Travelport

MOBILE TRAVEL TRENDS 2020

Because being there matters

We've surveyed eight industry experts, 100+ travel professionals, and 6,000+ end travelers to discover the top trends in mobile travel for 2020.

THE SUPER APP

Will the rise of super apps put an end to disjointed digital experiences?

1bn monthly active users on WeChat[1]

8 apps (on average) are used by travelers to research, book and manage trips[2]

45% of travel professionals plan to invest in a super app in 2020[3]

VIEW FROM THE BIG TMCS - BCD TRAVEL

We spoke to BCD Travel to learn about the global TMC's mobile priorities for the year ahead.

Ease of use — create an engaging UX

Connected services — accessible on all devices including voice

Identity & payment information — Secure, authentication of payments

THE RISE OF THE MACHINE(S)

Consumers want technology to anticipate their needs.

90% reduction in booking time by using AI tech[1]

38% of travel brands intend to invest in AI in 2020[2]

12 the number of mobile taps that can be replaced by voice search

BUSINESS TRAVEL ROI - THE DATA REVOLUTION

Big data can transform travel from an expense to a tracked KPI.

52% of travel professionals intend to invest in big data in 2020[1]

175tn GB of data expected to be in existence by 2025[2]

10 data sources generated by a single booking

NOW WE'RE TALKING BUSINESS

The evolution of voice for travel will continue in 2020.

25% of employee interactions with apps will be via voice by 2023[1]

55% of travel brands are not investing in voice at all[1]

REIMAGINING THE BUSINESS TRAVEL EXPERIENCE

Travelers want self-service features and timely information.

45% of travelers get frustrated if they can't access info on mobile[1]

68% of business travelers book trips using non-approved channels[1]

47% of travelers look directly for better rates[1]

THE 4TH INDUSTRIAL REVOLUTION

The digital era is influencing the very essence of our human experience.

5G immersive digital experiences

Blockchain contracts and payments become digitally secured

Smarter devices from smart homes to smart cities

ARE TMCS READY FOR GEN Z?

Gen Z were born into a world where a digital experience is expected.

40% of consumers will be Gen Z in 2020[1]

60% of Gen Z book travel online via mobile[1]

68% of Gen Z want alerts throughout their journey[1]

Get the Mobile Travel Trends 2020 report

Find out what the experts are saying about the next big trends in mobile travel.

travelport.com/Trends2020

1 Phocuswr, Tencent's WeChat, Eastern Asia + Virtual Assistant, 2019. 2 Travelport, Global Traveler Research, 2019. 3 Travelport, Mobile Travel Trends Survey, 2019. 4 TripActions, How Machine Learning Benefits Corporate Travel, 2018. 5 Kayak, The Digitalization of the Business Trip in Asia, 2018. 6 Business Cards Finance, Pros and Cons of Digital Money. 7 Ernst and Young, Business Analytics: How Big Data Is Changing Business, 2018. 8 Travelport Mobile: The Ultimate Guide to Marketing to Gen Z in 2019, 2019.