

## **TRIPADVISOR SURVEY REVEALS BRITISH TRAVELLER MOBILE DEVICE HABITS**

### **One in five British respondents now plans travel using a mobile device**

**LONDON, U.K. – 9<sup>th</sup> June 2011:** TripAdvisor®, the world's largest travel website\*, today announced the results of its mobile device travel survey. A survey of over 1,200\* British TripAdvisor users reveals that a significant 22% of respondents have incorporated a mobile device into their travel planning process.

“As mobile, tablet and smartphone use increases at breakneck speed, the way travellers plan their trips is fundamentally changing,” commented Emma O’Boyle, TripAdvisor spokesperson. “We’re seeing phenomenal growth in the number of travellers planning their holidays – both before they leave and during their trip – on mobile devices.”

#### **Travel on the go**

Of those using their mobile devices to plan holidays, researching and booking accommodation is the most common activity. Of those who plan travel on their mobile device:

- 29% have booked or researched accommodation
- 27% have researched destinations
- 26% have read traveller reviews
- 23% have researched restaurants
- 18% have booked or researched flights

Nearly half of British respondents – 45% – have used their mobile devices to plan and research their trip once they’ve arrived at their destination. For those respondents who use their mobile device while travelling, restaurant research takes priority:

- 29% researched restaurants
- 28% checked their flight status
- 21% researched attractions
- 18% researched accommodation
- 16% researched tours

“Whether travellers are looking for the nearest attractions or top-rated restaurant, these findings show that smartphones and tablets are an increasingly important travel companion,” continued Emma O’Boyle.

#### **Roam Rage**

Roaming charges remain the biggest barrier to using mobile devices on international holiday. The following comprise the “greatest frustrations” for British respondents when using a mobile device while travelling:

- 47% said roaming fees
- 18% said sporadic connectivity
- 7% said small screen

#### **Mobile Hypocrisy**

Despite 75% of Brits admitting to using a mobile device when travelling, a substantial 79% of respondents claim to get annoyed by fellow travellers using their mobile devices while travelling.

#### **British travellers playing mobile catch up**

Although a large proportion of British respondents are already planning holidays on their mobile devices, it seems our European neighbours have adapted faster:

- 22% of Brits have planned a trip on their mobile device compared to 27% of Europeans
- 20% of Brits have booked accommodation using a mobile device, compared to 28% of European respondents, and 32% of French respondents
- 45% of Brits have used a mobile device to research their trip while in-destination, compared to 53% of European respondents

#### **More mobile findings**

- 39% of British respondents have a travel app installed on their mobile device
- 14% of British respondents have reviewed a hotel, restaurant or attraction using their mobile device while on a trip
- 15% of British respondents have “checked in” to a place using their mobile device while on a trip

TripAdvisor recently launched a new “My Saves” feature for its mobile website and apps that allows travellers to save hotel, restaurant, and attraction pages so they can easily find them again for future reference. TripAdvisor has free mobile apps available for the iPhone, Android, Windows Phone 7, Nokia, and Palm smartphones, the iPad, and a mobile website available for all major mobile devices.

More information about TripAdvisor Mobile can be found at [www.tripadvisor.co.uk/mobile](http://www.tripadvisor.co.uk/mobile)

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\*Survey carried out on 5,013 respondents across Europe, including 1,313 British respondents, from 23 to 31 May 2011. Other countries surveyed were France, Italy and Spain.

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