MOBILE TRAVEL REPORT

Mobile travel planning is one of the fastest growing sectors in e-commerce. Travel search engine KAYAK.com.au has analysed its data to compare how Australian travellers behave when searching on KAYAK's apps for iPhone and Android versus desktop users on KAYAK.com.au. Through this analysis, the in-house data experts have revealed the latest travel search trends for Australian mobile users.

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Travel Trends

What Australians are searching for online

Favourite destinations vary depending on the device

Research has shown that the favourite holiday destinations among Australians depends on the device they are using. However, Melbourne, Los Angeles and London are consistent favourites searched for by KAYAK Android, iPhone and desktop users. In addition to domestic destinations such as Sydney and Brisbane, Australian travellers continue to search outside their own continent, counting Denpasar, Singapore, Bangkok and New York among their favourite destinations.

Similarities can also be drawn between Australian and European travellers. Bangkok is consistently popular across all platforms, and while it sits at number 8 for Australian travellers, it is the most popular destination for Singaporean travellers and the second most popular for Hong Kong travellers and Brits. Australian travellers also share their passion for Los Angeles with British iPhone and desktop users.

	Android	iPhone	Desktop
01	Melbourne	Los Angeles	Los Angeles
02	Los Angeles	Melbourne	London
03	London	London	Melbourne
04	Sydney	Sydney	Sydney
05	Singapore	Denpasar	Denpasar
06	Denpasar	Singapore	Singapore
07	Bangkok	Bangkok	Bangkok
08	Kuala Lumpur	New York	New York
09	New York	Brisbane	Auckland
10	Auckland	Tokyo	Paris

Most popular mobile platforms:

Australians prefer searching for travel via the app

KAYAK found that of all mobile travel searches, 68% occurred in the app. This indicates that when on a phone or tablet, Australians prefer the usability of the app over the mobile or tablet-optimised website.

The iPhone app is by far the most popular mobile platform, accounting for more than one third (37%) of all mobile searches. The iPhone app is also the most frequently used mobile platform in Singapore, Hong Kong, and most of Europe. However, in Poland and Spain, the majority of mobile travel searches are conducted on the Android app.

14%
Tablet browser

14%
iPad

37%
iPhone

17%
Android

18%
Mobile browser
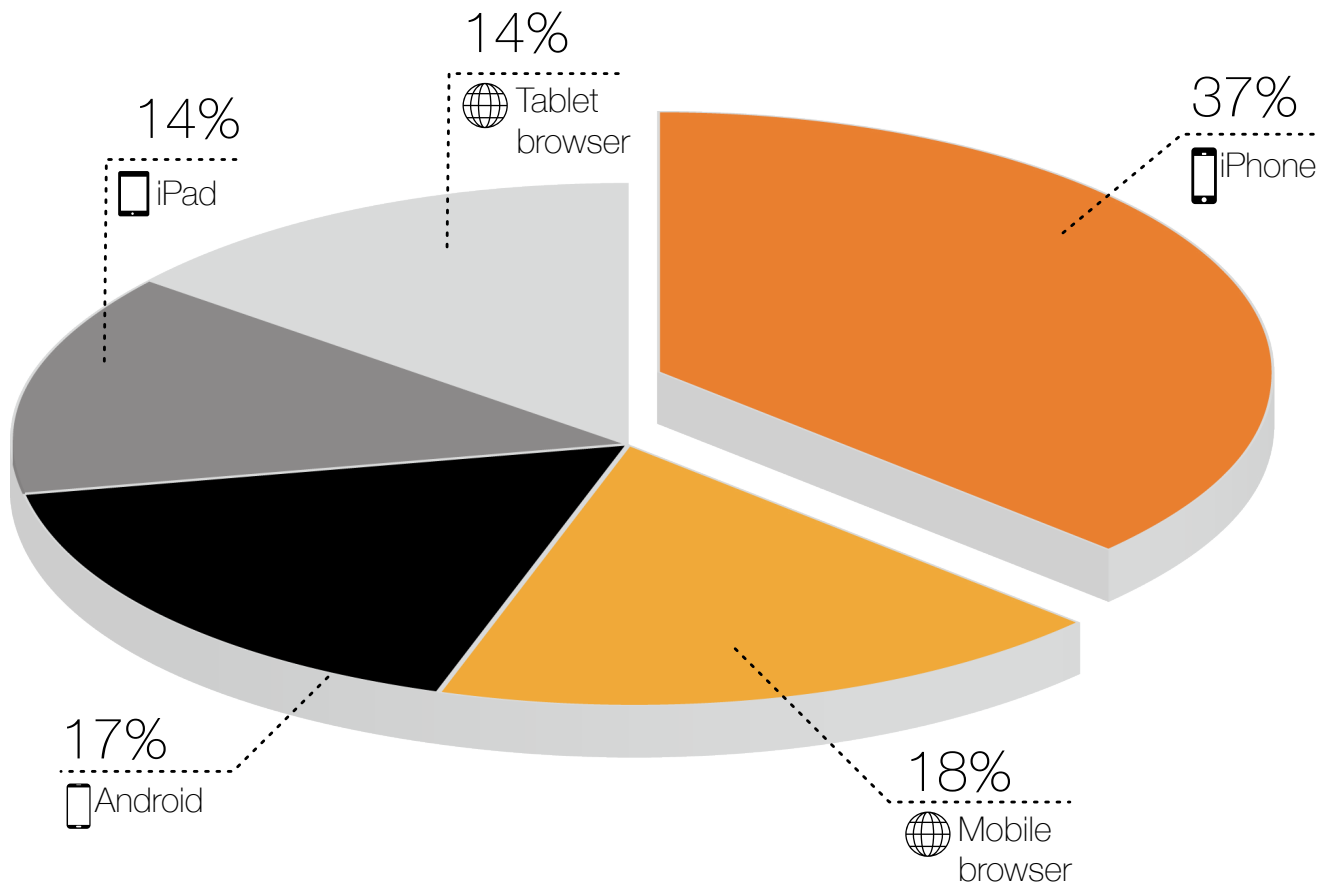
Cabin classes:

Australian iPhone users are more likely to fly business class

Australian travellers overwhelmingly prioritise value over comfort, with more than 90% of users across all channels searching for economy flights. However, iPhone users are more likely to search for business class flights than those using other platforms.

First			Business			Economy			Premium Economy		
						94%	92%	96%			
1%	1%	<1%	4%	5%	3%				1%	2%	1%
Android	iPhone	Desktop	Android	iPhone	Desktop	Android	iPhone	Desktop	Android	iPhone	Desktop

K
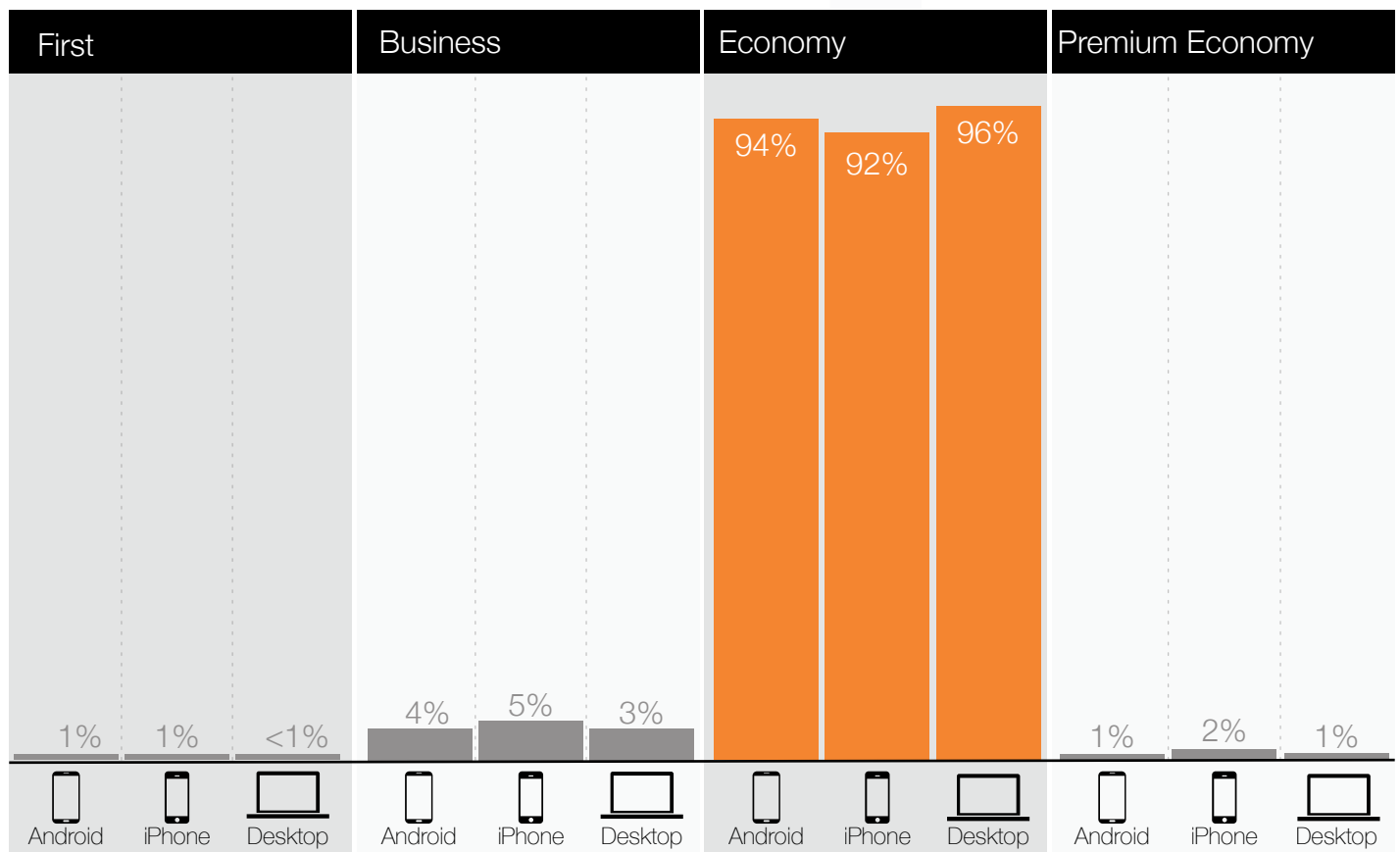
Hotel star ratings:

searching for mid-range to high-end hotels is the norm

The majority of Australians prefer to search for mid-range to high-end hotels, with less than 13% of all searches across Android, iPhone and desktop being for hotels ranked 2 stars or below. iPhone users continue to show a preference for the finer things in life, with 25% of all searches for accommodation being for 5-star luxury hotels; more than Android (20%), or desktop users (21%).

Stars:

⊘   ★   ★★   ★★★   ★★★★   ★★★★★

43%
42%
40%
27%
25%
22%
25%
21%
20%
11%
8%
1%
2%

Android   iPhone   Desktop

Purchasing power

AUD
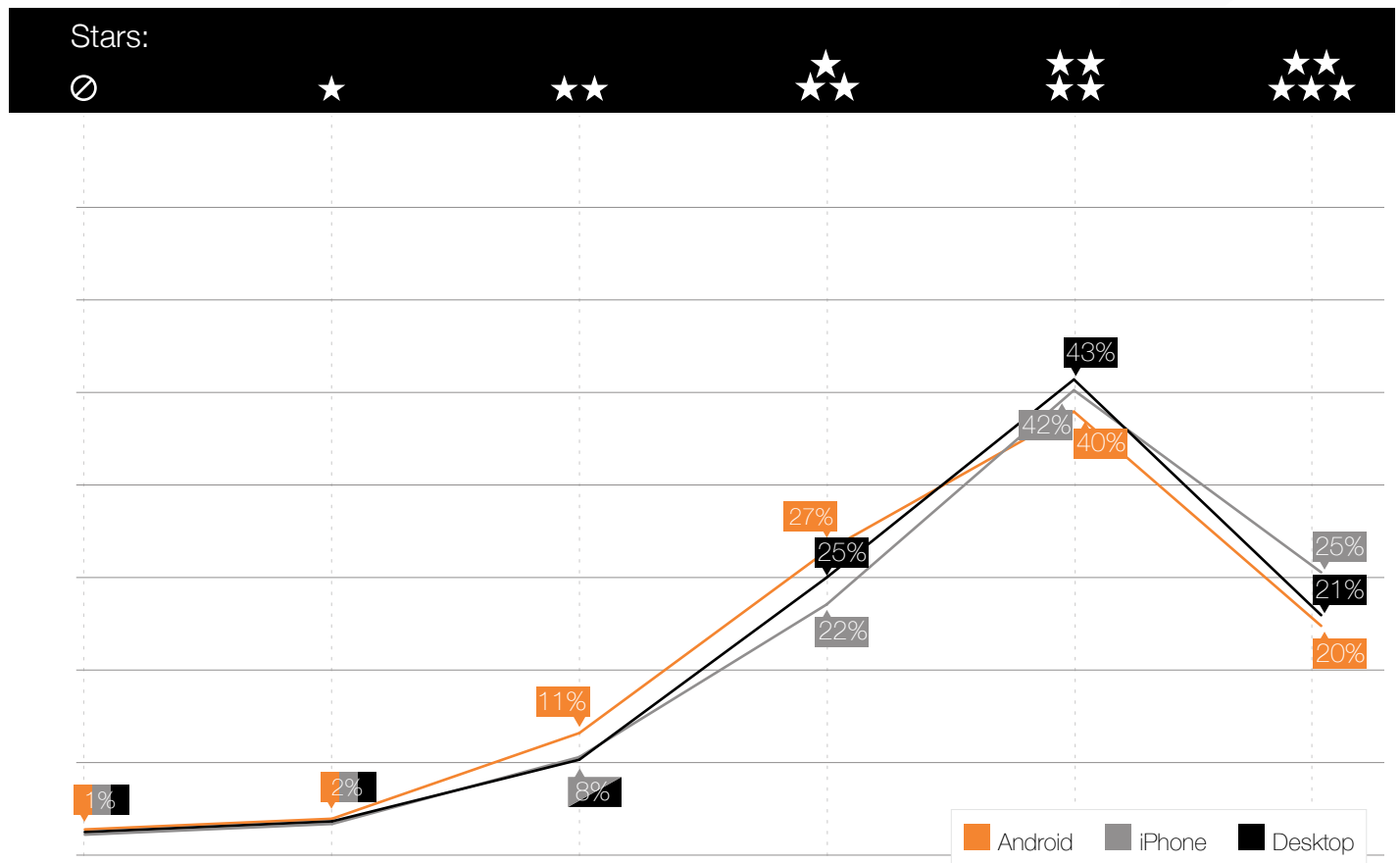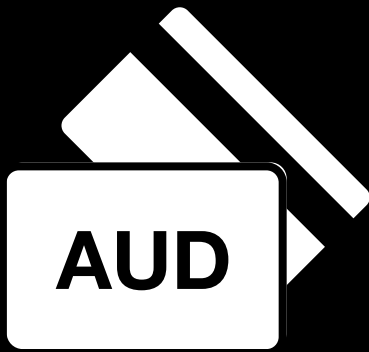
How much
Australians
are willing to spend
on travel

Spending on popular destinations:

Australian desktop users are the least price sensitive

Australian desktop users are less price sensitive than mobile users when searching and booking travel online. This indicates Australians are still more confident spending higher amounts on travel on their desktop than on mobile devices.

Australian travellers spend on average up to 9% more on their preferred destinations on desktop compared to mobile. Looking at the split on mobile platforms, iPhone and Android users show similar tendencies, with average iPhone expenditure on popular destinations just 2% higher than that on Android.

These findings draw similarities with British and Hong Kong iPhone users, who also spend more on trips to popular destinations than Android users.

When it comes to the ten most popular destinations, KAYAK data experts note that on average, flights booked by Australians on their desktop are more expensive than those booked on mobile. It would seem Australian travellers using desktop have a fixed idea of when they want to fly, as opposed to mobile users who seem to be more flexible on timing and tend to browse for better deals while on the go.

Average spending - top 10 most popular destinations (AUD)
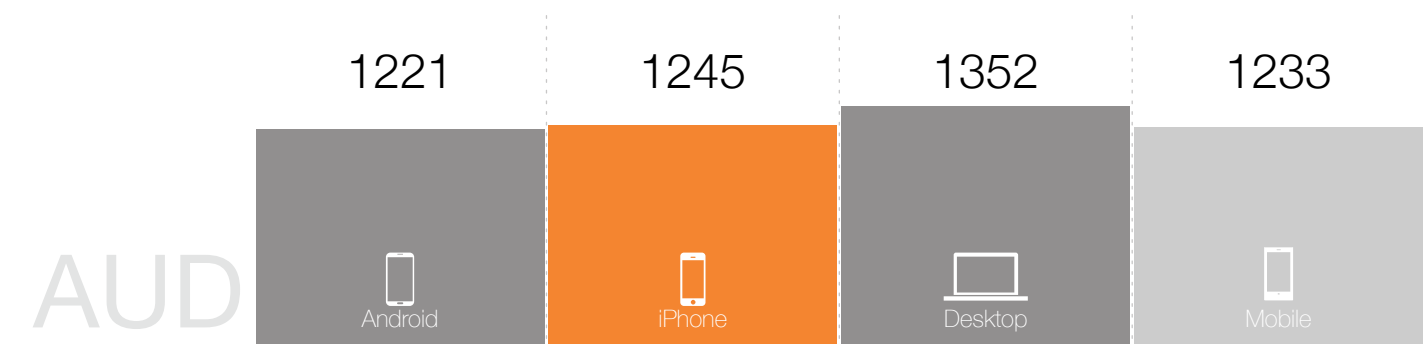
1221	1245	1352	1233
Android	iPhone	Desktop	Mobile

AUD

Spending on popular destinations:

Australian desktop users are the least price sensitive

|	Popular Destinations	AUD		Popular Destinations	AUD		Popular Destinations	AUD
01	Melbourne	250		Los Angeles	2050		Los Angeles	1978
02	Los Angeles	1939		Melbourne	242		London	2739
03	London	3720		London	2952		Melbourne	261
04	Sydney	207		Sydney	227		Sydney	252
05	Singapore	998		Denpasar	680		Denpasar	683
06	Denpasar	565		Singapore	999		Singapore	1084
07	Bangkok	1089		Bangkok	1141		Bangkok	1148
08	Kuala Lumpur	810		New York	2411		New York	2479
09	New York	2134		Brisbane	267		Auckland	526
10	Auckland	501		Tokyo	1484		Paris	2373
	Android			**iPhone**			**Desktop**	

Spending on expensive destinations:

Australians prefer desktop to mobile when searching and booking expensive flights

When searching for flights to the most expensive destinations, Australian travellers still prefer to use their desktop computer, with a willingness to spend up to 8% more on desktop than on mobile devices. This can be explained by the series of filters available on the KAYAK.com.au desktop site, which allow users to tailor their searches according to extensive criteria.

In comparison to their UK counterparts who spend an average of 25% more on desktop than mobile, Australians show much less bias when it comes to choosing their platform. From a mobile perspective, Australians spend just 2% more on expensive destinations on iPhone than on Android. This is in huge contrast to Singaporeans and Hong Kongers who spend 37% and 16% more on expensive destinations on iPhone than Android respectively.

Many of the expensive flights Australian travellers search for are for destinations outside the Asia Pacific region and are quite different across devices. The three top 10 lists for each device contain 27 unique destinations, suggesting that users of different platforms have very disparate ideas when it comes to spending on expensive destinations. Only Sao Paulo and Boston appear in the top ten expensive destinations for Android and iPhone, while Lima is a preference for both iPhone and desktop users.
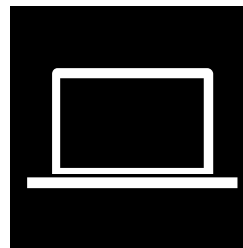
8%
more spend on expensive destinations on desktop than on mobile
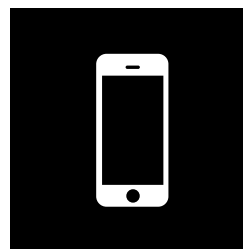
2%
more spend on expensive destinations on iPhone than on Android

Average spending - top 10 most expensive destinations (AUD)
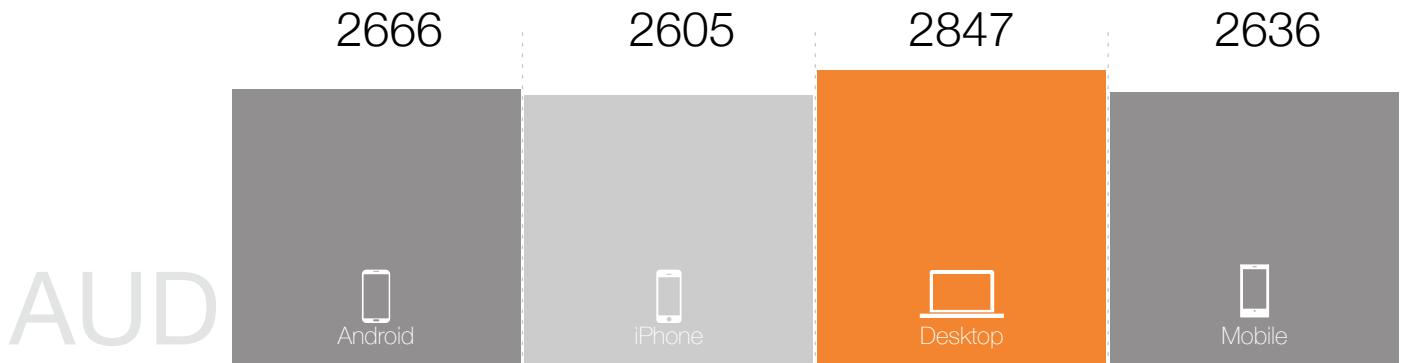
	2666	2605	2847	2636
AUD	Android	iPhone	Desktop	Mobile

	Expensive Destinations	AUD	Expensive Destinations	AUD	Expensive Destinations	AUD
01	Vienna	4960	Boston	2901	Guayaquil	3278
02	Lisbon	2714	Düsseldorf	2826	Caracas	3132
03	London	2660	Abu Dhabi	2685	Cuzco	2797
04	Munich	2513	Quito	2640	Medellin	2796
05	Sao Paulo	2471	Rio De Janeiro	2614	Nassau	2776
06	Warsaw	2446	Gothenburg	2593	Lima	2773
07	Harare	2284	Copenhagen	2587	Cali	2773
08	Boston	2262	Glasgow	2420	Antananarivo	2762
09	Madrid	2196	Sao Paulo	2411	Jacksonville	2721
10	Bogota	2153	Lima	2379	San Salvador	2659
	Android		iPhone		Desktop	

Spending on 4 and 5 star hotels:

Australian iPhone users book more luxury hotels than users on other platforms

When it comes to searching for hotels, Australians using an iPhone are the most likely to choose luxury hotels. 67% of hotel searches on iPhone are for 4 and 5 star hotels, compared to 64% on desktop and 60% on Android devices. This behaviour matches that found among Singaporean and Hong Kong travellers, with iPhone users in these countries also being the most likely to choose luxury accommodation.
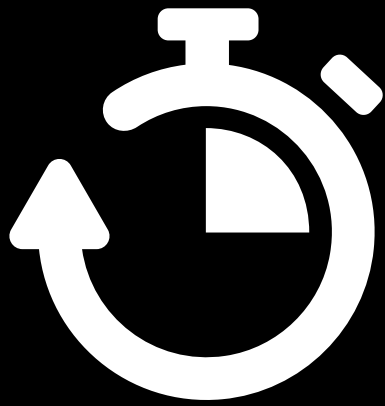
Over in Europe, the top countries for luxury hotel bookings across all platforms are the UK, Germany, and Switzerland. Swiss iPhone users in particular are keen on luxury hotels, with 72% of hotel bookings being for 4 and 5 star hotels.
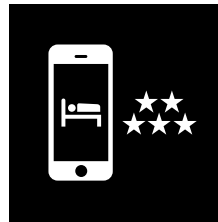
67%
of iPhone bookings are for 4 and 5 star hotels
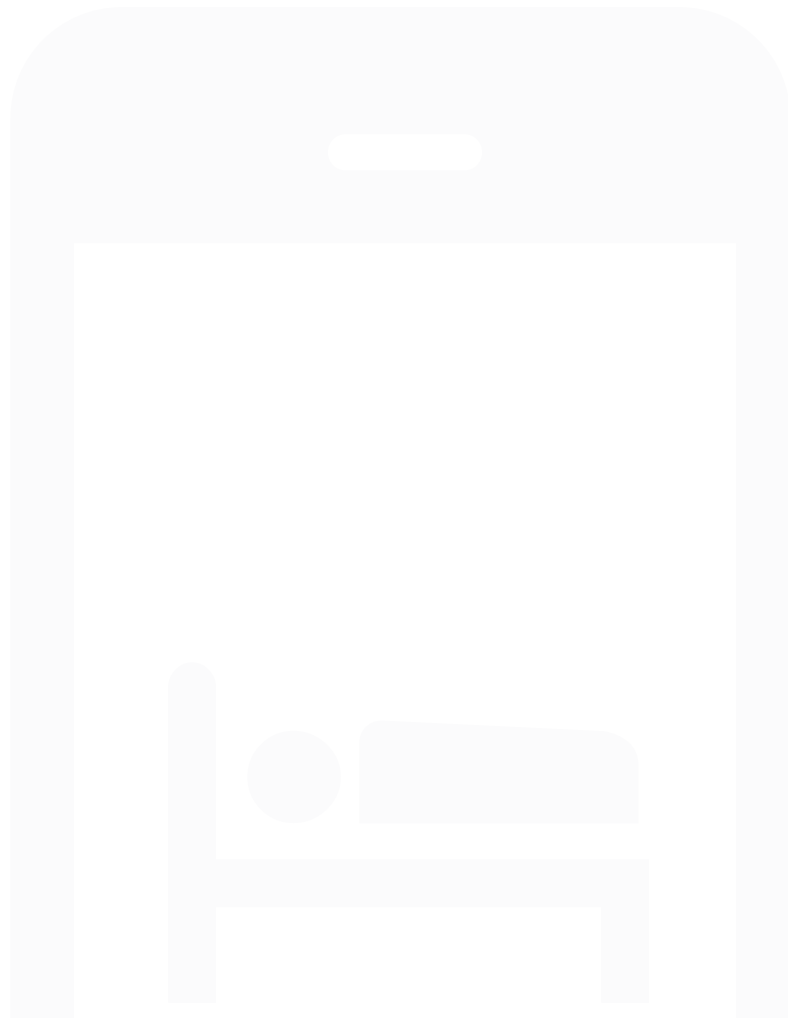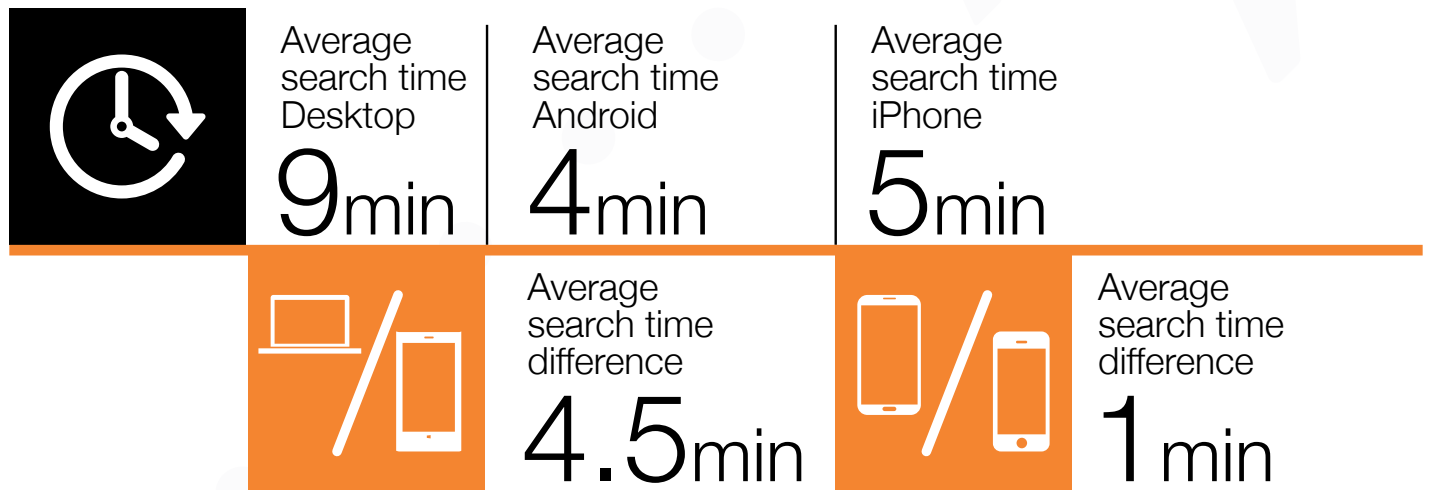
Time

How much time
Australians
dedicate to **searching**
and **booking** travel

Flights:

Australian desktop users take the most time searching for travel
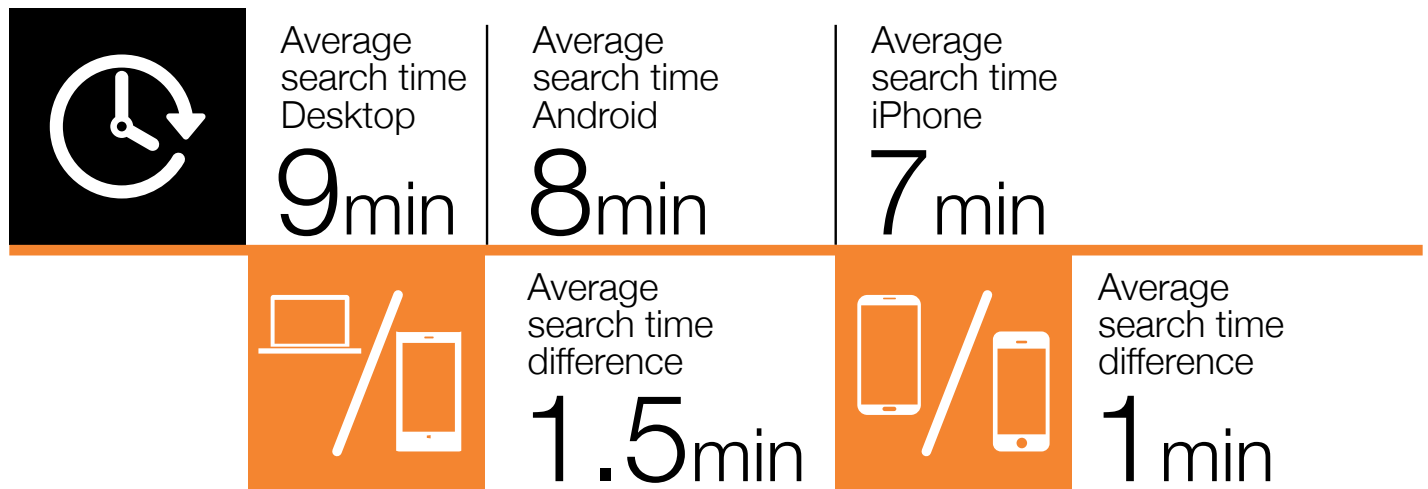
Australians tend to spend more time and money when searching and booking flights on desktop, making them more cautious in finding the best deal than users on mobile devices. Amongst Australians, Android users are the fastest flight bookers, with an average of just 4 minutes spent searching before entering the booking process. This makes them 1 minute faster in finding a flight deal than iPhone users, who take an average of 5 minutes to make up their minds.

Average search time Desktop
9min

Average search time Android
4min

Average search time iPhone
5min

Average search time difference
4.5min

Average search time difference
1min

Hotels:

Australians take it slow and steady when finding the perfect hotel

The gap between desktop and mobile users closes significantly when it comes to time spent searching for hotels. Australian desktop users spend the same amount of time searching for a hotel (9 minutes) as for flights. With regard to mobile devices, iPhone users are faster (7 minutes) in finding a hotel fitting their expectations than Android users (8 minutes).

Average search time Desktop
9min

Average search time Android
8min

Average search time iPhone
7 min

Average search time difference
1.5min

Average search time difference
1min

Top weekdays to search:

Australians search for travel on their desktop at work, then switch to mobile after hours

Australians like to settle back into the work week by searching for travel on desktop, with 33% of all desktop searches being made on Mondays and Tuesdays. Searches for travel on both iPhone and Android tend to happen on the first and last day of the week; with 30% of travel searches being made by iPhone and Android users on Mondays or Sundays. This behaviour is similar to Singaporean users, who show identical patterns to Australian users when it comes to the top 3 search days on all platforms.

Busiest days of the week

	Android	iPhone	Desktop
01	Sunday	Monday	Monday
02	Monday	Sunday	Tuesday
03	Tuesday	Tuesday	Wednesday
04	Saturday	Wednesday	Sunday
05	Wednesday	Saturday	Thursday
06	Thursday	Thursday	Friday
07	Friday	Friday	Saturday

K

Top time of the day to search:

the busiest time for travel searches differs between mobile and desktop

Searching for travel falls into general online activities, amongst news, emails and texts, but for Australians there are definite distinctions with regards to when these searches occur on mobile devices or desktop throughout the day. Travel searches increase in the morning from 9am, when Australians arrive at work, picking up around lunch time and reaching their peak at 2pm. This corresponds to the data for Singaporean and Hong Kong users, which also shows a peak in desktop searches at 2pm.

After work, Australians get back on mobile while commuting (by 6pm) and when they return home in the evening, mobile searching again intensifies (from 7pm to 10pm), accounting for 23% of all searches during the day. The absolute peak for mobile searches occurs at 8pm. In comparison, the busiest window of time for mobile searches is 8pm to 11pm for Singaporean users and 8pm to 11pm for Hong Kongers.
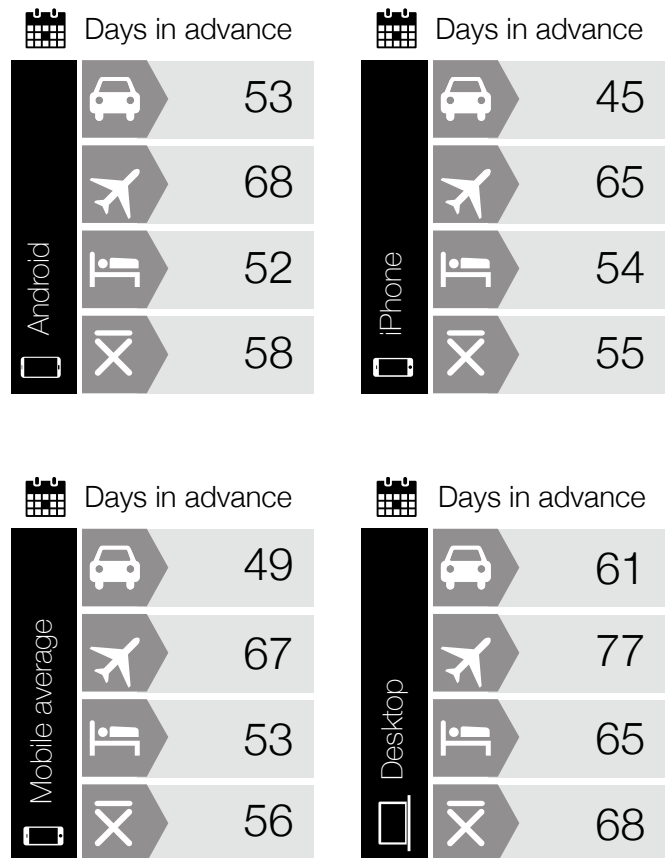
iPhone

Android
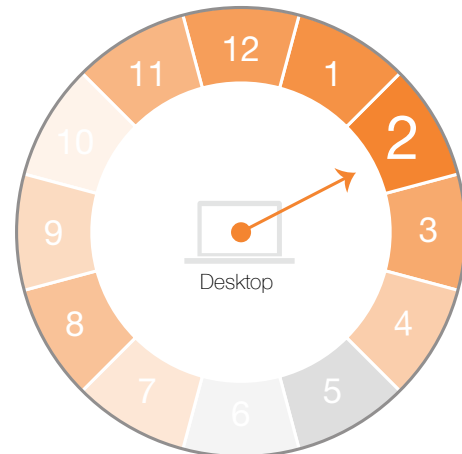
Desktop

When Australians book:

Australians book less in advance on mobile

Australian travellers on mobile prefer to leave it closer to the time of travel to search. Mobile users book on average 12 days later than desktop users - this trend remains consistent for cars, flights and hotel bookings. iPhone users are the most relaxed bookers, booking an average of 55 days in advance, the shortest time compared to users on any other device. While British users also book closer to travel date on mobile, Singaporean and Hong Kong users show the opposite behaviour, with a distinct tendency to book less in advance on desktop.

Car hire shows Australian iPhone users book just 45 days in advance, but plan much further ahead when booking on their desktop computer (61 days). British travellers show an even greater difference between mobile and desktop when it comes to booking hire cars, with mobile users booking an average of 10 days in advance, and desktop users booking more than 3 months in advance.
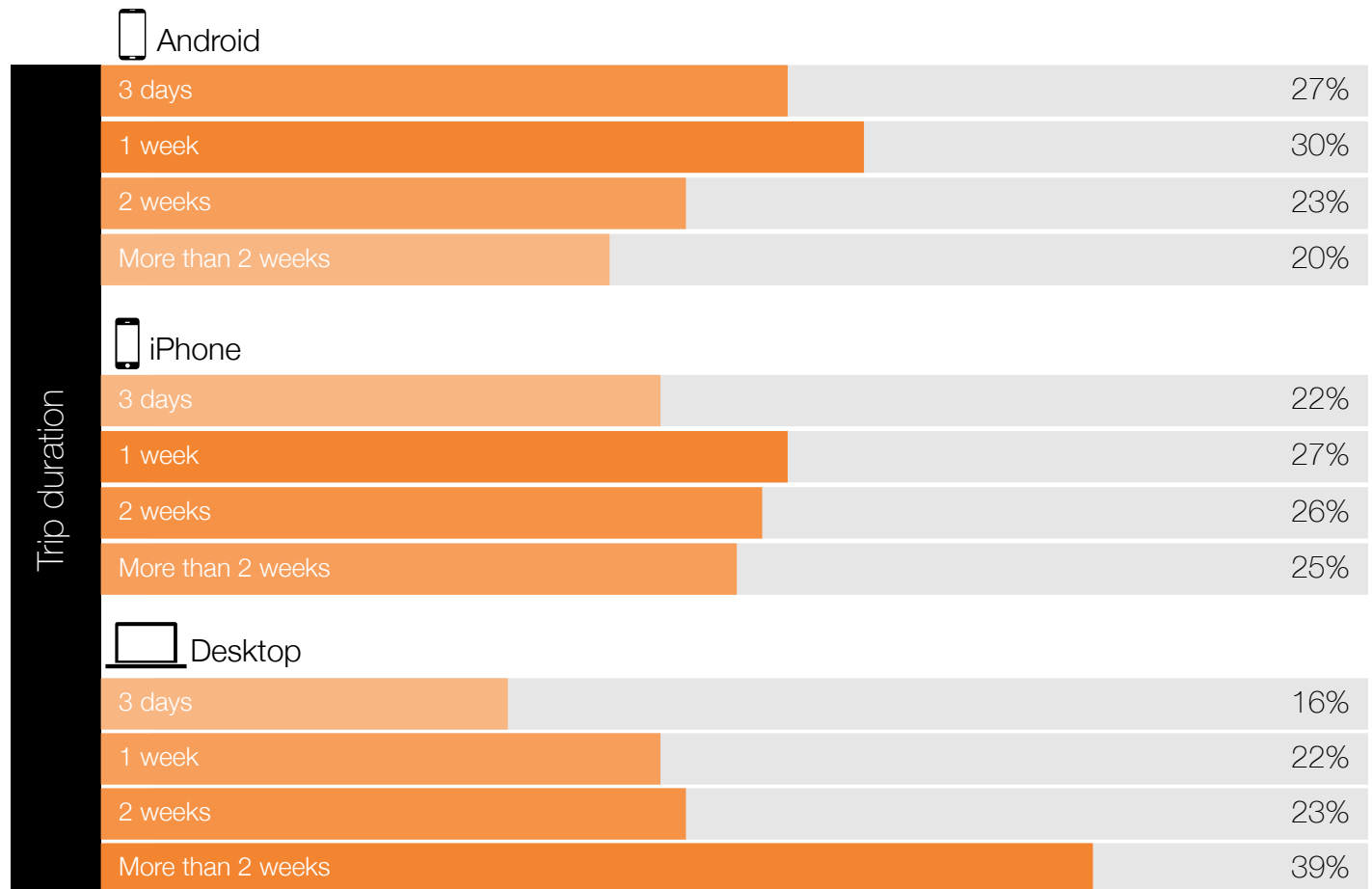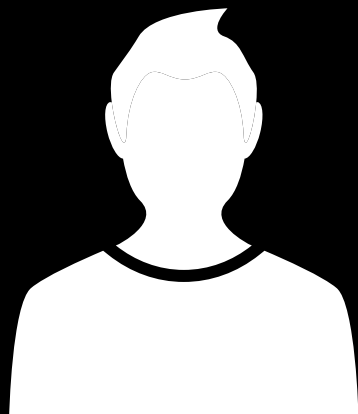
Android — Days in advance

Car	53
Flight	68
Hotel	52
	58

iPhone — Days in advance

Car	45
Flight	65
Hotel	54
	55

Mobile average — Days in advance

Car	49
Flight	67
Hotel	53
	56

Desktop — Days in advance

Car	61
Flight	77
Hotel	65
	68

Average length of trip:

Australian travellers search for short trips on mobile devices

When Australians book travel, they like to make it worthwhile. Trips of one or two weeks duration make up 53% of all trips searched for by Android and iPhone users and 45% of all trips searched on desktop. Short trips of up to 3 nights seem to be less frequently searched for, particularly on desktop, with only 16% of all searches being for city breaks and weekend getaways. These, in comparison, are more popular amongst Android (27%) and iPhone users (22%) showing that they are more likely to spontaneously look for short trips while on the go. For longer trips (more than 2 weeks), Australians prefer the extended capabilities and filters available when searching on their desktop computer over a mobile device, as booking long vacations requires far more planning than a short trip.

Android

3 days	27%
1 week	30%
2 weeks	23%
More than 2 weeks	20%

iPhone

3 days	22%
1 week	27%
2 weeks	26%
More than 2 weeks	25%

Desktop

3 days	16%
1 week	22%
2 weeks	23%
More than 2 weeks	39%

Trip duration

Mobile

Travel

Personas

Australian iPhone Travel Persona

Spends an average of
$1245
on flights to
popular destinations

Spends
7
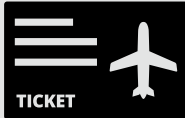minutes searching
for a hotel

Books hotels
54
days in advance

Spends
5
minutes searching
for a flight

Searches on
Mondays

Ideal time to search:
8pm

Books cars
45
days in advance

Books flights
65
days in advance

TICKET

More likely to buy
a business class ticket
than users
on other devices

Books preferably
1 week getaways

Favourite
city is
Los Angeles

Favourite expensive
destination is Boston

Favourite KAYAK
features are Trips
and Explore

Australian Android Travel Persona

Spends an average of
$1221
on flights to popular destinations

Spends
8
minutes searching for a hotel

Books hotels
52
days in advance

Spends
4
minutes searching for a flight

Searches on Sundays

Ideal time to search:
8pm

Books cars
53
days in advance

Books flights
68
days in advance

TICKET

Prefers to fly economy

Books preferably 1 week getaways

Favourite city is Melbourne
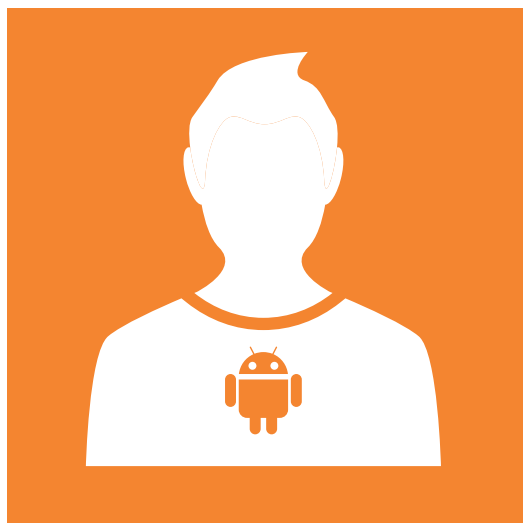
Favourite expensive destination is Vienna

Favourite KAYAK features are Price Alerts and Flight Tracker

Australian Desktop Travel Persona

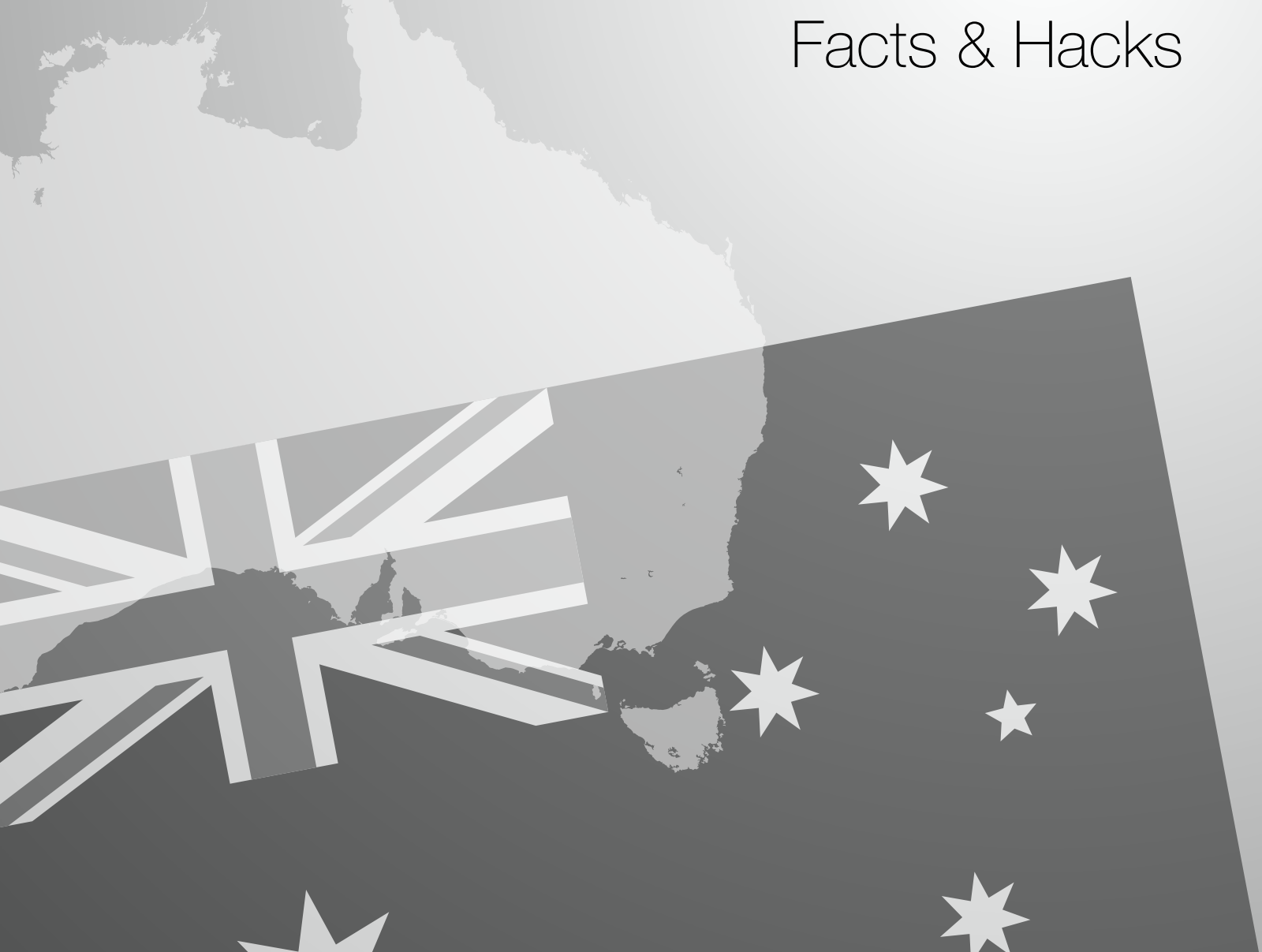Spends an average of
$1352
on flights to popular destinations

Spends
9
minutes searching for a hotel

Books hotels
65
days in advance

Spends
9
minutes searching for a flight

Searches on Mondays

Ideal time to search:
2pm

Books cars
61
days in advance

Books flights
77
days in advance

Prefers to fly economy

Prefers to book getaways of more than 2 weeks

Favourite city is Los Angeles

Favourite expensive destination is Guayaquil

Favourite KAYAK features are Trips and Price Alerts

Mobile

Travel

Facts & Hacks

Facts
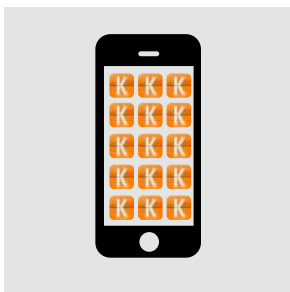
40,000,000

KAYAK app has been downloaded
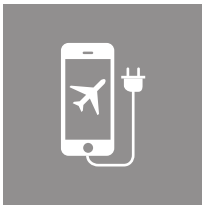40 million times and in 120 countries.
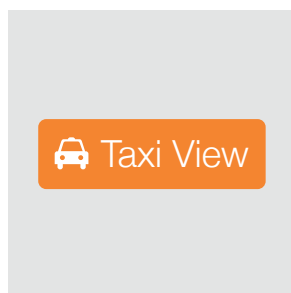
🚕 Taxi View

On Trips, a "taxi view" of each
accommodation booking displays
the name and address in large print
to show to a taxi driver or helpful local.
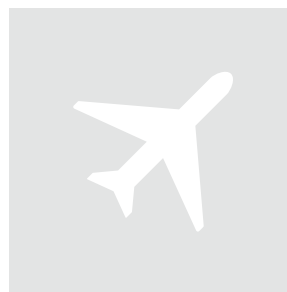
33%

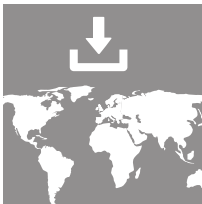of usage of the KAYAK app
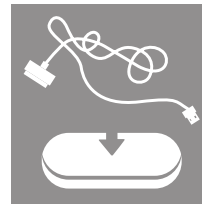is at the airport, or nearby.

Hacks

Charge your phone on
Flight Mode
it will charge a lot quicker!

Don't have a charger or adaptor? Use a USB cable to charge your phone. Don't have a laptop? Plug the USB cable into the TV in your hotel room.
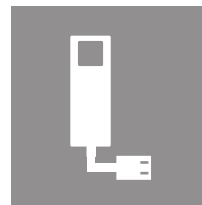
Before leaving for your trip, download an offline map on your smartphone so you can check your route without using your data.

Keep chargers and headphones in a glasses case to stop them getting tangled.

If the back of your plane seat doesn't have a TV, put your phone in a clear plastic bag and hook it to the back of the tray table.

Make your device charge last longer: be sure to have a fully-charged power bank with you when you travel, especially if you're heading to a remote area with no electricity.

It's no problem if your hotel room is lacking speakers, just grab a cup and put your mobile phone inside to instantly amplify the sound.
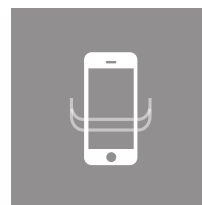
If you don't have a phone holder in your car, use a rubber band and wrap it around the blower fan.

Include nearby airports when searching for flights on the KAYAK app to find cheaper fares: wondering if it's cheaper to fly to Tullamarine or Avalon? Your search will automatically include a search for airports near your destination to find the cheapest route.
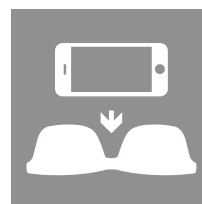
Want to watch movies hands free? Use your sunglasses as a mobile phone stand. On any flat surface, simply flip your sunglasses upside down and rest your phone against them.

www.kayak.com.au