



# The top 10 reasons travel bookings are abandoned

Data Pack



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# Booking abandonment in the United Kingdom

## Pricing transparency and site ease of use are key for holiday bookers

Data for UK only 

- As with other markets, the biggest reason for leaving a travel site in the UK was "did not intend to book" (24%) – however this group is the smallest of the three markets tested
- Women, the 45+ age group, frequent travelers and the extreme low & high spenders tend to over-index on this kind of browsing
- Millennials are particularly overwhelmed by too much choice (19%)
- Older travelers are much less likely to abandon across the board than younger ones – 56% of them saying they didn't leave sites vs. the 44% average
- Frequent travelers abandon when there's not enough choice much more than others (35%)

Ranking of abandonment factors <i>Have you left a website during the travel booking process? If so, why?</i> <b>NB. IN UK-comparable order</b>	% of abandoners	% of bookers	Gender		Age					Number of times a year travel for leisure				How much was spent on last holiday in total				
			Male	Female	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 65 years old	1	2-3	4-5	More than 6	Less than £500	£500-£999	£1,000-£1,999	£2,000-£2,999	£3,000 or more
<b>I did not intend to book</b> - I just wanted to check a price	<b>43%</b>	24%	22%	26%	19%	18%	19%	33%	28%	20%	21%	32%	40%	29%	24%	20%	26%	29%
<b>Transparency</b> - I didn't trust it was being clear on pricing	<b>25%</b>	14%	15%	13%	23%	17%	15%	15%	6%	12%	12%	21%	25%	8%	13%	15%	22%	16%
<b>Ease of use of the site</b> - it was too hard to make the booking	<b>25%</b>	14%	16%	12%	10%	17%	10%	14%	16%	8%	13%	21%	25%	5%	13%	20%	11%	13%
<b>Too little choice</b> - it didn't have what I wanted	<b>21%</b>	12%	13%	11%	13%	15%	4%	16%	14%	9%	9%	17%	35%	10%	8%	11%	24%	15%
<b>Control</b> - it didn't provide enough functionality to plan the holiday	<b>20%</b>	11%	17%	5%	10%	18%	10%	10%	6%	11%	10%	11%	25%	5%	5%	21%	11%	13%
<b>Content</b> - it wasn't giving me enough information to make an informed decision	<b>18%</b>	10%	11%	9%	3%	12%	12%	9%	10%	8%	9%	13%	15%	6%	9%	8%	13%	12%
<b>Too few options</b> - I didn't have enough control over search	<b>16%</b>	9%	8%	11%	16%	13%	6%	10%	6%	11%	7%	15%	10%	6%	9%	6%	20%	8%
<b>Too much choice</b> - lots of information but it didn't fulfill my needs	<b>14%</b>	8%	8%	8%	19%	13%	7%	3%	5%	9%	9%	2%	5%	4%	15%	5%	7%	13%
<b>Accuracy</b> - consistency of pricing between pages was low	<b>14%</b>	8%	7%	9%	16%	14%	6%	4%	4%	11%	5%	9%	20%	1%	11%	12%	11%	4%
<b>Recommendations</b> - the site didn't help me find the right holiday	<b>14%</b>	8%	10%	5%	13%	10%	6%	8%	5%	7%	6%	15%	15%	5%	7%	7%	15%	11%
<b>Too many options</b> - I couldn't easily search for my needs	<b>11%</b>	6%	8%	4%	10%	9%	7%	4%	3%	5%	7%	6%	0%	8%	3%	9%	7%	8%
<b>No, I didn't leave the website</b>	-	44%	43%	46%	42%	32%	43%	46%	56%	50%	45%	38%	30%	58%	43%	42%	33%	41%
		N=350	179	171	31	78	81	80	80	76	198	53	20	77	75	85	46	57

NB. Respondents could select more than one factor

# Booking abandonment in Germany

## Holiday choice & site ease of use are key for holiday bookers

Data for DE only 

1. DE holidaymakers are likely to abandon travel sites in general, 74% claim they have done so
2. As with other markets, the biggest reason for leaving a travel site in DE was "did not intend to book" (39%)
3. Women, the 45+ age group and frequent travelers tend to over-index on this kind of browsing
4. DE millennials are the most likely to abandon for reasons of control (29%) and too much choice (25%)
5. Frequent travelers in DE are much more likely to browse around (65%) than other segments
6. Frequent travelers abandon when there's not enough choice much more than others (35%)

NB. Respondents could select more than one factor

Ranking of abandonment factors <i>Have you left a website during the travel booking process? If so, why?</i> <b>NB. IN UK-comparable order</b>	% of abandoners	% of bookers	Gender		Age					Number of times a year travel for leisure				How much was spent on last holiday in total					
			Male	Female	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 65 years old	1	2-3	4-5	More than 6	Less than £500	£500-£999	£1000-£1999	£2,000-£2999	£3,000 or more	
I did not intend to book - I just wanted to check a price	53%	39%	35%	41%	36%	37%	33%	42%	44%	42%	36%	37%	65%	36%	43%	45%	18%	32%	
Transparency - I didn't trust it was being clear on pricing	28%	21%	27%	18%	29%	35%	16%	19%	16%	15%	22%	25%	25%	21%	17%	23%	21%	34%	
Ease of use of the site - it was too hard to make the booking	34%	25%	29%	23%	25%	31%	20%	23%	28%	15%	25%	29%	35%	26%	15%	29%	26%	22%	
Too little choice - it didn't have what I wanted	34%	25%	25%	26%	18%	26%	23%	28%	25%	33%	23%	31%	25%	27%	23%	24%	32%	14%	
Control - it didn't provide enough functionality to plan the holiday	18%	13%	17%	12%	29%	19%	9%	11%	13%	9%	14%	15%	20%	13%	6%	13%	18%	26%	
Content - it wasn't giving me enough information to make an informed decision	20%	15%	13%	15%	25%	13%	7%	14%	22%	15%	12%	19%	30%	14%	11%	16%	24%	11%	
Too few options - I didn't have enough control over search	24%	18%	17%	19%	21%	22%	17%	15%	22%	25%	16%	17%	30%	13%	14%	23%	24%	15%	
Too much choice - lots of information but it didn't fulfill my needs	23%	17%	19%	17%	25%	19%	13%	16%	20%	15%	19%	13%	15%	16%	22%	19%	11%	15%	
Accuracy - consistency of pricing between pages was low	31%	23%	24%	22%	29%	24%	20%	28%	11%	22%	21%	27%	40%	17%	19%	24%	47%	6%	
Recommendations - the site didn't help me find the right holiday	15%	11%	12%	10%	7%	15%	11%	9%	13%	7%	10%	15%	20%	11%	5%	14%	8%	14%	
Too many options - I couldn't easily search for my needs	18%	13%	11%	13%	7%	19%	11%	14%	9%	9%	12%	17%	10%	10%	13%	15%	16%	6%	
No, I didn't leave the website	-	26%	26%	27%	21%	15%	31%	27%	33%	29%	29%	17%	20%	31%	23%	28%	16%	38%	
		N=351	121	230	28	54	75	130	64	55	222	52	20	70	94	108	38	33	

# Booking abandonment in Sweden

## Holiday choice & site ease of use are key for holiday bookers

Data for SE only 

1. As with other markets, the biggest reason for leaving a travel site in SE was "did not intend to book" (47%) – this type of browsing is highest in SE compared to other markets
2. Frequent travelers (61%) and high spenders (58%) are especially likely to abandon travel sites for this reason
3. Millennials are particularly sensitive to pricing transparency (26%) in SE
4. Frequent travelers (37%) and high spenders (40%) are the most concerned about too little choice

NB. Respondents could select more than one factor

Ranking of abandonment factors <i>Have you left a website during the travel booking process? If so, why?</i> <b>NB. IN UK-comparable order</b>	% of abandoners	% of bookers	Gender		Age					Number of times a year travel for leisure				How much was spent on last holiday in total				
			Male	Female	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 65 years old	1	2-3	4-5	More than 6	Less than £500	£500-£999	£1,000-£1,999	£2,000-£2,999	£3,000 or more
<b>I did not intend to book</b> - I just wanted to check a price	<b>67%</b>	47%	48%	47%	35%	47%	46%	51%	50%	37%	44%	57%	61%	45%	46%	45%	58%	51%
<b>Transparency</b> - I didn't trust it was being clear on pricing	<b>21%</b>	15%	16%	15%	26%	14%	23%	13%	10%	18%	15%	14%	16%	11%	15%	13%	18%	18%
<b>Ease of use of the site</b> - it was too hard to make the booking	<b>31%</b>	22%	25%	20%	14%	24%	34%	20%	19%	21%	21%	24%	26%	27%	24%	17%	28%	21%
<b>Too little choice</b> - it didn't have what I wanted	<b>34%</b>	24%	23%	24%	23%	30%	22%	21%	24%	22%	18%	32%	37%	20%	26%	22%	26%	40%
<b>Control</b> - it didn't provide enough functionality to plan the holiday	<b>9%</b>	6%	7%	5%	7%	7%	12%	5%	3%	6%	6%	5%	8%	1%	6%	5%	14%	7%
<b>Content</b> - it wasn't giving me enough information to make an informed decision	<b>19%</b>	13%	10%	16%	19%	19%	8%	11%	13%	15%	11%	18%	13%	7%	21%	12%	12%	18%
<b>Too few options</b> - I didn't have enough control over search	<b>17%</b>	12%	12%	13%	19%	12%	18%	5%	13%	6%	13%	14%	18%	11%	14%	9%	20%	24%
<b>Too much choice</b> - lots of information but it didn't fulfill my needs	<b>11%</b>	8%	9%	7%	12%	4%	11%	9%	7%	4%	10%	7%	8%	11%	9%	5%	10%	5%
<b>Accuracy</b> - consistency of pricing between pages was low	<b>21%</b>	15%	18%	12%	19%	22%	25%	8%	9%	12%	15%	17%	13%	15%	13%	15%	16%	13%
<b>Recommendations</b> - the site didn't help me find the right holiday	<b>10%</b>	7%	8%	7%	14%	11%	6%	3%	8%	6%	7%	8%	8%	0%	9%	5%	18%	9%
<b>Too many options</b> - I couldn't easily search for my needs	<b>10%</b>	7%	10%	5%	16%	8%	6%	5%	7%	7%	9%	5%	3%	4%	11%	5%	10%	2%
<b>No, I didn't leave the website</b>	-	30%	27%	32%	37%	24%	26%	33%	30%	43%	30%	20%	24%	37%	30%	33%	14%	14%
		N=397	174	223	43	74	65	110	105	67	201	88	38	75	104	98	50	44

# Important factors when booking

Price aside, holiday selection & site ease of use are key factors for bookers

Data for all markets   

1. The importance of price decreases with age
2. The importance of both site ease of use and holiday selection increases with age
3. High spenders are least likely to rank price as important but are also least likely to rank selection as important. Furthermore they have significant "other" reasons for choosing booking sites
4. People travelling very frequently are the most likely to rank ease and the ability to specify as important

Ranking of factors by importance when using booking sites <i>% of people ranking each factor first in importance when using booking sites</i>	Total	Gender		Age					Number of times a year travel for leisure				How much was spent on last holiday in total				
		Male	Female	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 65 years old	1	3-4	5-6	More than 6	Less than £500	£500-£999	£1,000-£1,999	£2,000-£2,999	£3,000 or more
It had the best price	37%	35%	39%	43%	43%	37%	38%	31%	36%	40%	33%	31%	48%	39%	33%	32%	28%
It had the best selection	20%	18%	21%	15%	17%	18%	21%	21%	22%	18%	23%	17%	18%	18%	20%	21%	21%
It was the easiest to use	13%	14%	12%	10%	12%	9%	14%	16%	12%	13%	13%	21%	13%	15%	12%	12%	13%
It let me specify the holiday I wanted in more detail	11%	10%	12%	9%	7%	13%	9%	14%	9%	11%	11%	13%	6%	11%	13%	12%	10%
It let me book more parts of the holiday in one place	6%	7%	4%	5%	7%	6%	4%	6%	5%	6%	6%	6%	2%	7%	7%	8%	8%
It was the best ranked in Google search	3%	4%	3%	6%	4%	6%	3%	1%	4%	3%	4%	0%	4%	2%	4%	4%	3%
I'm loyal to this site - I always use it	3%	3%	3%	5%	3%	3%	4%	3%	2%	4%	3%	2%	3%	3%	5%	3%	5%
It helped me in paying for the holiday	3%	5%	2%	5%	4%	5%	2%	2%	4%	2%	4%	1%	2%	2%	5%	5%	4%
Other	4%	4%	4%	2%	3%	3%	5%	6%	6%	3%	3%	7%	6%	3%	3%	3%	10%
	N=1540	646	894	143	258	313	450	376	303	855	259	95	337	360	376	189	195

# Booking features desired in the future

## Control & consolidation are the key future features for holiday bookers

Data for all markets   

1. Young people are least likely to find control & consolidation (booking more in one place) helpful – this is in contrast to the general trend
2. Young people would rather have recommendations and shareability
3. Frequent travelers are more likely to want more control and less likely to need additional protection
4. High spenders are significantly more likely to want higher levels of control from booking sites

Ranking of future features by helpfulness when booking % of people ranking each future feature first in helpfulness when using booking sites	Total	Gender		Age					Number of times a year travel for leisure				How much was spent on last holiday in total				
		Male	Female	18 to 24 years old	25 to 34 years old	35 to 44 years old	45 to 54 years old	55 to 65 years old	1	3-4	5-6	More than 6	Less than £500	£500-£999	£1,000-£1,999	£2,000-£2,999	£3,000 or more
More control - ability to do more advanced searching or filtering of results etc.	24%	25%	24%	19%	25%	24%	29%	21%	22%	25%	22%	28%	25%	25%	27%	22%	26%
The opportunity to book more parts of the holiday on same booking site	23%	23%	24%	18%	20%	24%	24%	27%	19%	25%	25%	20%	19%	25%	27%	22%	18%
An opportunity to speak to a human about your holiday	12%	12%	12%	10%	7%	12%	12%	14%	14%	12%	8%	12%	13%	10%	10%	13%	13%
Additional protection for your holiday (insurance, guarantees etc.)	9%	10%	9%	6%	12%	8%	8%	12%	12%	9%	7%	5%	9%	9%	9%	7%	11%
Recommendations on which holiday to book	11%	10%	12%	19%	10%	10%	10%	11%	10%	11%	13%	12%	11%	11%	11%	9%	12%
The ability to provide more data on myself in exchange for better holiday recommendations	6%	6%	6%	7%	9%	6%	6%	3%	5%	6%	6%	7%	6%	5%	6%	6%	9%
Communication (via an app, SMS or e-mail) from the booking site during or after your holiday	6%	5%	6%	7%	7%	7%	5%	5%	9%	5%	6%	7%	7%	5%	5%	8%	6%
Assistance in paying for the holiday (payment terms, etc.)	4%	5%	4%	5%	4%	5%	4%	3%	5%	3%	6%	5%	5%	5%	3%	5%	4%
Shareability - ability to share the holiday options with others or collaborate on the decision	4%	5%	4%	9%	6%	4%	3%	3%	6%	4%	5%	4%	5%	5%	2%	6%	2%
	N=1540	646	894	143	258	313	450	376	303	855	259	95	337	360	376	189	195

## 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

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