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Trust and finding the right option are top traveler frustrations online

By Linda Fox (/Linda-Fox) | September 17, 2019

Travelers continue to be frustrated with online travel, with many unsure of who to trust and annoyed at the time it takes to find the right option.

Travelport (<http://www.Travelport.com>)'s latest **Global Digital Traveler (<https://marketing.cloud.travelport.com/Global-Digital-Traveler-Research-2019>)** study reveals that half of travelers are frustrated at not knowing who to trust online, an increase of 6% on the 2018 study, while 43% are frustrated at how long it takes to find what they need.

While price often emerges as the top driver in online, the study reveals value as the top priority for more than 80% of respondents and across all age groups.

The study of 23,000 travelers from 20 countries also delves into personalization to reveal that 42% want to personalize their flight booking experience but about 25% are happy with a branded offer.

There is also frustration around what's included as standard for 52% of respondents, up 12% from last year, as well as not knowing what add-ons, such as meals and leg room, are available.

Travel companies that are used frequently but fail to remember a traveler's preferences are a further source of frustration for more than a third of respondents, rising to 39% of Generation Y travelers, according to the report.

The report also touches on technology used in the decision-making process, with 71% expressing the importance of a good digital experience when booking a flight and 58% saying the same for an accommodation booking.

Most travelers, 77%, say they have reviewed videos and images on social media as part of the research process, with Facebook named as the most influential platform across all age groups apart from Instagram for Gen Z.

When it comes to managing a trip, 45% of travelers are frustrated that they can't access their booking information via mobile devices all the time.

The report also highlights the growing use of voice search with 44% saying they have used it to help manage travel, rising to 61% for Gen Y travelers.

Most are using the technology for weather and traffic updates.

Earlier this month, **Travelport announced that it had developed voice search for easyJet's mobile app (<https://www.phocuswire.com/travelport-easyjet-voice-search-in-app>)**.

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