



The Future of Booking

What really drives booking satisfaction and how to get ahead of the curve



Foreword

At ATCORE, we are excited by the future of travel and it's not just because of the faster-than-GDP industry growth.

Travel is becoming more interesting.

Today's demanding consumer expects speed, accuracy and control when booking travel, and technology often fails to keep up.

In a world where 81% of people abandon online travel bookings, there is a burden on the industry to improve consumer satisfaction with the holiday booking experience and a clear opportunity for travel businesses who can do this faster than their competitors.

In order to validate the demands of the consumer, ATCORE has commissioned a survey of 1,500 holidaymakers across the UK, Sweden and Germany which explores their behaviour and attitudes when booking leisure travel.

We are delighted to share the insight gained from this survey within this eBook.

Dave Cruickshank
Chief Commercial Officer



The panel used for this survey was nationally representative of each market but respondents must have been on holiday in the last 6 months or intend to go on one in the next 6 months.

We have defined a 'package holiday' as being either:

- a) advertised as a package holiday
- b) a holiday with multiple components at a single price
- c) a holiday where multiple components were booked through the same provider

EXECUTIVE SUMMARY

01 THE CHALLENGE

Holidaymakers are divided on the most important factors when using booking sites.

87% of holidaymakers were split between price, selection, ability to specify detail, ease of use and ability to book multiple parts of their holiday in one place as the key features when using booking sites.

02 THE GAP

Booking sites are not delivering what holidaymakers want from the booking experience.

Less than half of the last booking sites used delivered what consumers considered to be their most important factors.

03 THE OPPORTUNITY

Must-have booking features often advocated within the industry are not ranked highly by holidaymakers.

Recommendations, ability to share and lifecycle communications are all commonly held up as booking features of the future – but are ranked highly by only 7% of holidaymakers on average.

04 THE RACE

Booking sites are not yet delivering holidaymakers' top features – but some markets are further ahead than others.

32% of holidaymakers say not a single feature of those they were asked about was available on the last booking site they used.

05 THE ADVANTAGE

Package holiday sites deliver holidaymakers' top features on average 9% more often than other sites.

This advantage is generally greatest, unsurprisingly, in the ability to book more in one place and the additional protection available.

01 The Challenge



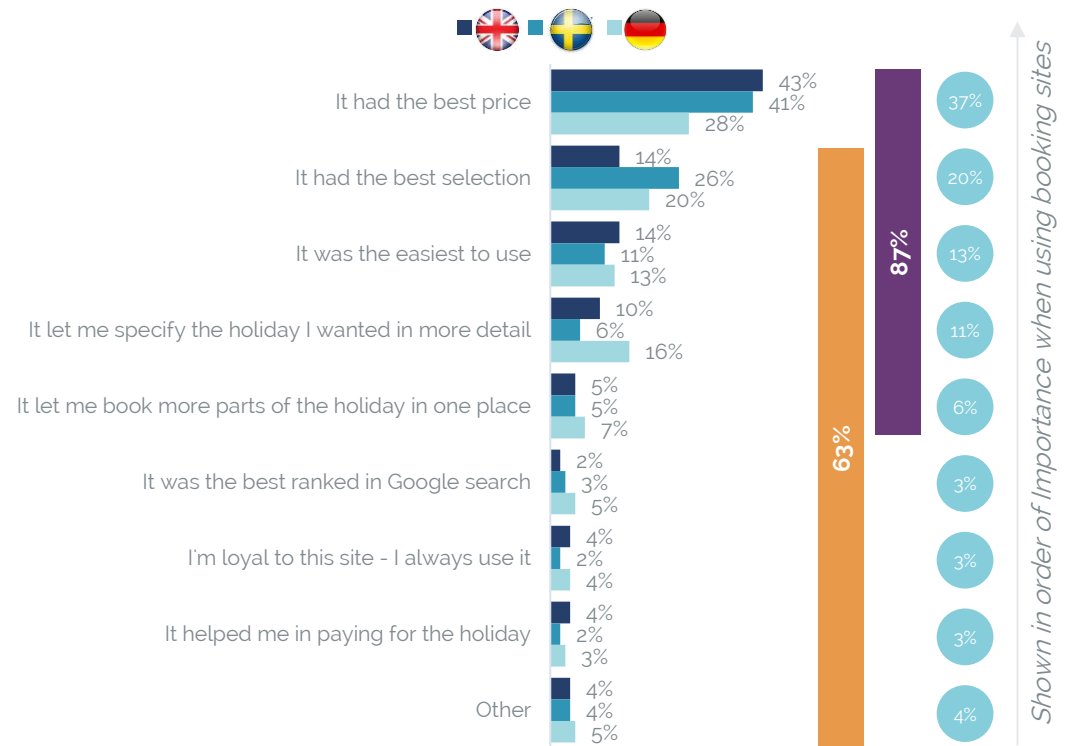
Holidaymakers are divided on what are the most important factors when using booking sites.

87% of holidaymakers were split between price, selection, ability to specify detail, ease of use and ability to book multiple parts of their holiday in one place as the key features when using booking sites.

63% of holidaymakers don't consider price to be the most important factor when booking.



Ranking of importance factors when using booking sites
% of people ranking each factor first in importance when using travel booking sites



Travel Businesses should ask

Instead of competing on price, how do I tap into the 63% of people for whom something else is key to the booking experience?

02 The Gap



Booking sites are not delivering what holidaymakers want from the booking experience.

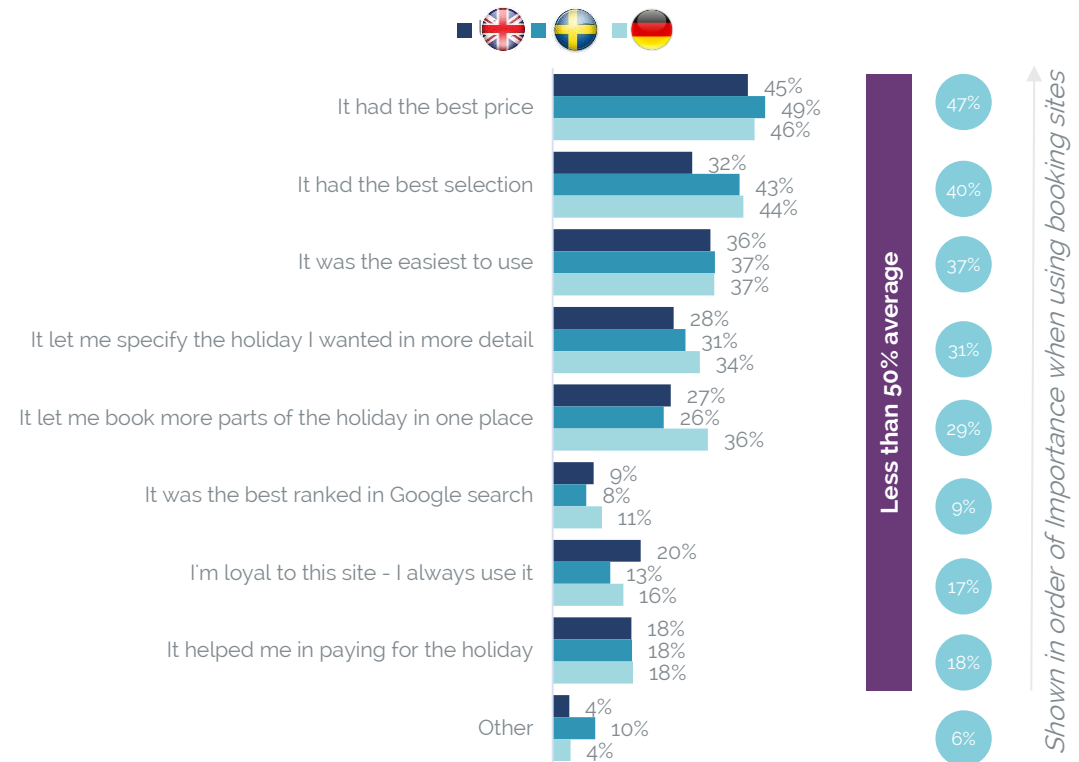
Less than half of the last booking sites used delivered what consumers considered to be their most important factors.

There is a clear gap between the booking experience holidaymakers want and the one they are receiving.

This gap represents an opportunity to savvy booking sites.



Agreement that the last site used to book delivered each importance factor
% of people agreeing the last booking site they used delivered each factor



Travel Businesses should ask

How do I take advantage of The Gap by delivering more of what's important to holidaymakers?

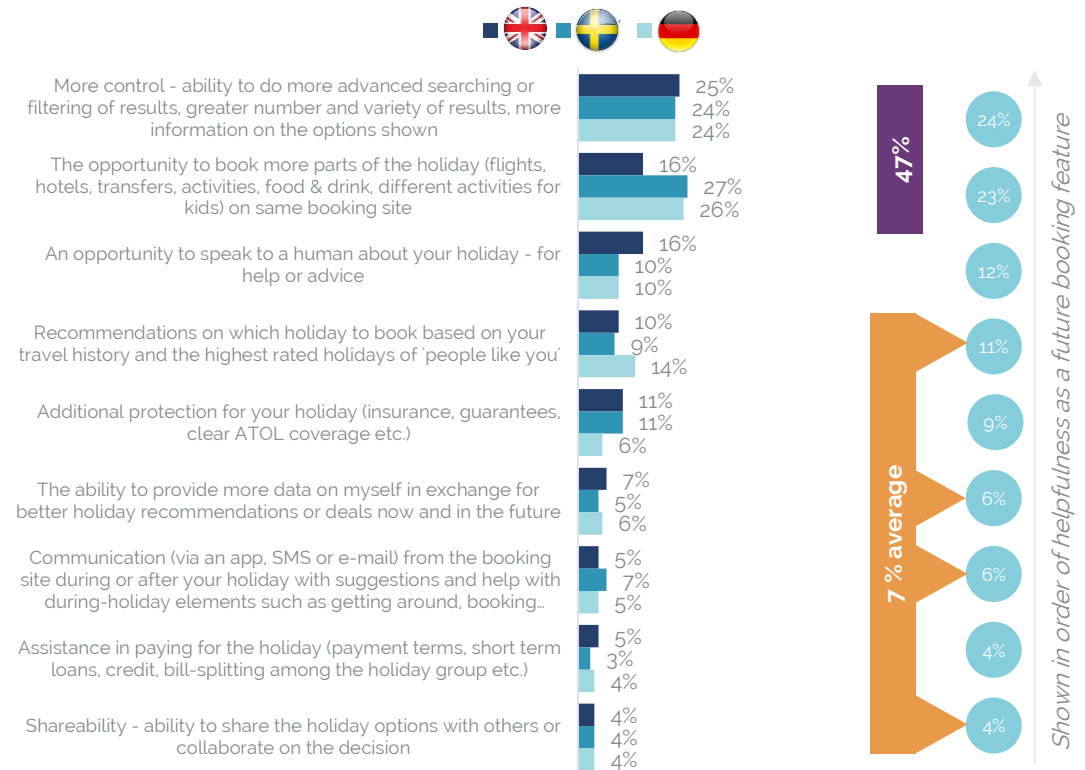
03 The Opportunity

“**Must-have booking features often advocated within the industry are not ranked highly by holidaymakers.**

Recommendations, ability to share and lifecycle communications are all commonly held up as booking features of the future, but are ranked highly by only **7%** of holidaymakers on average.

47% of holidaymakers ranked control and consolidation as first in helpfulness when booking.”

Ranking of features by helpfulness when booking
% of people ranking each future feature first in helpfulness when using booking sites



Travel Businesses should ask

How do I focus my technology
roadmap on features holidaymakers
actually want?



04 The Race

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Booking sites are not yet delivering holidaymakers' top features, but some markets are further ahead than others.

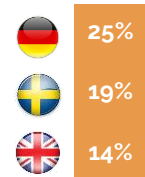
32% of holidaymakers say not a single feature, of those listed, was available on the last booking site they used.

Market variations are significant.

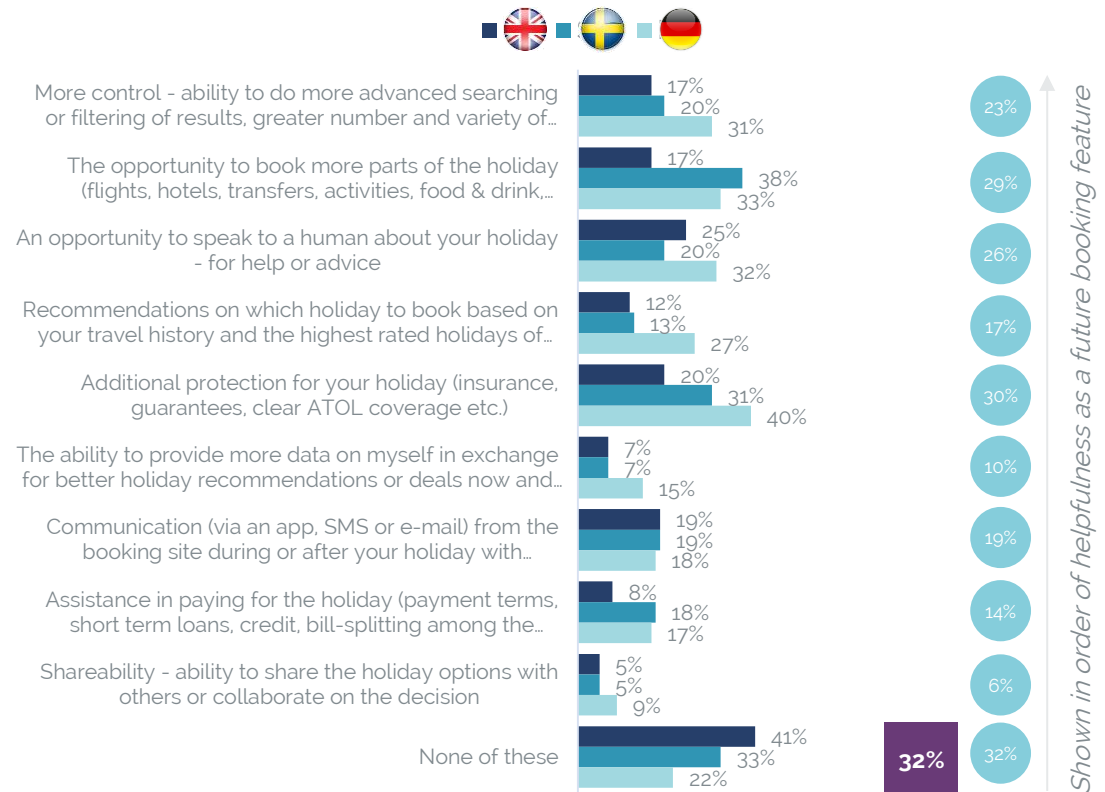
German booking sites offer these features on average **25%** of the time, while UK sites only achieve **14%**

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Average features offered



Agreement that the last site used offered each feature
% of people agreeing the last booking site they used offered each feature



Travel Businesses should ask

How long do I have before features I don't have become commonplace?



05 The Advantage

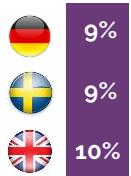
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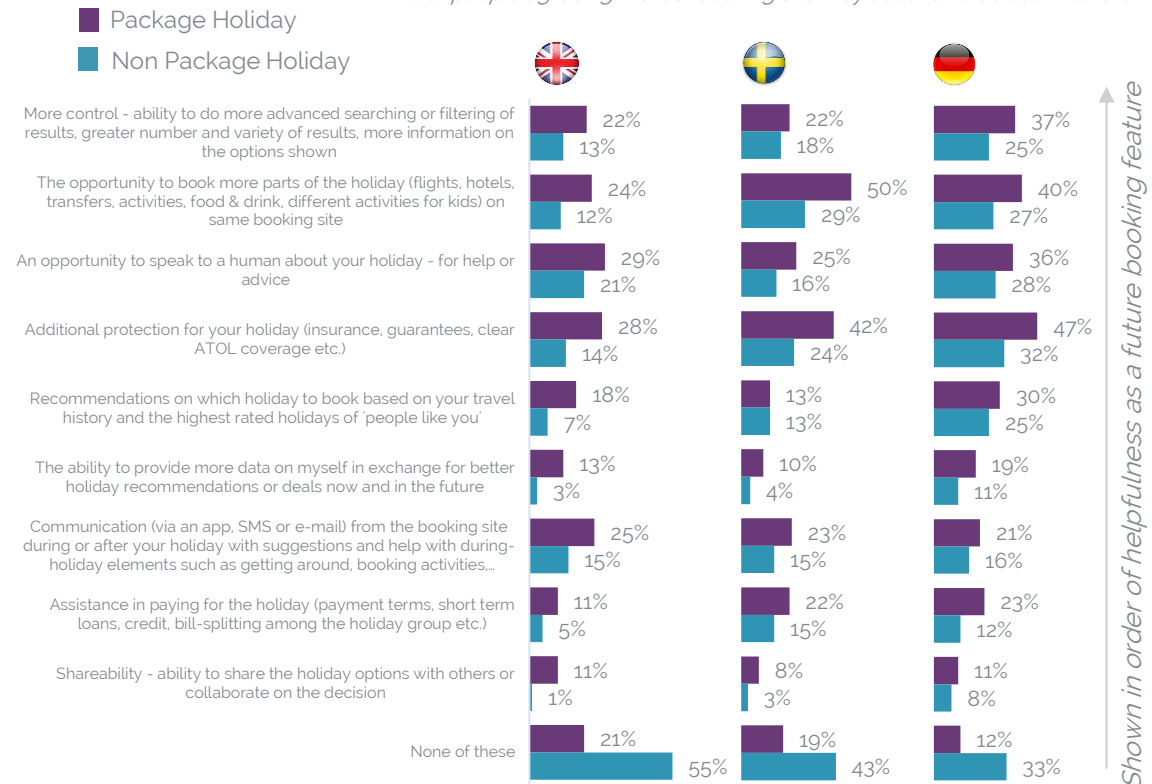
- a) advertised as a package holiday
- b) a holiday with multiple components at a single price
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Average package holiday superiority



Agreement that the last site used to book offered each feature

% of people agreeing the last booking site they used offered each feature



Travel Businesses should ask

Package holidays are not dead.
Indeed they are delivering more
of what holidaymakers want than
other holiday types – how can
these advantages be amplified?

Contact us for more insights

insights@atcoretec.com

ATCORE Insights provides data-driven insights to help travel businesses transform their online reservation and e-commerce experiences. We regularly survey a panel of more than 1,500 holidaymakers across the UK, Sweden and Germany to understand:

- The key behaviour patterns in leisure travel
- The state of package holidays as a leisure travel option
- The process and attitudes towards booking holidays online
- Performance benchmarks of various leisure travel booking websites

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