

# MOBILE INFLUENCES ON MANAGED TRAVEL



**#MOBILETRAVEL**  
**@TNHINES**

A hand holds a white Samsung smartphone against a blue background. The phone's screen shows a lock screen with a vibrant hot air balloon in the sky. The text 'Life companion' is written in a white, cursive font across the top of the balloon. The time '3:44 PM' is visible in the top right corner of the screen. At the bottom of the screen, it says 'Swipe screen to unlock' and 'Sprint'. The Samsung logo is visible at the top of the phone's bezel.

# TRAVEL ENHANCEMENT TOOL

#MOBILETRAVEL



**TRENDS IN  
TRAVEL**

**#MOBILETRAVEL**



**#MOBILETRAVEL**



**In most developed economies, more than 50% of the population now has a smart phone.**

**By late 2014, there will be more smart phones in the world than people.**



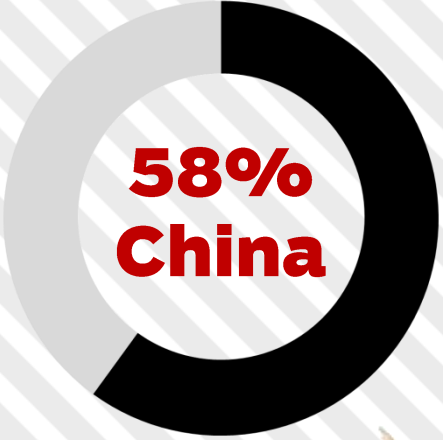
**91%**  
**USA**



**92%**  
**Brazil**



**129%**  
**U.K.**

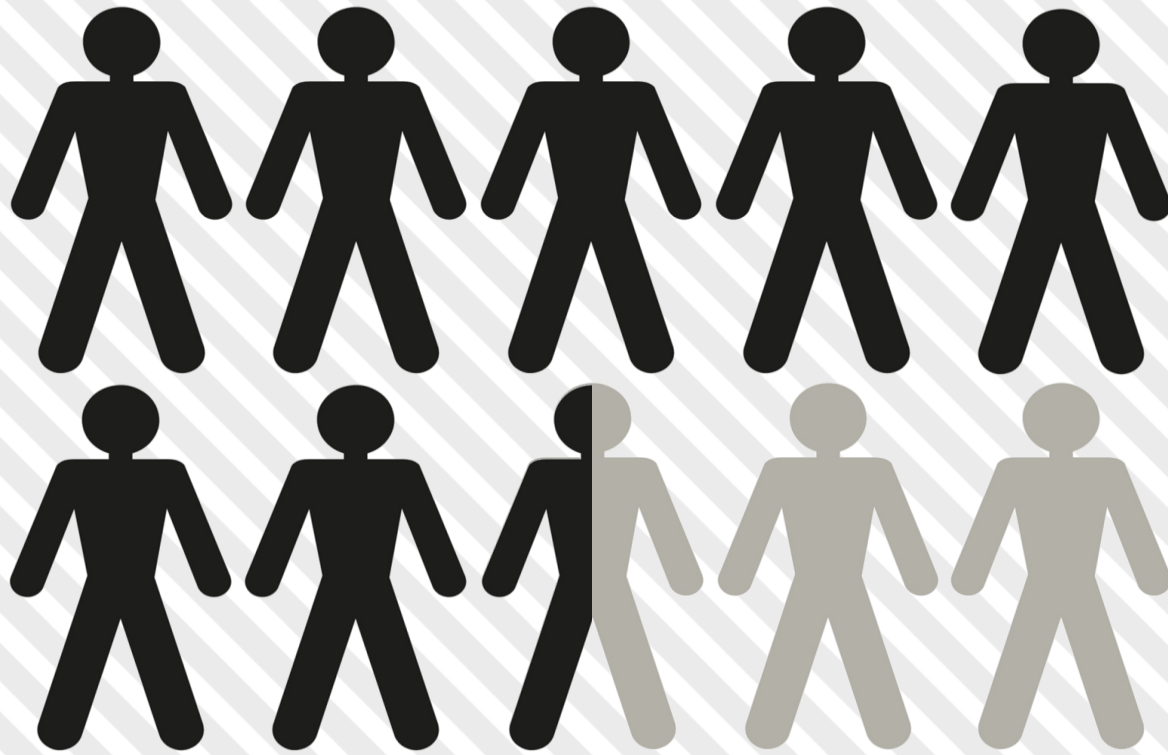


**58%**  
**China**



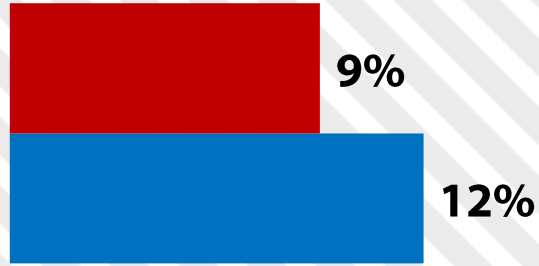
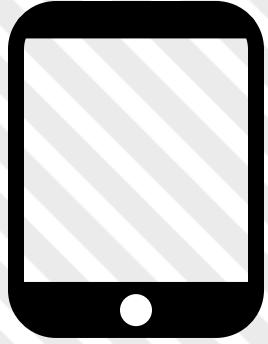
**36%**  
**India**





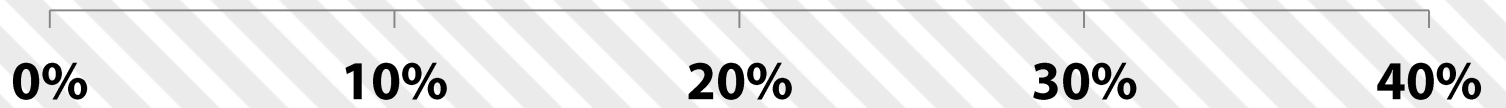
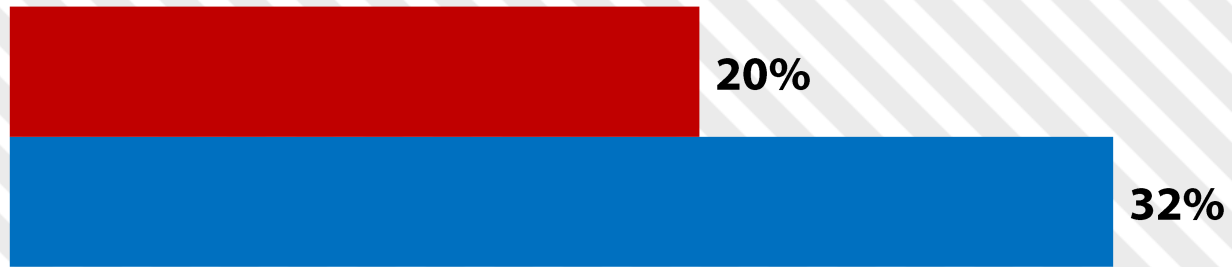
**75%**

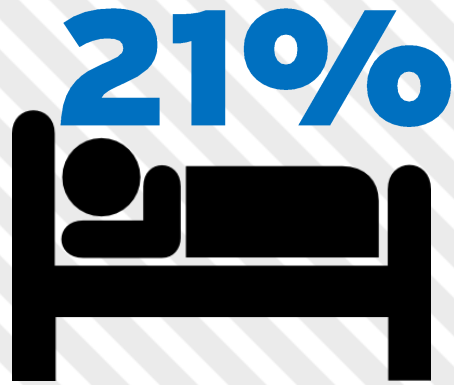




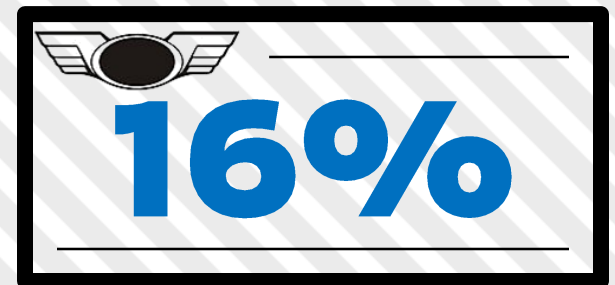
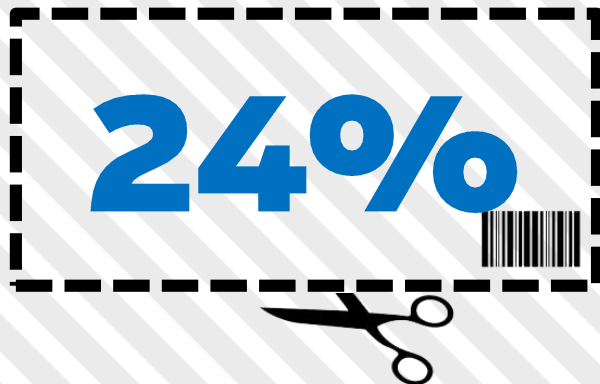
■ >30 yrs

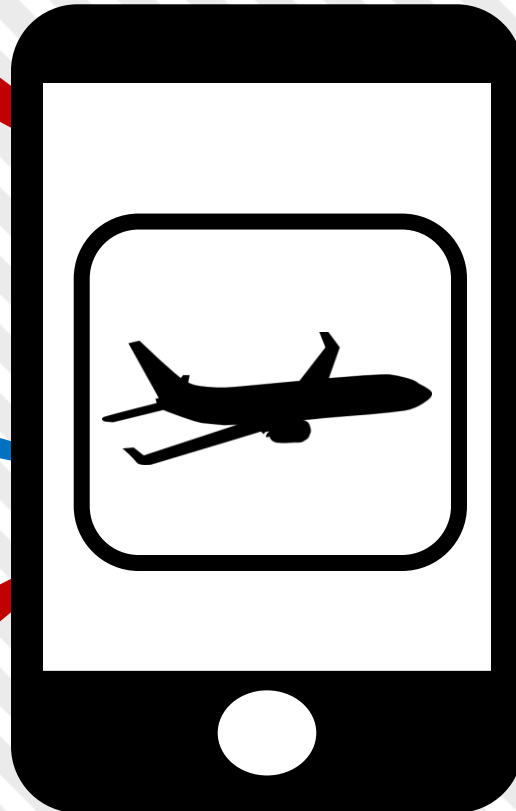
■ <30 yrs





# What are they using mobile for?





**17%**  
**researched**

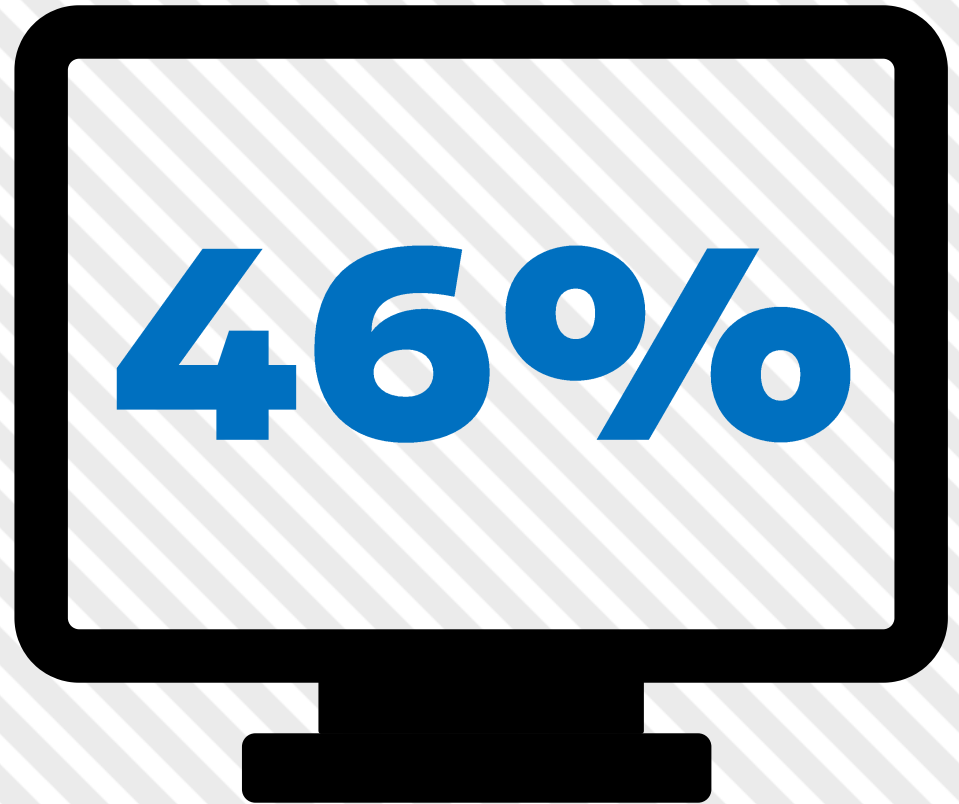
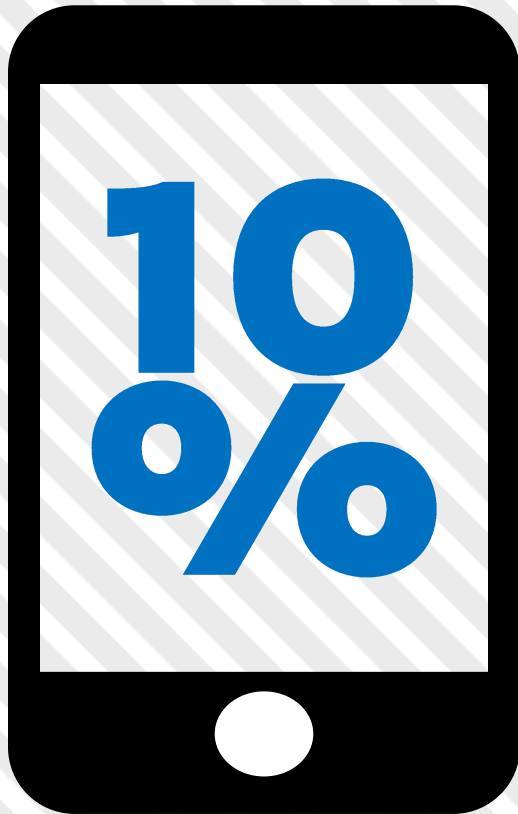
**12%**  
**downloaded**

**3%**  
**booked**

**66%**  
**explore**

**75%**  
**on the move**

**45%**  
**browse net**



**2X**

# 1 in 3

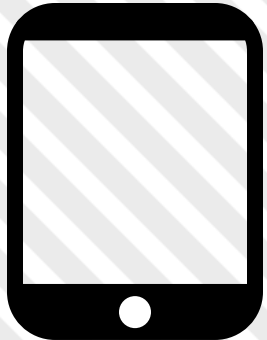
travel searchers complete their  
purchase on mobile



**#MOBILETRAVEL**



- Next Month
- Next Week
- Immediate



0% 20% 40% 60% 80%

**41% are  
frustrated**

**85% expect a  
superior  
mobile  
experience**



**Inability to  
complete a  
transaction**

**65% are less  
likely to buy**

# IMPACT ON A TRAVEL PROGRAM

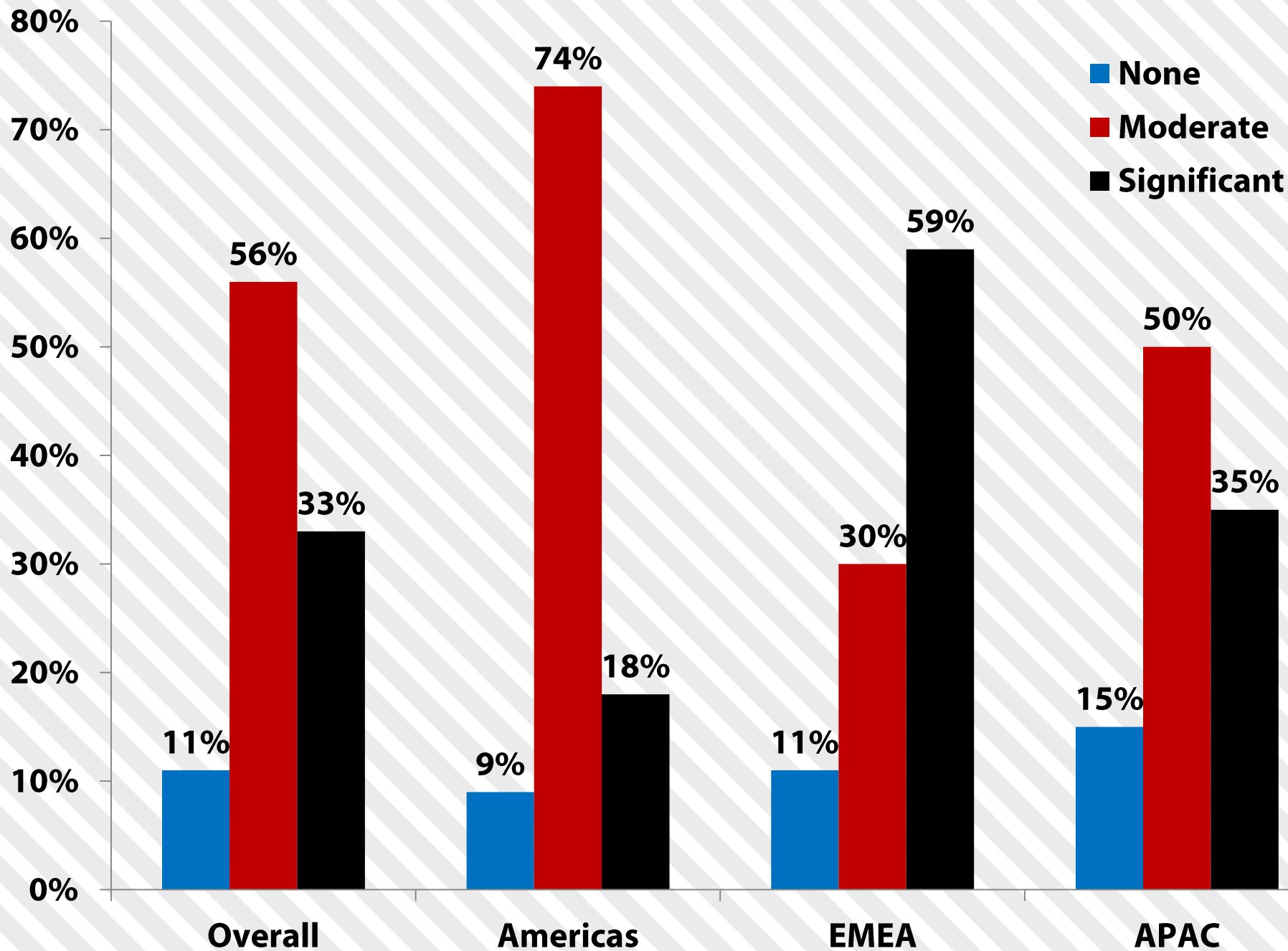


#MOBILETRAVEL

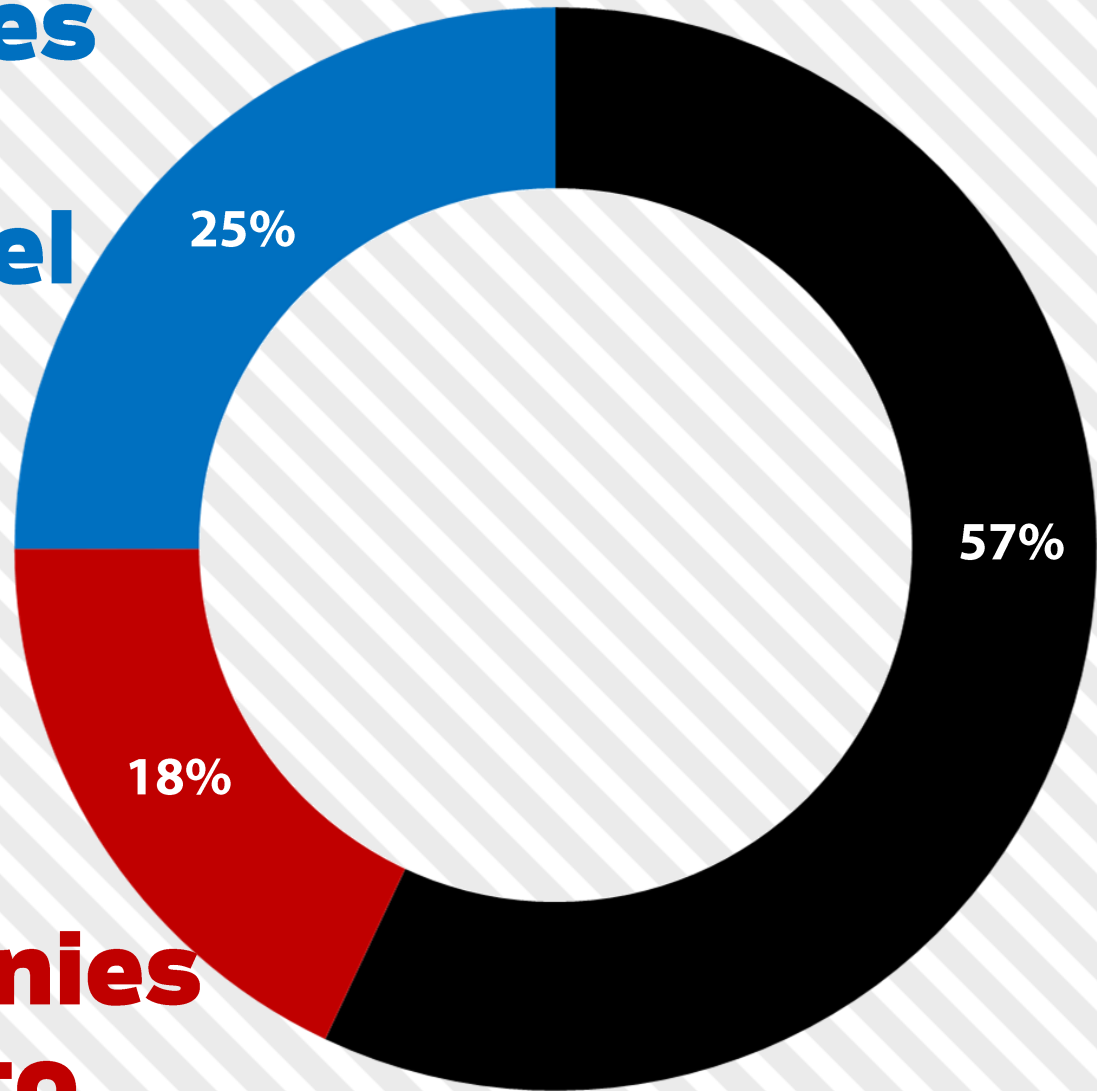




**#MOBILETRAVEL**



**1 in 4 companies  
have a mobile  
policy for travel**

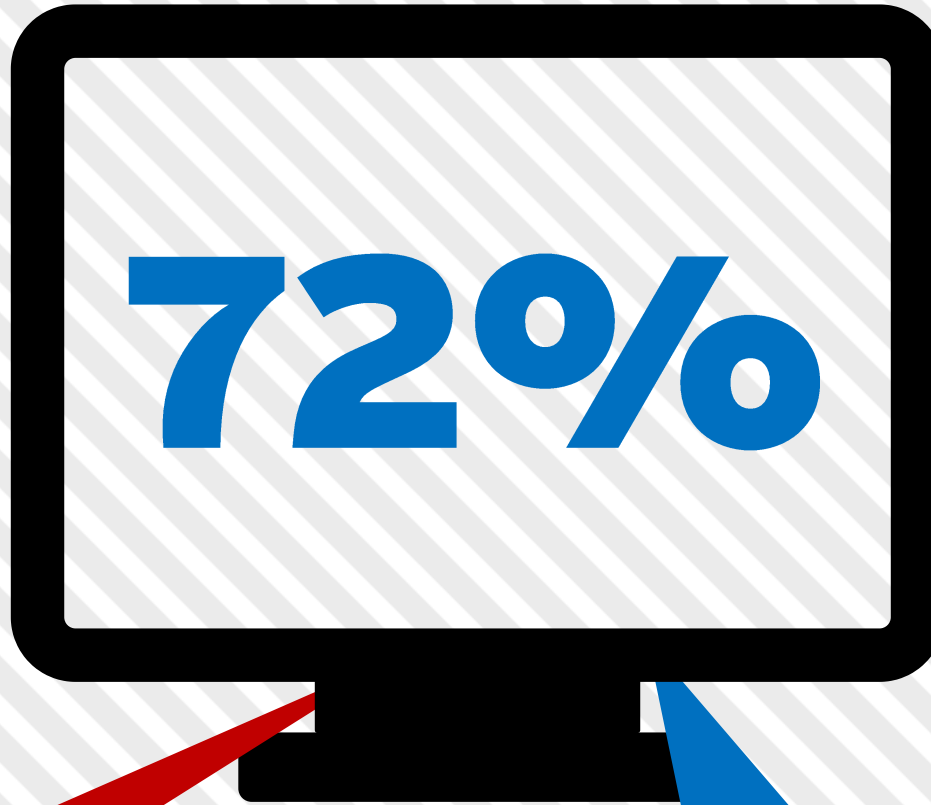


**18% of companies  
do not intend to**

**“Our mobile policy is separate from our travel program (falls under IT).”**

**“We have a mobile policy, but it is not part of the travel policy.”**

**“Processes already cover mobile transaction possibilities.”**



**17%**  
**Purchasing**

**9%**  
**Other Unit (HR)**



**BYOD**

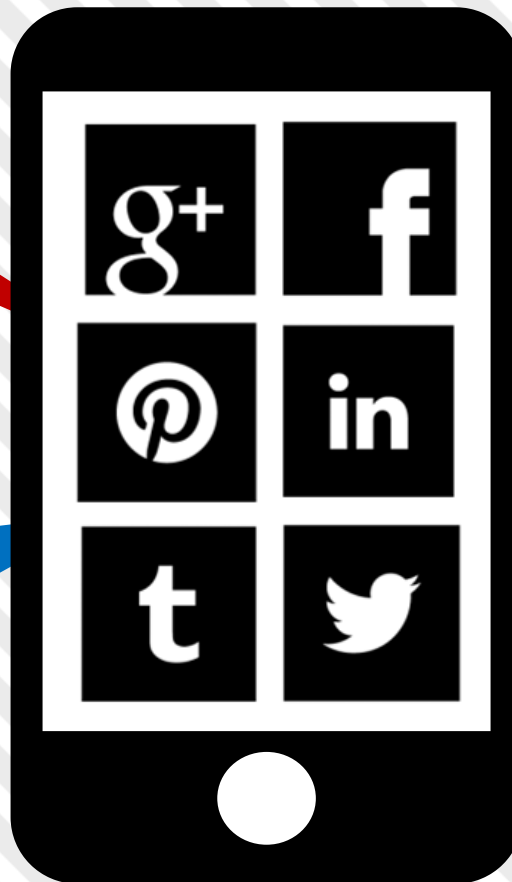
**51%**

**39%**

**24%**  
**encourage**  
**use**

**37% don't**  
**encourage**  
**use**

**7%**  
**don't allow**  
**use**



**32%**  
**don't have**  
**a policy**



**Flight Upgrades**

**39%**



**Hotel Breakfast**

**45%**



**Early Boarding**

**45%**



**Hotel Wi-Fi**

**57%**



**Extra Bags**

**57%**

0%

10%

20%

30%

40%

50%

60%





**CONSIDER THE EXPERIENCE**

**UNDERSTAND  
ATTACHEMENTS**

**IMPLEMENT A POLICY**

**THINK LIKE A MILLENNIAL!**



U B E R



#MOBILETRAVEL

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