhat likely

Somewhat unlikely

Very unlikely

Definitely will not

iPhone

30%

34%

Extremely interested

with mobile messaging

interested in mobile messaging.

quick information about a trip

Be reminded about a trip you expressed interest in previously

> I do not want to use mobile messaging

> > 0%

0%

5%

10%

6%

30%

Very interested

Frequent travelers are most engaged

company via mobile messaging? Choose all that apply.

Have you ever made a purchase with a payment link that a hotel or travel

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 hotel or travel company?

15%

20%

Android

25%

32%

Somewhat interested

85%

25%

30%

15%

28%

Not at all interested

34%

43%

23%

4%

25%

80%



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

Which of the following things would you like to do with a hotel or travel

Did you enjoy this infographic? **Download the full Report >** *Report results based on polling of over 1000 qualified consumers within the US who use a smartphone. Polling conducted by Dimensional Research as commissioned by Clickatell. At Clickatell, we believe in creating a better world through technology and have

Made an online travel purchase in past 3 months

Did not make an online travel purchase in past 3 months

20%

40%

60%

democratized commerce in chat to make it accessible for everyone, everywhere. More information about the company can be found at clickatell.com

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