

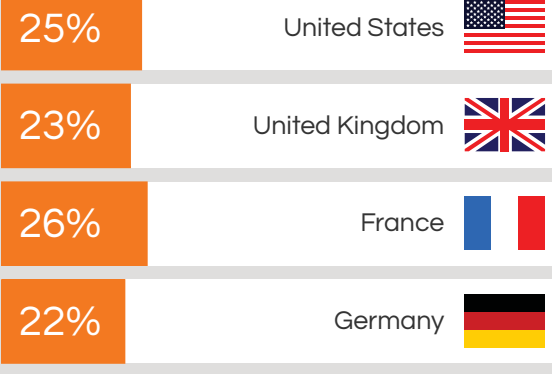
Mobile Apps and the Last-Minute Traveler



Last-minute travel apps have become a way of life for those craving spontaneity, instant gratification - and some *really, really good deals*.

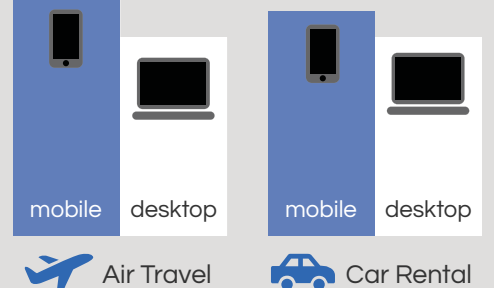
Percentage of Consumers Around the World Who Say:

“A great deal will inspire me to book a last-minute flight.”

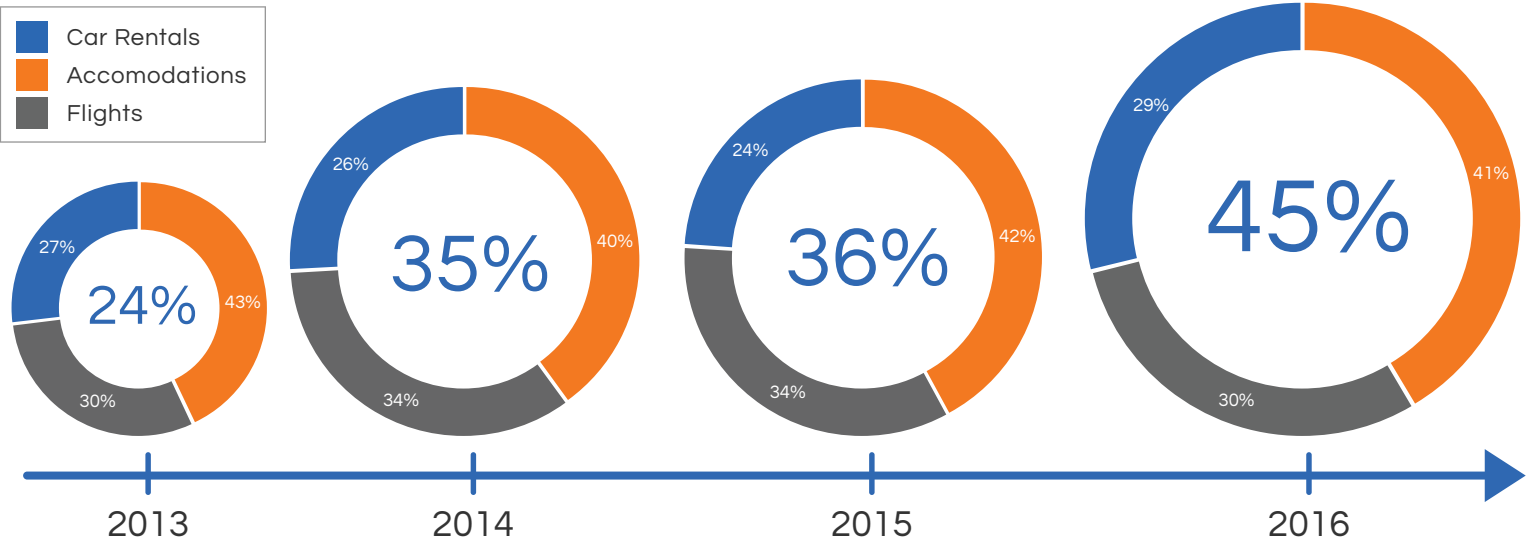


Last-Minute Transaction Value

Last-minute booking transaction values are higher via mobile than desktop: **+21% for air travel, +13% for car rental**

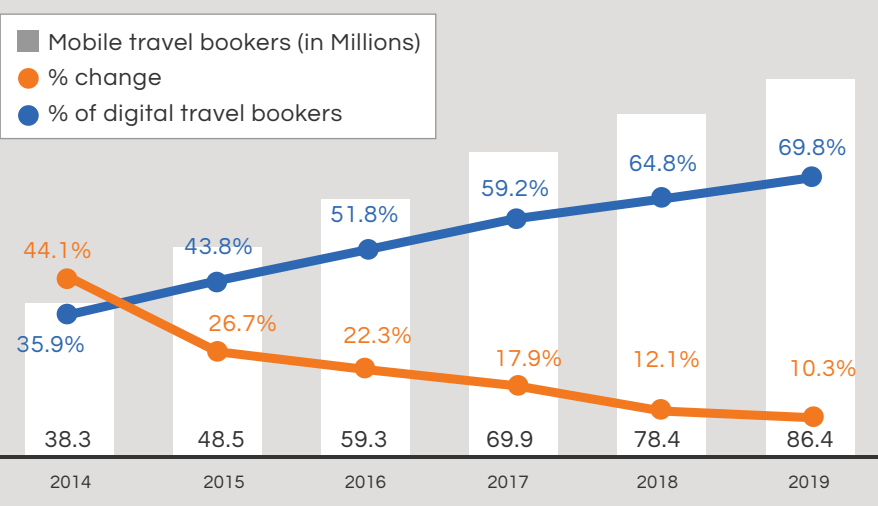


Consumers who booked travel in a mobile app from 2013–2016

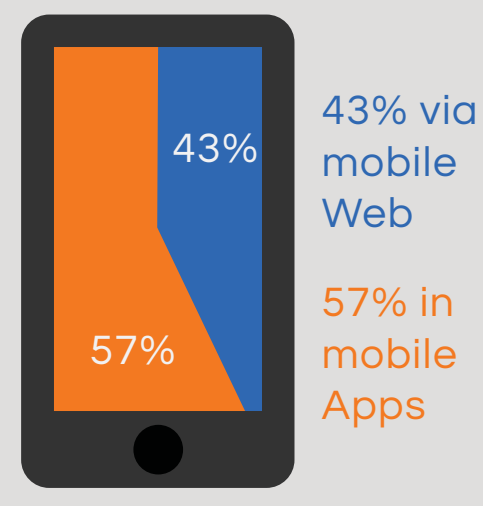


Mobile Travel Booking Continues to Climb

US Mobile Travel Bookers, 2014–2019



Apps vs. Mobile Web: Travel Bookings

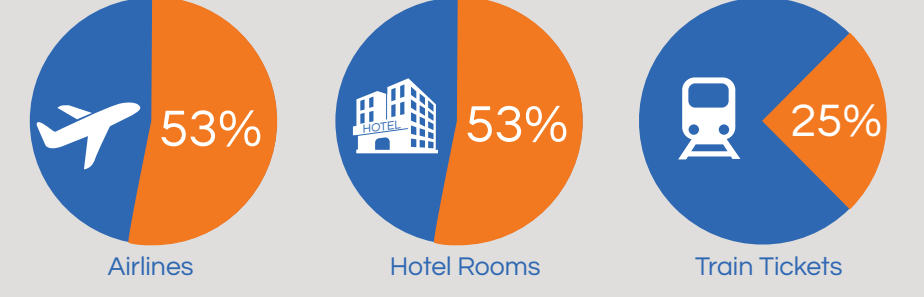


82%

of US and UK respondents booked travel using a mobile app over the past 12 months

Neumob Travel Apps Survey, September 2016

What's being booked in all of these mobile travel apps?



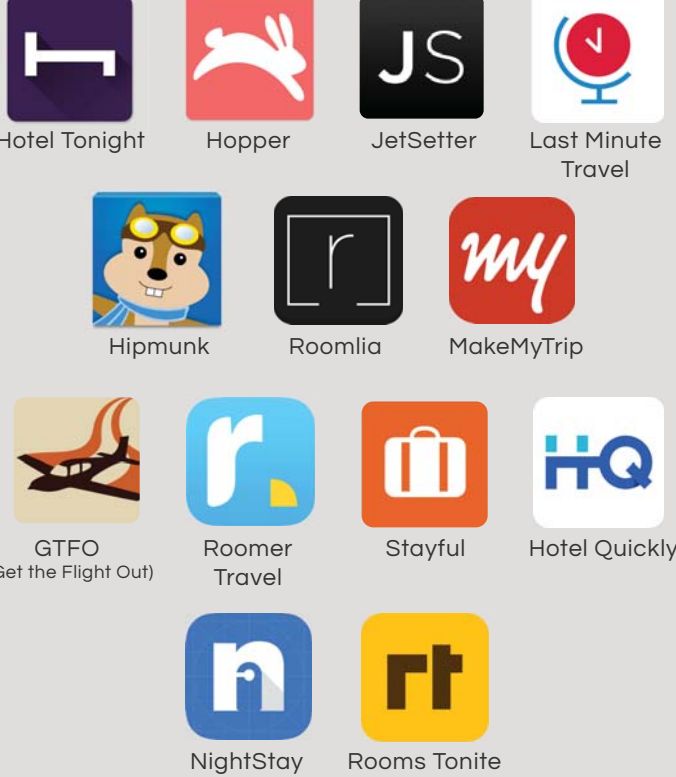
Neumob Travel Apps Survey, September 2016

2018: 71.3% of digital travel researchers in the U.S. will conduct their research on smartphones.

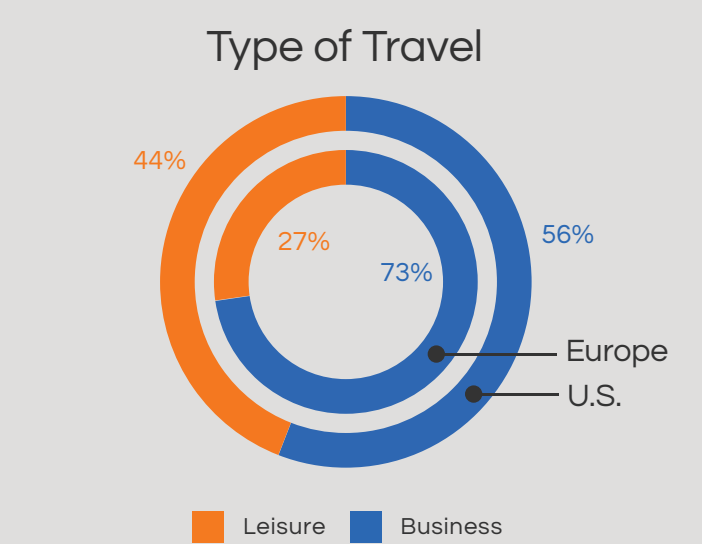


Source: eMarketer

The World's Top Last-Minute Travel Apps



How Last-Minute Travel is Booked in the US and Europe



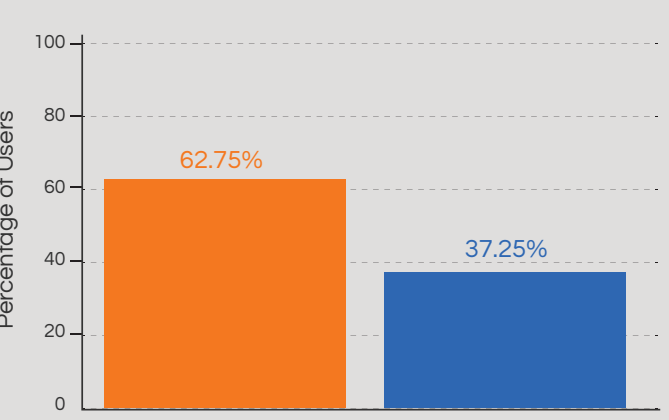
Top 5 Destinations: US/Europe



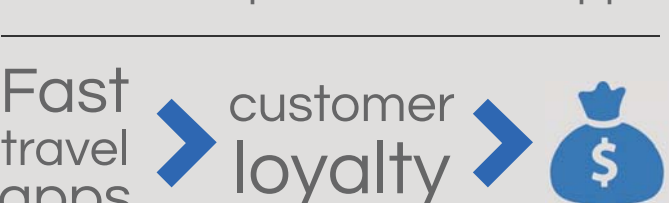
Responsiveness is Key

Apps need to load quickly, and transactions need to be smooth and efficient—or customers will move to another app.

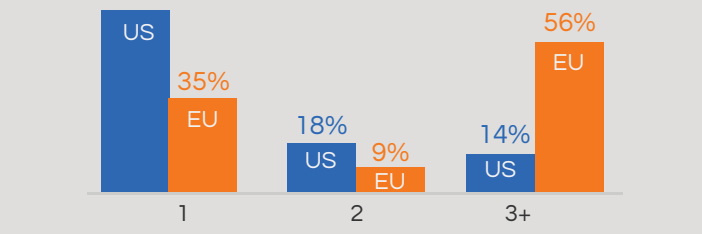
Have you ever deleted a travel app from your smartphone because of poor performance (slow load times, app crashing, slow in-app performance)?



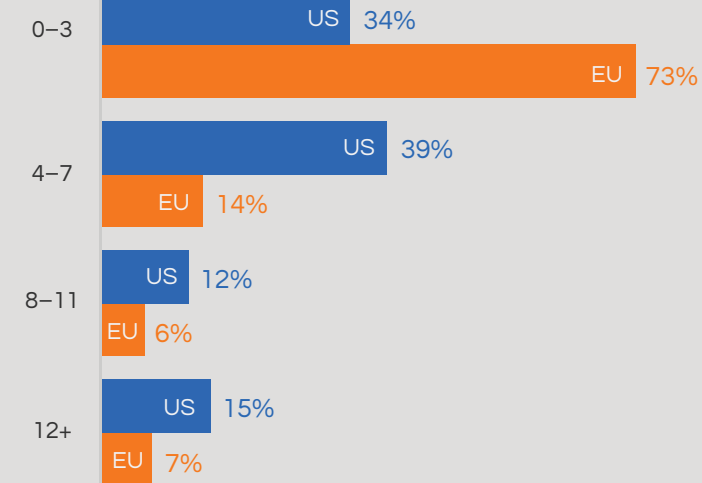
Don't let down your most valuable travelers in their biggest moments of need. Last-minute and in-destination bookings require fast and responsive travel apps.



Size of Travel Party



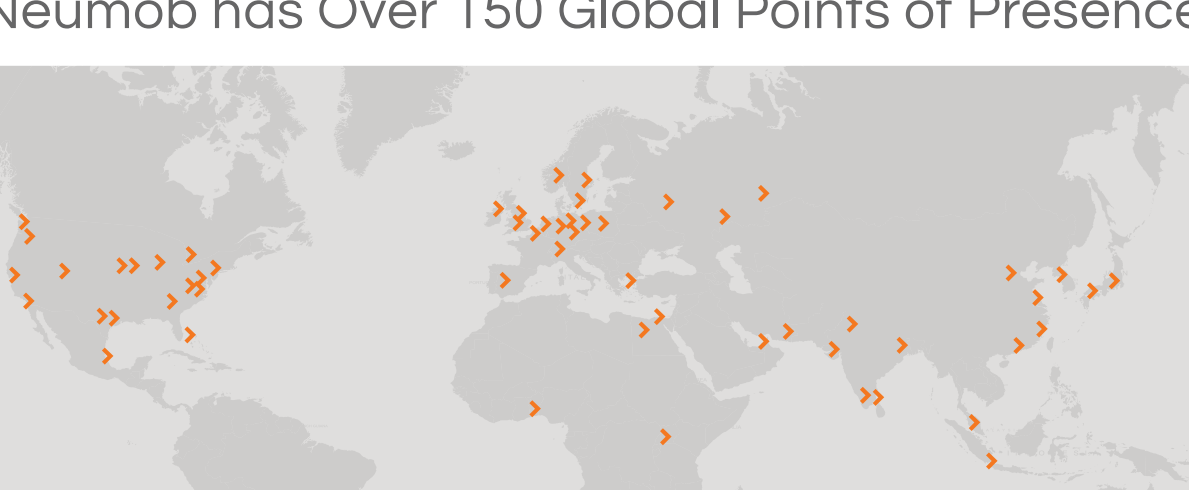
Trip Duration (in Days)



When faced with **SLOW** performance, **33%** of mobile application users **STOPPED** using the slow app

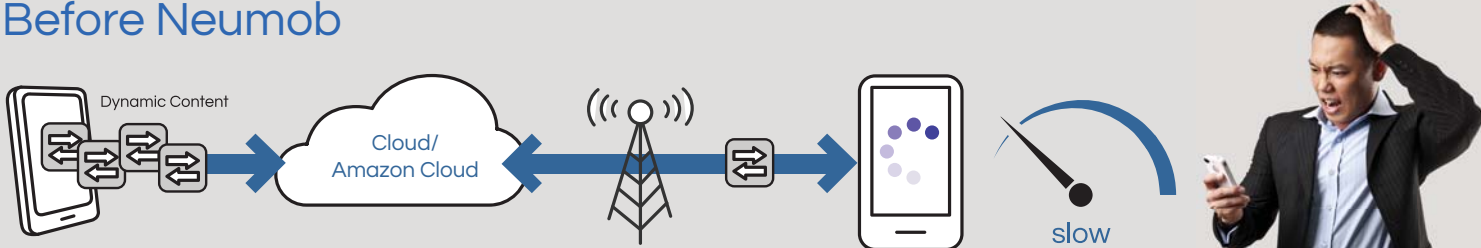
48% of mobile application users **uninstalled** or removed the slow app. **32%** of mobile application users **looked for an alternative app**

Neumob has Over 150 Global Points of Presence



No matter where your customers are traveling, Neumob puts your app at their fingertips for fast bookings and reliable performance.

Before Neumob



With Neumob

