

Global Traveler Expectations: how to deliver on what travelers really want

A global study commissioned by
Expedia Partner Solutions



Contents

Executive summary: Five key takeaways on global traveler expectations	4
Introduction.....	6
What are global travelers looking for?.....	9
Booking	9
Payment.....	11
Customer service	13
Our recommendations	16
Conclusions.....	17
Appendix	18
About the research.....	22
About Expedia Partner Solutions	22

Executive summary: Five key takeaways on global traveler expectations

More than ever, travelers the world over are clear about their growing expectations at every stage of the customer journey. They expect more intuitive booking processes; clearer and more competitive pricing; and, resolutely, improved and always available customer service support.

As our global study of 25,000 travelers reveals, in a digital age it's vital that travel providers deliver on all of the above. Exceed expectations and in return travelers will show their loyalty. Fall short and travelers will be quick to seek out alternative solutions.

In this report we'll take a closer look at the findings of an independent study conducted by Expedia Partner Solutions. Ahead of that, here are five key takeaways to consider:





1. Quarter of global travelers wish providers would focus more attention on customer service

Though competitive offers and promotions edged ahead when it came to the one thing global travelers wished providers would pay more attention to – identified by 28% overall – customer service was only marginally behind at 26%. With customer experience the bedrock of interaction between traveler and travel provider – and ever more important in the digital age amid the exponential growth in online choice – it's a stark finding; and one that travel providers across the globe need to address.



2. Quality & relevancy of content on accommodation is a deal breaker for frequent travelers

While for many types of traveler, pricing and responsive customer support were both outliers for their importance within the booking process, for those travelling frequently (10+ trips per year), the quality and relevancy of content was also highly important. Thirty-four per cent of these travelers awarded top priority to content like accommodation descriptions, good quality images and information on nearby amenities. A lucrative subset, it's clear that content is an area that travel providers should focus on to win their loyalty.



3. Competitive pricing isn't top of the wish list globally

Surprisingly, not all countries put competitive pricing first in their assessment of what's needed for a positive booking experience. For Latin America, Africa and Asia Pacific it's not even ranked in the top 3 criteria. However, for travelers from North America and Europe, the latter being

the most prolific users of comparison search engines¹, the availability of competitive pricing took the top spot in having a positive travel booking experience. So, travel providers with these points of sale would benefit from giving extra prominence to cost savings on their travel sites over other regions.



4. Ease of website navigation is important for emerging markets

When travel booking is intuitive and made simple, it's easy to forget that it might not be so for everyone globally. For Africa (35%), the Middle East (30%), APAC (27%), ease of website navigation is the second highest ranked factor in having a positive booking experience, but only 24% of respondents globally said their travel providers were doing an 'excellent' job in creating travel sites that are easy to navigate. This indicates to travel providers that there's still some work to do in these regions to better meet expectations.



5. Business travelers are looking for flexibility at each stage of interaction

Perhaps not surprisingly, our survey reveals that the expectations of travelers on business trips diverge markedly from those on holidays when it comes to flexibility. This includes prioritizing the range of payment options available, the option to pay now, pay later and mobile payment apps more highly than those on leisure trips. These differences also extend to their expectations of the customer service experience, with business travelers placing a higher value than others on the ability to amend bookings independently. Providers looking to target business travelers should therefore prioritize building out their payment options as well as self-serve booking amendment capabilities.

1. <https://blog.prisync.com/europe-price-comparison-landscape/>

Introduction

In the digital era, the expectations of global travelers have never been higher. Nor the impact of disappointing them more damaging.

In the decades since the advent of online booking, the exponential growth in choice, comparison and reviews have enabled travelers to set the bar higher (and higher) on what the booking and payment processes should deliver – and what an excellent customer service experience looks like to them.

What remains unchanged is the importance travel providers place on securing traveler loyalty and forging ongoing and mutually beneficial relationships. In this age of consumer fickleness, that challenge is becoming ever greater – and ever higher on the agenda of providers worldwide.

That's why we've taken a closer look at whether travel companies are focusing their efforts and resources on the aspects of the online travel experience that matter most to their travelers.

We collaborated with a third party research agency on an independent global study, surveying 25,000 travelers across 35 countries, all aged 18+ and used to booking their own travel. In this report we'll unpack the data to explore what matters to them, what they're looking for from travel providers, and whether these same businesses are delivering.



Fig 1: Travelers by region that use the same provider for all their trips

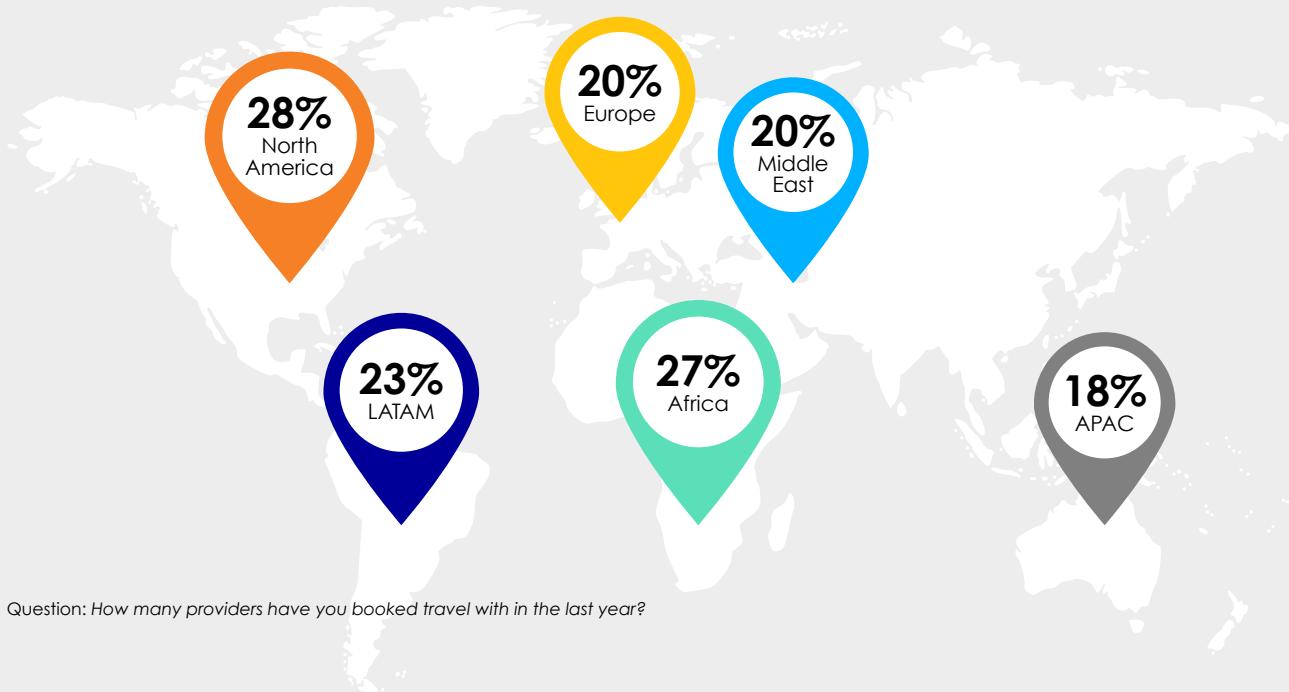


Fig 2: The most important factors in having a positive booking experience

	LATAM	North Am	Africa	Europe	M. East	APAC	Global
Overall ranking		Regional ranking / percentage*					
1	Easily contactable and responsive customer support to answer any questions I have	1 / 45%	2 / 25%	1 / 42%	1 / 26%	1 / 34%	1 / 32%
2	Competitive prices	4 / 35%	1 / 32%	4 / 29%	1 / 26%	3 / 29%	7 / 25%
3	Ease of website navigation	3 / 37%	3 / 23%	2 / 35%	4 / 22%	2 / 30%	2 / 27%
4	Offers and promotions	2 / 38%	3 / 23%	5 / 28%	3 / 23%	4 / 28%	2 / 27%
5	The quality of the content on each accommodation	5 / 33%	6 / 20%	5 / 28%	4 / 22%	7 / 26%	2 / 27%
6	Relevancy of accommodations to my needs	8 / 28%	5 / 21%	5 / 28%	6 / 21%	6 / 27%	5 / 26%
7	Being able to book all my travel needs on one site	6 / 32%	8 / 16%	3 / 30%	7 / 19%	7 / 26%	8 / 24%
8	Variety of accommodation types to choose from	10 / 27%	9 / 14%	9 / 26%	8 / 17%	7 / 26%	9 / 23%
9	Ability to book using a mobile app	8 / 28%	10 / 13%	5 / 28%	9 / 14%	5 / 28%	5 / 26%
10	Ability to earn or book with loyalty points / get cash back on the booking	7 / 30%	10 / 13%	10 / 22%	9 / 14%	10 / 21%	10 / 19%
11	Quantity of accommodations	11 / 15%	7 / 19%	11 / 19%	9 / 14%	11 / 19%	11 / 17%

Question: How important are each of the following to you in having a positive travel booking experience?

* The percentage of respondents who gave each criteria 10 out of 10 for importance.
Respondents could give the same rating to multiple criteria.

What are global travelers looking for?

For this report we delved into various key stages of the customer journey – from the booking and payment experience to customer service – to build up an accurate picture of what matters most to global travelers. Here's what we found.

1. The booking experience

It's clear that booking behavior is fragmented across regions. North American travelers have a core segment of 28% who are loyal to a single provider, but equally have an opportunity to gain loyalty from the 21% who prefer to shop around each time (Fig A1 – Appendix). In Africa 27% of travelers use the same provider for every trip, which compares to only 18% in the Asia Pacific region, where 14% use up to six different providers and where the same percentage swap every single time based on price and availability (**Fig 1**) (Fig A1 – Appendix).

We asked travelers to rank the importance of 11 different factors in having a positive booking experience. Top of the priority list across all travelers globally was easily contactable and responsive customer support, closely followed by competitive pricing and ease of web navigation (**Fig 2**).

Once again, this varied by region. Travelers in Latin America and Africa prized easily contactable and responsive customer support most highly, with 45% of Latin Americans and 42% of Africans rating it 10 out of 10 for importance within the booking process. In contrast, Europeans placed this element on a par with competitive pricing, with 26% of travelers from the region respectively scoring both as highly important. This is arguably a reflection of the disproportionate reliance upon comparison tools for travel booking in Europe, which encourage a focus on topline price. In fact, a reported 20% of all ecommerce traffic in Europe originates from searches on comparison engines, across all sectors.²

Ease of website navigation has also been identified as important, specifically for emerging markets. Thirty-five per cent of respondents in Africa gave ease of website navigation 10 out of 10 for

importance in having a positive booking experience. For the Middle East this was 30% and for APAC 27% – making it the second highest factor for these three regions. But only 24% of respondents globally said their travel providers were doing an 'excellent' job in creating travel sites that are easy to navigate.

The importance placed upon loyalty points or cashback options also varied by region, most significantly in Latin America where nearly a third (30%) of travelers classed it as a highly important element, versus only 13% of North Americans (**Fig 2**). In countries such as Brazil, the availability of loyalty programs is driving growth across a variety of business sectors³ and can act as a source of real competitive advantage.

Interestingly, when broken down by frequency of travel, it was those travelers taking the most trips annually (10+) that were most likely to identify easily contactable and responsive customer support as a highly important element (**Fig 3**). This group also prized the quality and relevancy of content on accommodation highly. Thirty-one per cent of these travelers rated the relevancy of accommodation as an important element within the booking experience, versus 24% of travelers overall. And 34% of this subset attributed this same level of importance to the quality of content that accompanied these accommodation options too, i.e. the images and description accompanying a listing.

Being relevant and personal has never been more important for our industry than it is right now. We're living in a time of information explosion. The more information we have, the more options we are given, the harder it becomes to sift through it all and make choices. In a world overwhelmed with choice, choice itself can become the friction - which makes it not surprising that quantity of accommodation was given high importance the least frequently.

2. <https://blog.prisync.com/europe-price-comparison-landscape/>
3. <https://latam.tech/loyalty-programs-drive-brazilian-business-revenues/1466/>

Fig 3: The most important factors in having a positive booking experience by number of trips per year

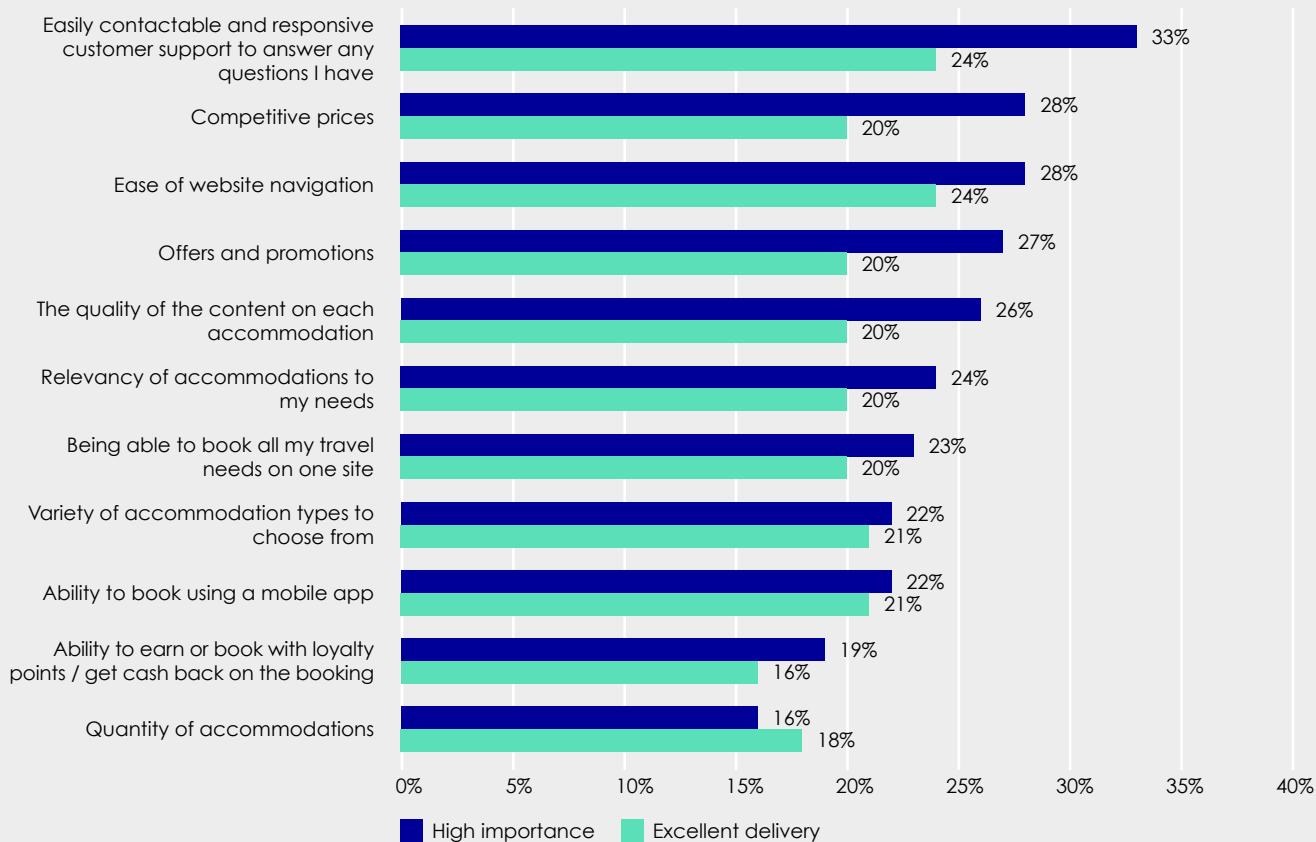
Overall ranking:		1–3 trips pa	4–6 trips pa	7–9 trips pa	10+ trips pa
		Ranking / percentage*			
1	Easily contactable and responsive customer support to answer any questions I have	1 / 33%	1 / 31%	1 / 31%	1 / 35%
2	Competitive prices	2 / 29%	3 / 26%	4 / 26%	5 / 31%
3	Ease of website navigation	4 / 27%	2 / 28%	3 / 28%	2 / 34%
4	Offers and promotions	3 / 28%	5 / 25%	7 / 24%	9 / 29%
5	The quality of the content on each accommodation	5 / 25%	3 / 26%	4 / 26%	2 / 34%
6	Relevancy of accommodations to my needs	6 / 24%	5 / 25%	2 / 29%	5 / 31%
7	Being able to book all my travel needs on one site	7 / 23%	7 / 24%	7 / 24%	5 / 31%
8	Variety of accommodation types to choose from	8 / 21%	9 / 22%	6 / 25%	4 / 33%
9	Ability to book using a mobile app	8 / 21%	7 / 24%	7 / 24%	8 / 30%
10	Ability to earn or book with loyalty points / get cash back on the booking	10 / 19%	10 / 19%	10 / 21%	10 / 26%
11	Quantity of accommodations	11 / 15%	11 / 16%	11 / 19%	10 / 26%

Question: How important are each of the following to you in having a positive travel booking experience?

* The percentage of respondents who gave each criteria 10 out of 10 for importance.

Respondents could give the same rating to multiple criteria.

Fig 4: 'High importance' vs 'Excellent delivery' in having a positive booking experience



Question 1 ("High importance"): How important are each of the following to you in having a positive travel booking experience?

Question 2 ("Excellent delivery"): Based on your last travel booking experience, how would you rate your provider on each of these criteria?

The percentages refer to respondents who gave each criteria 10 out of 10 for importance and rated their last travel provider as 10 out of 10 for delivery. Respondents could give the same rating to multiple criteria.

Are travel providers meeting traveler expectations on booking?

With all these variations, it's a complex business encompassing all traveler needs – and our data shows that there are some key areas where providers are currently falling short. For instance, when it comes to the booking experience, 28% of all travelers rated competitive pricing as a top priority, yet when asked about their most recent experience only 20% described their travel provider as excellent in this regard ([Fig 4](#)).

For some types of traveler this gap is even larger. Only 18% of travelers to city break locations rated pricing as 'excellent,' versus the 27% that said it was a highly important element within the booking experience ([Fig A2 – Appendix](#)).

The same was true for customer service. For example, 35% of business travelers classed this as one of the most important elements, but only 27% would rate their last booking experience as 'excellent' in this regard ([Fig A3 – Appendix](#)).

But providers are over-delivering too. This is particularly true for those traveling on a city break, where 16% rated their most recent experience as excellent in terms of quantity of accommodation, whereas only 14% of this subset rated it as a highly important element ([Fig A2 – Appendix](#)).

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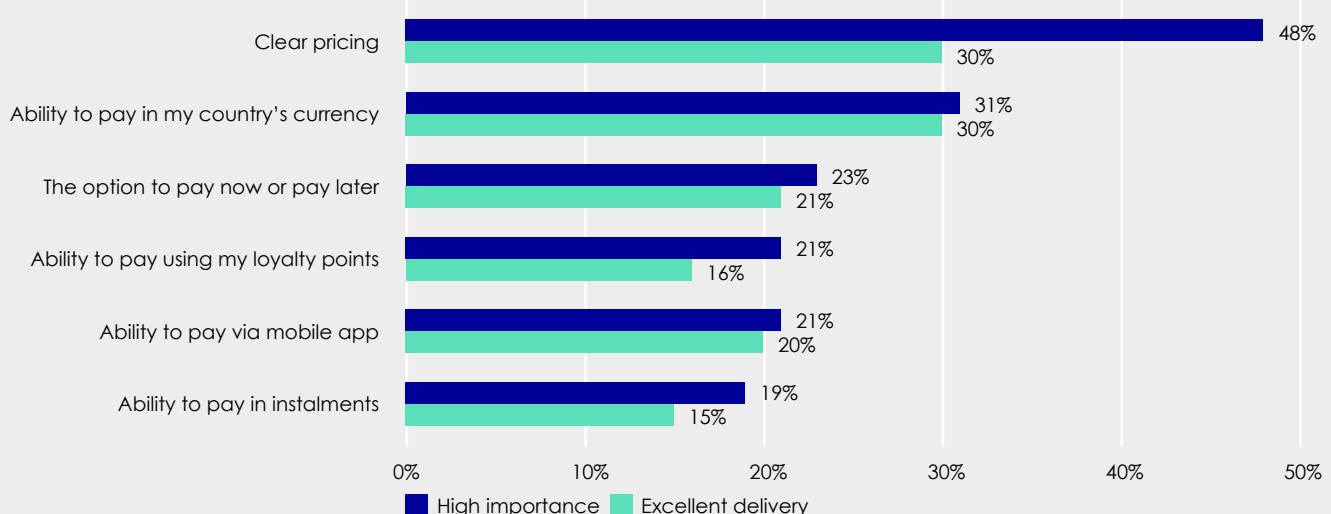
2. The payment experience

When it came to the overall payment experience, clear pricing was most highly valued by global travelers. Across the 35 countries surveyed it was this element which took precedence, with 48% giving it the highest importance rating – above paying in a local currency (31%) and the option to split payment into multiple instalments (19%) ([Fig 5](#)).

Breaking this down by region, it's clear that Latin Americans prize clear pricing more strongly than other travelers. Nearly two-thirds (61%) gave it 10 out of 10 for importance, versus 43% of those in the Asia Pacific. In the Middle East, although clear pricing was still top, the ability to pay now or pay later was also valued highly, with 31% awarding this top importance within the payment process ([Fig A4 – Appendix](#)).

Business travelers, meanwhile, valued flexibility within pricing plans. Twenty-seven per cent ranked pay now or pay later options of high importance, for example, versus only 22% of travelers on a city break and 24% of travelers on beach holidays. Twenty-seven per cent also rated the ability to pay via an app as very important, compared to only 19% of both city break and beach travelers ([Fig 6](#)).

Fig 5: 'High importance' vs 'Excellent delivery' in having a positive payment experience

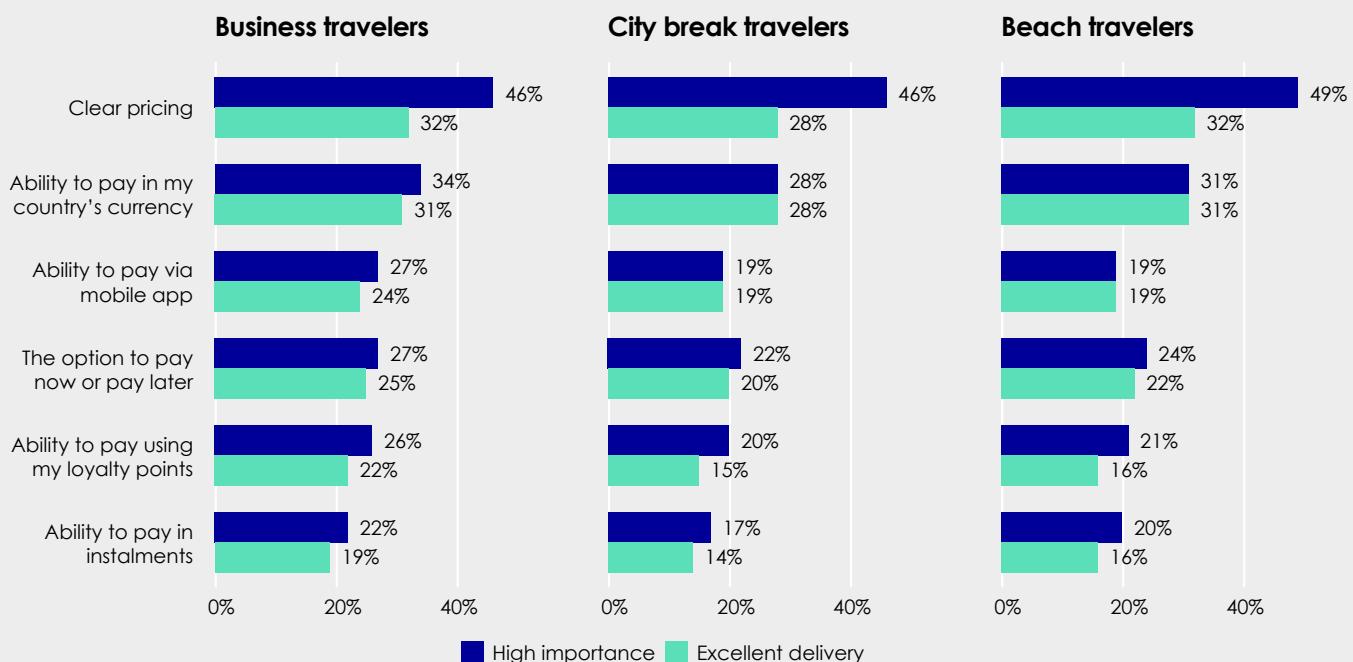


Question 1 ("High importance"): How important are each of the following to you in having a positive payment experience?

Question 2 ("Excellent delivery"): Based on your last travel booking experience, how would you rate your provider on each of these criteria?

The percentages refer to respondents who gave each criteria 10 out of 10 for importance and rated their last travel provider as 10 out of 10 for delivery. Respondents could give the same rating to multiple criteria.

Fig 6: 'High importance' vs 'Excellent delivery' in having a positive payment experience

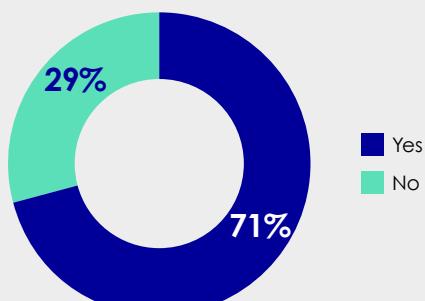


Question 1 ("High importance"): How important are each of the following to you in having a positive payment experience?

Question 2 ("Excellent delivery"): Based on your last travel booking experience, how would you rate your provider on each of these criteria?

The percentages refer to respondents who gave each criteria 10 out of 10 for importance and rated their last travel provider as 10 out of 10 for delivery. Respondents could give the same rating to multiple criteria.

Fig 7: Likelihood of shopping cart abandonment if the preferred payment method was not available



Question: Would you abandon an online booking cart if your preferred payment method of choice was not available?

Is delivery meeting expectation on payments?

In some respects, companies are succeeding in matching expectation with the payment options they're delivering to travelers. That said, there's still plenty more that could be done, particularly when you consider that 71% of the travelers said they would abandon an online booking cart if their preferred payment option wasn't available ([Fig 7](#)).

Only 30% of global travelers said the delivery of clear pricing was excellent on their last trip – which was rated as important by more travelers than for any other element of the payment process. This reflects a need for providers to do more to meet expectations ([Fig 5](#)).

There is also a disproportion of those placing importance on the ability to pay with loyalty points (21%) and providers scoring 'excellent' in delivery (16%) – it's not surprising that travelers who earned points would have expectations to put them to good use. This is particularly true for business travelers of which 26% rated paying with loyalty points as highly important ([Fig 6](#)).

Similarly, there is contrast with the desire to pay in instalments, 19% rated this ability as highly important, versus 15% in delivery. This is most significant for Latin Americans where 30% highly value the ability to pay in instalments versus only 15% of Europeans ([Fig A4 – Appendix](#)).

The ability to solve any problems that emerge during a trip came out top across all 35 countries.

3. The customer service experience

Over a quarter (26%) of all travelers we surveyed said that customer service was the one thing they wished travel providers would focus more attention on, second only to more competitive offers and promotions (28%) ([Fig 8](#)). But what does great customer service look like for global travelers?

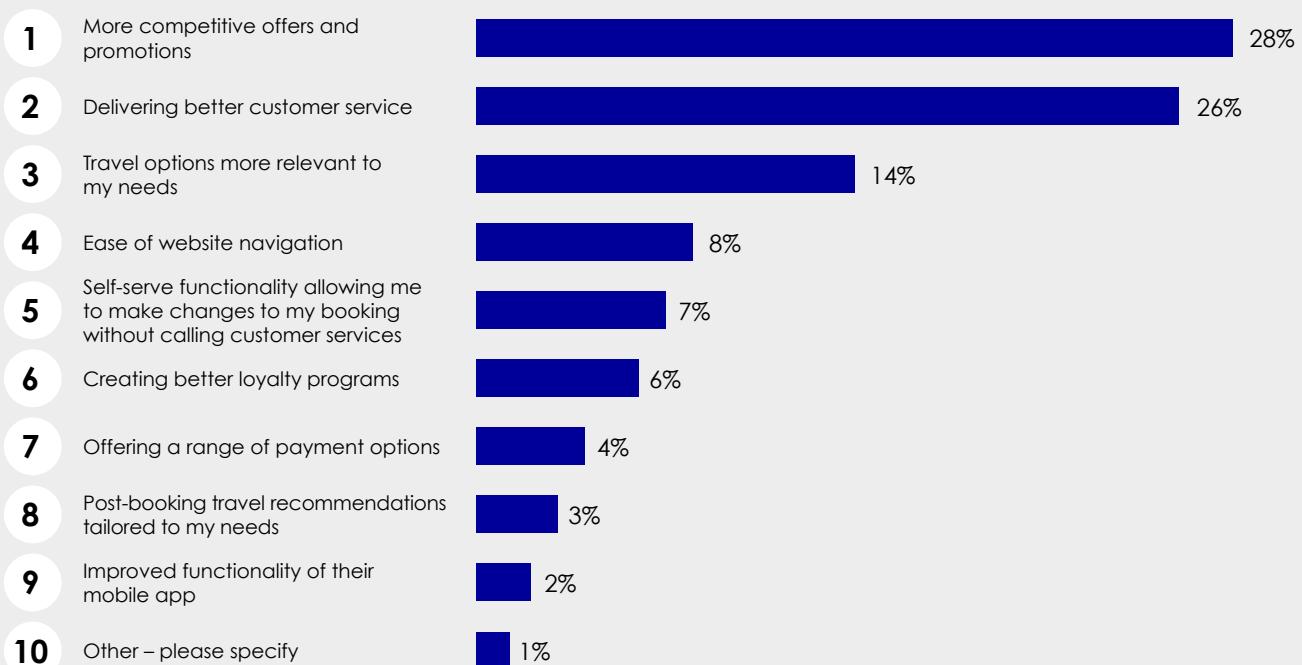
Overall it was the ability to solve any problems that emerge during a trip that came out on top across all 35 countries, ranked 10 out of 10 in importance when it comes to a positive customer service experience by 36% of global travelers. Next came the speed of response to queries, rated as of the highest importance by 33%, followed closely by the ability for travelers to change bookings themselves, given top priority by 30% ([Fig 9](#)).

Again, our data revealed that this differs across various subsets of travelers. For frequent travelers, for instance, it was a travel providers' ability to respond speedily to queries that edged ahead as a top priority, ranked highest for its importance by 40% of those taking 10 or more trips per year. That contrasts to less frequent travelers, taking 1–3 trips per year, where ongoing support with problems was highest (36%), closely followed by speed of response (33%) and a 24/7 service to respond to queries (31%) ([Fig A5 – Appendix](#)).

By region, there were also important variations in expectation. For example, for 48% of African travelers, speed of response to queries was of the highest importance, versus only 26% of Europeans. For these European travelers, this factor was trumped by the availability of ongoing help, ranked as top by 30% ([Fig A6 – Appendix](#)).

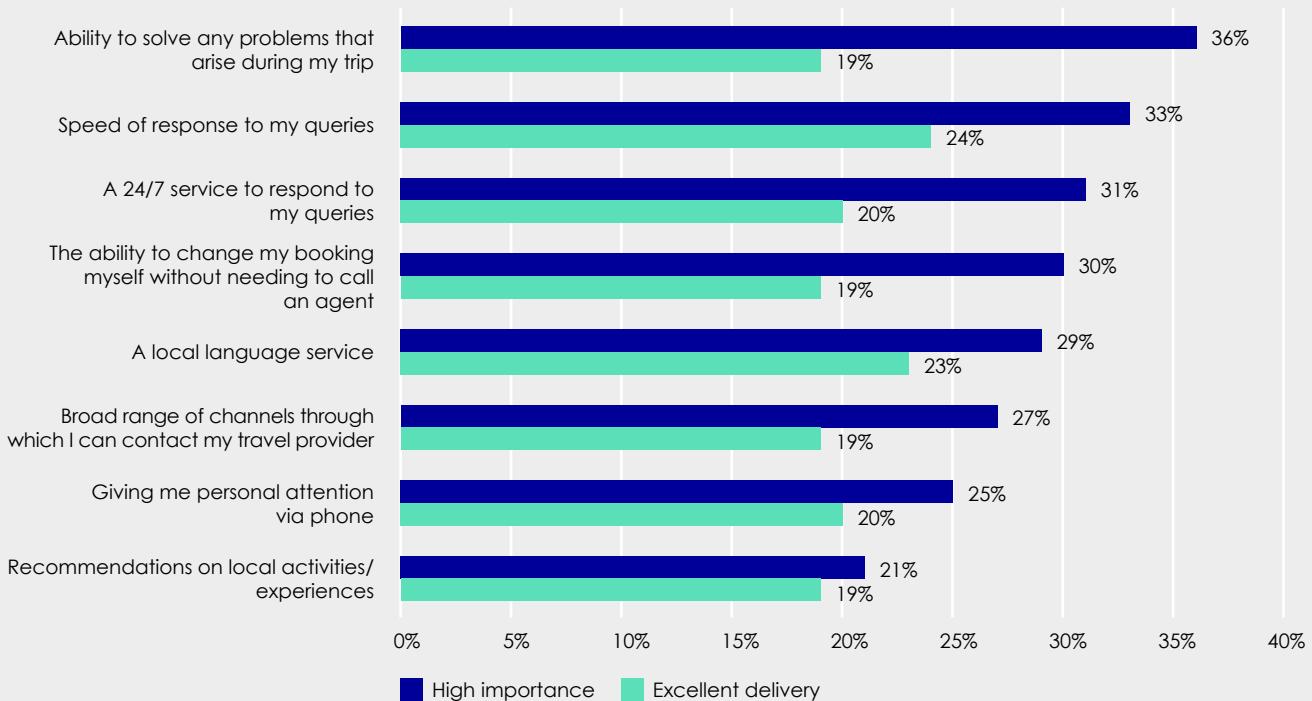
Meanwhile, among Latin Americans, Africans and those in the Middle East, there was a far higher level of importance placed on local recommendations for activities and experiences – as part of an excellent customer service experience. This element was valued highest by 28% of Latin Americans, 27% of Africans and 27% of travelers from the Middle East, versus only 17% of North Americans and 16% of Europeans ([Fig A6 – Appendix](#)). This skewing could reflect the higher proportion of business travelers in the US and Europe in our survey.

Fig 8: The one thing travelers wish travel providers would focus more attention on



Question: What one thing do you wish travel providers would focus more attention on?

Fig 9: 'High importance' vs 'Excellent delivery' in having a positive customer service experience



Question 1 ("High importance"): How important are each of the following to you in having a positive customer service experience?

Question 2 ("Excellent delivery"): Based on your last travel booking experience, how would you rate your provider on each of these criteria?

The percentages refer to respondents who gave each criteria 10 out of 10 for importance and rated their last travel provider as 10 out of 10 for delivery. Respondents could give the same rating to multiple criteria.

Are travel providers delivering when it comes to customer experience?

As with the booking and payment experience, there are some gaps between expectation and delivery when it comes to customer service – which travel providers need to pay attention to in order to improve and grow loyalty.

Take, for example, the speed of response to traveler queries. Though 33% of global travelers rated it an important element within the customer experience, only 24% ranked it as excellent for their most recent trip. This gap between expectation and delivery was also considerable among those travelers wanting 24/7 service to respond to queries, of which 31% rated it 10 out of 10 for importance. Only 20% rated this service as excellent during their most recent trip ([Fig 9](#)).

Among business travelers there was a gulf between expectation and delivery when it came to the ability to change a booking without needing to call an agent.

Travel providers have the biggest opportunity to deliver resolutions to problems that arise during a trip, which had the largest gap between high importance (36%) and excellent delivery (19%).

This gap was prevalent amongst business travelers too. An additional gap of 11 percentage points between importance and delivery for a 24/7 service to respond to queries was aligned with the demand from global travelers, further highlighting the need for travel providers to prioritize this ([Fig A7 – Appendix](#)).

Fifty-five per cent of frequent travelers (10+ trips annually) identified as business travelers. Often requiring flexibility in their bookings due to the nature of business travel, business travelers are looking for ease and independence when it comes to making changes. Travelers who make bookings for themselves also expect to be able to amend these themselves, as rated 10 out of 10 for importance by 33% of business travelers.



Our recommendations



Explore emerging digital tools to improve customer service

As this research reveals, securing traveler loyalty is a huge challenge, not only because of the explosion of choice borne from the digital age but also because behavior is highly fragmented region to region. With 26% of travelers keen for providers to focus more on customer service, it's an aspect of interaction that travel businesses can't afford to overlook. Acting as problem solver for travelers – with responsive services always on hand to tackle any problems that arise during a trip – is universally desired. Providers should therefore make it their priority to explore the potential in emerging AI technologies, such as chatbots, to ensure this service is delivered.



Keep competitive pricing at the top of the priority list

This report might flag up all the bells and whistles that can accompany a first-rate booking and payment process, but it also shows that competitive pricing, as well as offers and promotions, remain a top priority for travelers – particularly those from Europe and North America. Travel providers need to ensure that they offer value to these travelers with giving extra prominence to cost savings.

Explore travel package rates and incentives such as exclusive member-only deals as a way to provide competitive pricing.



Integrate greater flexibility into payment options

From the ubiquity of pay now or pay later options, to mobile apps that allow travelers to pay straight from their smartphones, the payments market has never been more diverse, nor more set up to offer customers choice. Travel providers need to ensure they're integrating into this new payment landscape with a choice of options, in particular, those looking to accommodate business travelers, for whom this choice is key.



Quality content counts to win over frequent travelers

Those travelers embarking on 10 or more trips per year each placed high importance on the quality and relevancy of accommodation content – 31% rated relevancy as an important element within the booking experience, while 34% attributed this same level of importance to the quality of content that accompanied these accommodation options. A highly rewarding subset, travel providers need to be delivering excellence across both elements, tailoring accommodation to individual travelers through personalized sort order and by offering tailored recommendations. Plus, travel providers must ensure they don't ignore supplementary elements, such as informative descriptions and high quality images.

Conclusions

As ABTA pointed out in its 2019 trends report⁴, many travelers are now overwhelmed by the choices available to them online.

Travel providers are a logical solution to that. They're there to help travelers effectively navigate their way through that wealth of choice at every stage of the customer journey, from booking and payment to ongoing support.

In talking to tens of thousands of travelers across 35 countries, we've uncovered exactly what travelers across the world are looking for. Crucially we've discovered that, though there are important differences in priority depending on which region travelers are from, how often they travel and the purpose of their trip, there are also some universal expectations among global travelers that providers need to be aware of. These include responsive and easily contactable support as they navigate online booking processes, better quality content, more relevant accommodations, clear transparent pricing, and a customer service capable of delivering reliable ongoing and speedy support to queries.

Crucially we've discovered that though there are important differences in priority depending on which region travelers are from, how often they travel and the purpose of their trip, there are also some universal expectations among global travelers that providers need to be aware of.

But right now, our research also shows that these traveler expectations are at odds with the areas that providers themselves are prioritizing.

To secure that all-important loyalty, travel providers need to make sure that no such disconnect exists. They need to ensure they, and any suppliers or platforms they partner with, understand precisely what their customers value at each stage of interaction and ensure those same values are reflected right back in their offering to their travelers.

4. <https://www.abta.com/news/abta-launches-travel-trends-report-2019>

Appendices

PAGE 9

Fig A1: Number of providers used to book travel over the past year



Question: How many providers have you booked travel with in the last year?

Fig A2: 'High importance' vs 'Excellent delivery' in having a positive booking experience – City break travelers

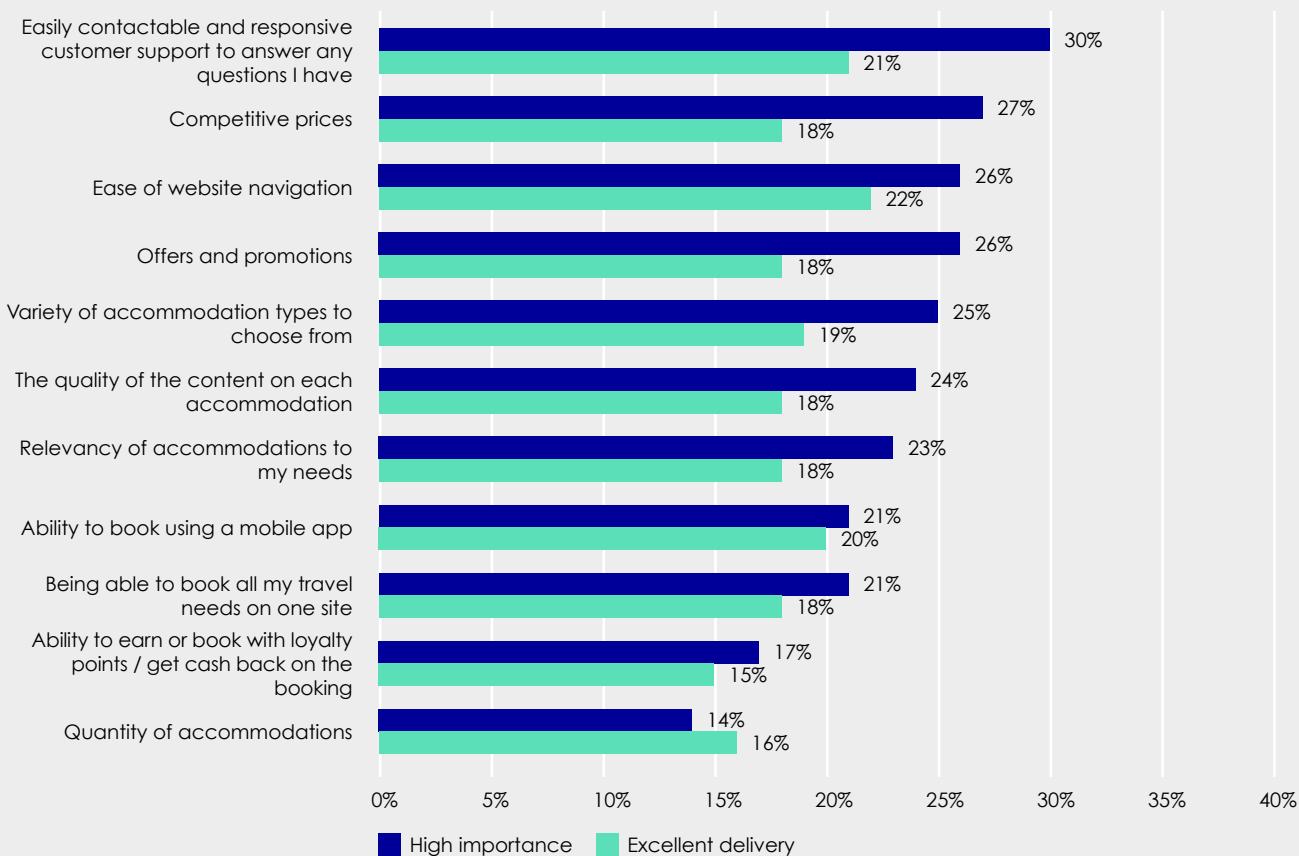
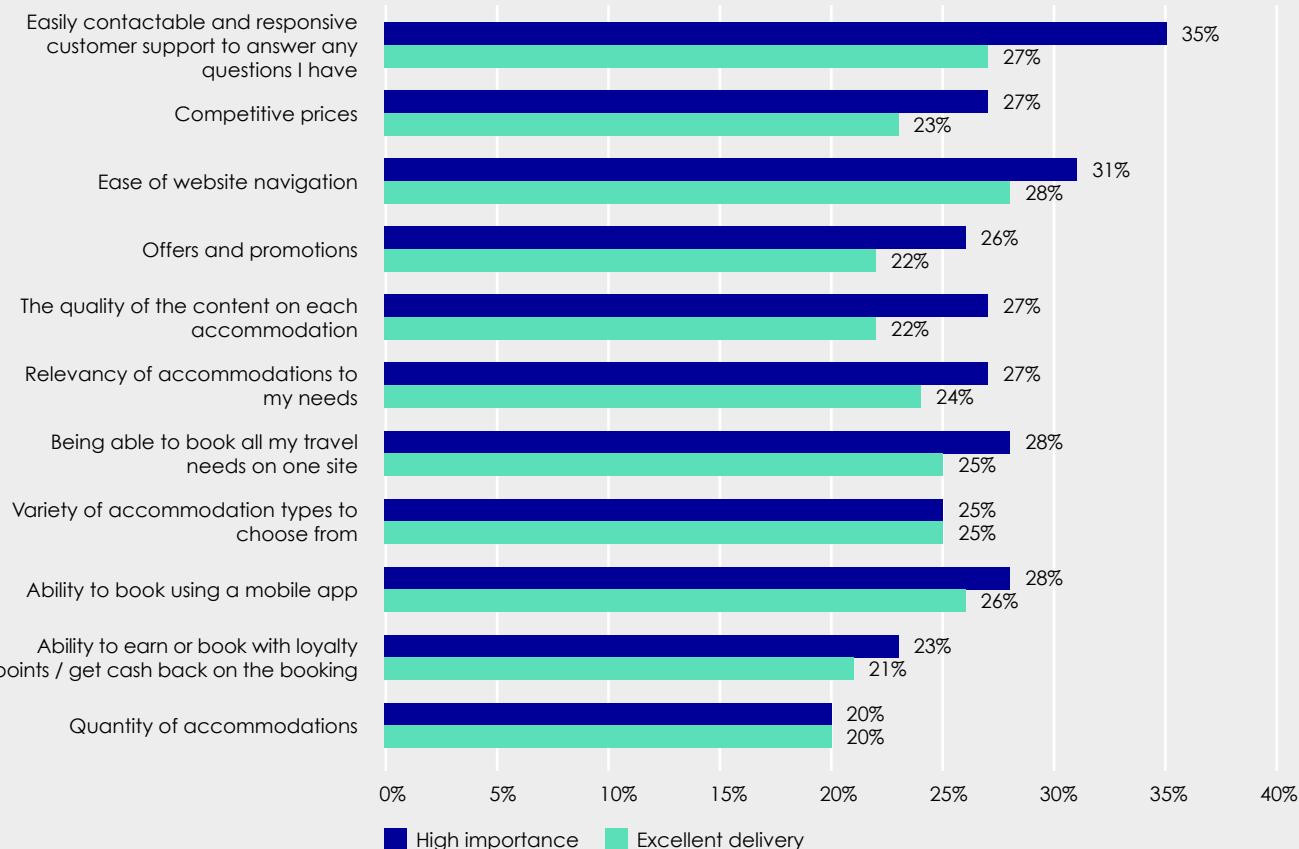


Fig A3: 'High importance' vs 'Excellent delivery' in having a positive booking experience – Business travelers



Question 1 ("High importance"): How important are each of the following to you in having a positive travel booking experience?
 Question 2 ("Excellent delivery"): Based on your last travel booking experience, how would you rate your provider on each of these criteria?
 The percentages refer to respondents who gave each criteria 10 out of 10 for importance and rated their last travel provider as 10 out of 10 for delivery.
 Respondents could give the same rating to multiple criteria.

Fig A4: The most important factors in having a positive payment experience by region

	LATAM	North Am	Africa	Europe	M. East	APAC	Global
Clear pricing	61%	51%	57%	44%	47%	43%	48%
Ability to pay in my country's currency	42%	33%	40%	25%	30%	29%	31%
The option to pay now or pay later	28%	18%	29%	19%	31%	23%	23%
Ability to pay using my loyalty points	25%	19%	29%	15%	28%	23%	21%
Availability to pay via a mobile app	27%	11%	29%	13%	27%	25%	21%
Ability to pay in instalments	30%	14%	22%	15%	23%	16%	19%

Question: How important are each of the following to you in having a positive payment experience?
The percentages refer to respondents who gave each criteria 10 out of 10 for importance.
Respondents could give the same rating to multiple criteria.

Fig A5: The most important factors in having a positive customer service experience by number of trips per year

	1–3 trips pa	4–6 trips pa	7–9 trips pa	10+ trips pa
Ability to solve any problems that arise during my trip	36%	33%	33%	39%
Speed of response to my queries	33%	32%	33%	40%
A 24/7 service to respond to my queries	31%	31%	31%	37%
The ability to change my booking myself without needing to call an agent.	30%	29%	28%	34%
A local language service	30%	27%	28%	35%
Broad range of channels through which I can contact my travel provider	27%	26%	27%	32%
Giving me personal attention via phone	25%	24%	27%	33%
Recommendations on local activities/experiences	21%	22%	23%	29%

Question: How important are each of the following to you in having a positive customer service experience?
The percentages refer to respondents who gave each criteria 10 out of 10 for importance.
Respondents could give the same rating to multiple criteria.

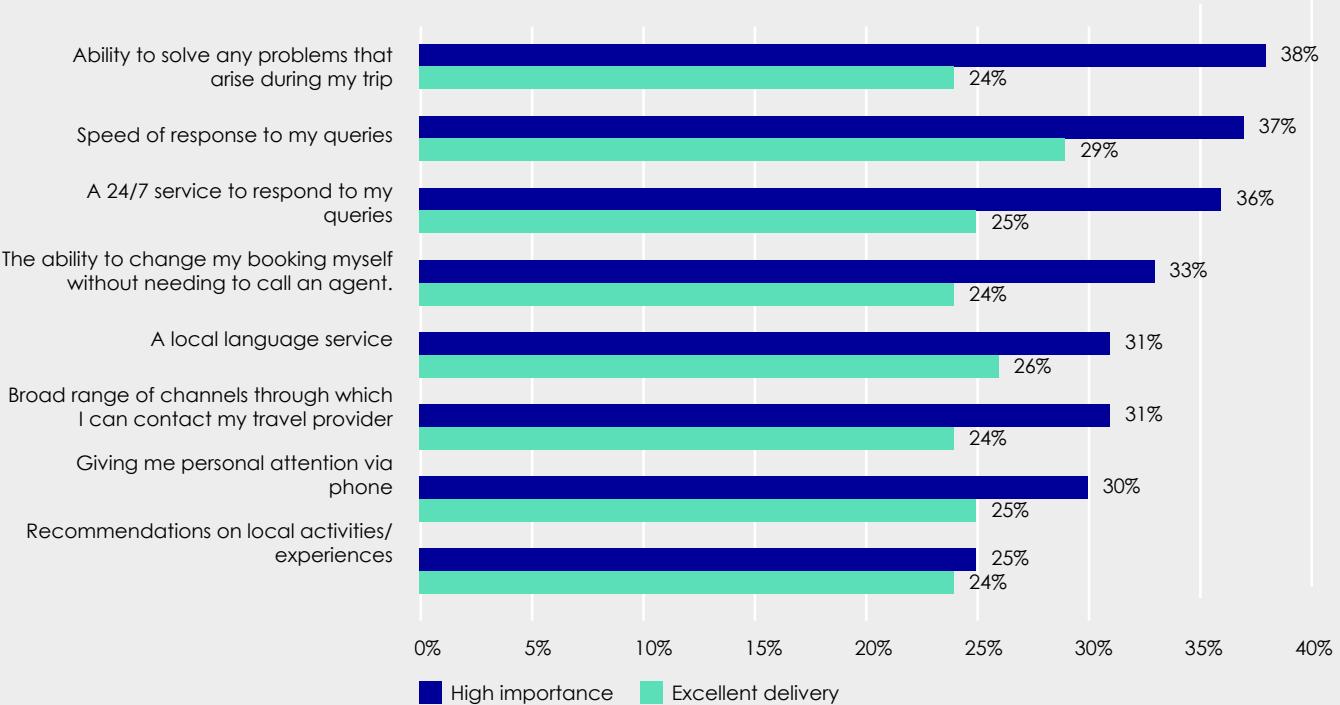
Fig A6: The most important factors in having a positive customer service experience by region

	LATAM	North Am	Africa	Europe	M. East	APAC	Global
Ability to solve any problems that arise during my trip	49%	33%	44%	30%	38%	33%	36%
Speed of response to my queries	43%	28%	48%	26%	41%	31%	33%
A 24/7 service to respond to my queries	39%	30%	41%	24%	38%	31%	31%
The ability to change my booking myself without needing to call an agent.	39%	26%	38%	25%	36%	27%	30%
A local language service	44%	26%	32%	24%	30%	27%	29%
Broad range of channels through which I can contact my travel provider	36%	18%	37%	20%	31%	26%	27%
Giving me personal attention via phone	37%	21%	30%	20%	28%	24%	25%
Recommendations on local activities/experiences	28%	17%	27%	16%	27%	22%	21%

Question: How important are each of the following to you in having a positive customer service experience?
The percentages refer to respondents who gave each criteria 10 out of 10 for importance.
Respondents could give the same rating to multiple criteria.

PAGE 15

Fig A7: 'High importance' vs 'Excellent delivery' in having a positive customer service experience – Business travelers



Question 1 ("High importance"): How important are each of the following to you in having a positive customer service experience?
Question 2 ("Excellent delivery"): Based on your last travel booking experience, how would you rate your provider on each of these criteria?
The percentages refer to respondents who gave each criteria 10 out of 10 for importance and rated their last travel provider as 10 out of 10 for delivery.
Respondents could give the same rating to multiple criteria.

About the research

The research was commissioned by Expedia Partner Solutions, and conducted in April 2019 by an independent market research agency.

There were 25,000 respondents to the survey, representing Latin America (4,004), North America (1,003), Africa (2,006), Europe (9,025), the Middle East (2,001) and the Asia-Pacific region (7,008), comprising of 35 countries in total.

Respondents were both male (12,834), female (12,110) or non-binary (103).

All participants booked travel for themselves directly and were aged 18 and over. This encompasses a breakdown of 18-24 (4,577), 25-34 (8,832), 35-44 (6,280), 45-54 (3,124), 55-64 (1,474), 65+ (760).

Participants identified that the majority of their trips last year were for a city break (29%), a beach holiday (23%), business (21%), cultural exploration (10%), regional/rural (8%), activity-based (3%) and other (7%).

About EPS

Expedia Partner Solutions (EPS) is a global B2B partnership brand within Expedia Group that powers the business of leading airlines, top consumer brands, travel agencies and thousands of other B2B partners through its versatile API, online template solutions and powerful agent tools.

EPS's mission is to fuel our travel partners' growth through our world-leading technology, travel supply and support services.

- **Quality supply made easy** – From accommodations and flights, to car hire and activities. EPS brings competitive rates and availabilities straight to your fingertips, helping your travelers have unforgettable trips.
- **Partner-shaped technology** – Our travel technology products are precision-engineered to get you maximum conversions. Our solutions include fully customizable APIs, ready-built online template solutions and travel agent tools. Our aim is to help you create a great booking experience that keeps your travelers coming back.
- **Unparalleled travel support** – Our success depends on your success. That's why we offer comprehensive support, built around how your business works. From launch optimization to technical integration, and digital marketing to agent and customer support, the EPS team is dedicated to helping you grow your business.



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