

# Your journey starts here: the power of travel apps

In an increasingly digital world, the travel industry is undergoing a monumental transformation. With travellers becoming more tech-savvy than ever, the key to success lies in staying ahead of the curve. The power of statistics tells an exciting story that beckons the travel industry to adapt and thrive.

Here's why you need an app for your travel organisation:

# £131.5 billion

In 2021, an estimated £131.5 billion British pounds of the country's gross domestic product was generated, **directly and indirectly, by the travel and tourism sector.\***

But, why does this mean you need an app? Well...

# 70%

of online bookers research travel on a **mobile device.\*\***

# 80%

Almost

of all UK travel bookings **are now made online.\*\***

As the online, tech-savvy user base for potential travellers increases, so does the power of being mobile. Users prefer to book a holiday on an app for a variety of reasons, as mobile apps offer numerous benefits and conveniences.

Here are some key reasons why users choose to book using a mobile app:

#### Convenience

Booking a holiday through a mobile app is incredibly convenient. Users can do it from anywhere, whether they're at home, at work, or on the go. This eliminates the need to visit a physical travel agency or use a desktop computer.

#### Real-time updates

Apps provide real-time information, such as flight availability, hotel room prices, and special offers. Users can stay updated on the latest deals and make informed decisions.

#### Mobile payment

Seamless and secure payment options become available to users through an app. Users can make payments through various methods, including credit cards, digital wallets, or even instalment plans.

#### Reviews and ratings

Travel apps provide user reviews and ratings for hotels, restaurants, and activities, allowing users to make more informed choices based on the experiences of others.

#### Easy modifications

Changing bookings is typically easier through a mobile app, as users can quickly access their itineraries and make necessary adjustments.

#### Exclusive deals

Offer exclusive discounts and deals for mobile users, encouraging cost-conscious travellers to book through the app.

#### Offline access

An app allows users to download essential travel information, such as maps and itineraries, for offline access, which is particularly useful when travelling to areas with limited internet connectivity.

#### 24/7 Accessibility

Mobile apps provide round-the-clock access to travel booking services. Users can book flights, accommodations, and activities at any time, even during non-business hours.

#### Personalisation

Travel apps offer personalised recommendations and itineraries based on user preferences. This enables users to plan a trip that suits their interests and needs.

#### Paperless travel

With digital tickets and confirmations available on the app, users can have a paperless travel experience. This is not only eco-friendly but also ensures important travel documents are stored safely in one place.

#### Notifications and alerts

Users receive notifications and alerts about their upcoming trips, including flight delays, gate changes, or last-minute promotions, keeping them well-informed.

#### Travel guides

Feature built-in travel guides, maps, and local tips, making it easier for users to explore their destination and plan their activities.

#### Contactless check-in

For accommodations, users can often check in or out through the app, reducing the need for physical interaction, minimising costs and streamlining the process.

#### Reward programs

Build in loyalty programs that reward frequent users with points, discounts, or other perks to increase your user journey and brand loyalty.

Overall, booking through a mobile app offers a seamless, user-friendly, and highly convenient experience for its users. They benefit from cost savings passed on by organisations due to minimised overhead costs of maintaining physical storefronts and lower customer support costs due to AI integration and self-help options. This is why many travellers prefer this method.

\*<https://www.statista.com/topics/3266/travel-and-tourism-in-the-united-kingdom-uk/#topicOverview>

\*\*<https://holidays-jersey.com/jersey-online-travel-booking-statistics/#--text-34%25%20of%20Millennials%20are%20happy.bookings%20are%20now%20made%20online>

Embark on your journey to seamless travel planning today!

Ready to revolutionise the travel experience you offer? Secure your free 1:1 call to discuss how our expert team and cutting-edge app solutions can make your travel dreams a reality.

Book a call now and take the first step towards hassle-free, unforgettable adventures! →

