

# 10 reasons why hotels must embrace mobile optimization

Today, mobile devices are the preferred method for accessing internet information.



If you want your hotel or hospitality business to grow, you must embrace mobile users.

## 1 Smartphones are here to stay



Nearly two-thirds **64%** of U.S. adults own a smartphone.

There are approximately **2 billion** smartphone users around the world.

## 2 Changed expectations

With the rise of the smartphone, people have changed their behaviors and how they view businesses based on their mobile experiences.

**76%** of consumers will not even try using a website from their phone that is not mobile-friendly



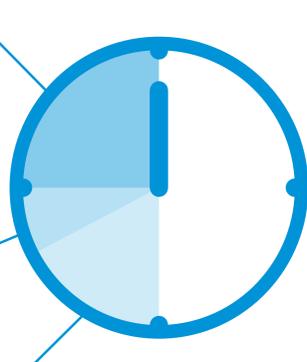
## 3 Mobile users' impatience

You now have less than **15 seconds** to make a good impression.

Mobile download times can significantly help or hurt your hotels bottom line.

**19%** of mobile users will abandon a page that does not load within **5 seconds**

**30%** of mobile users will abandon a page that does not load in **6 to 10 seconds**



## 4 Slow loading



Even for those users who are willing to wait for your page to load, they have already formed a negative opinion.

With just a **1 second** delay in page response times, your hotel could be losing a **7%** reduction in booking conversions.

For sites that earn **\$100,000** per day, that one second delay will add up to **\$2.5 million** in lost sales for the year.



**73%** of mobile users said they have encountered a slow mobile website



**51%** have encountered the site that crashed, froze, or gave them an error message



**48%** said they have visited sites that had formatting issues, making it hard to read the website

## 5 Looks matter



Even if you do have mobile optimization tools in place, mobile websites need to look as good as they work.

Above all, it must be responsive to look and function beautifully on the more than 500 different mobile device screen sizes out there today.

## 6 The competition can win your bookings



When a mobile user abandons a site due to any loading issues, they go straight to the competition.



**18%** of total digital travel transactions are completed on mobile devices, and that is projected to double by 2017.



Of luxury hotel brands, **84%** are now providing mobile optimization.

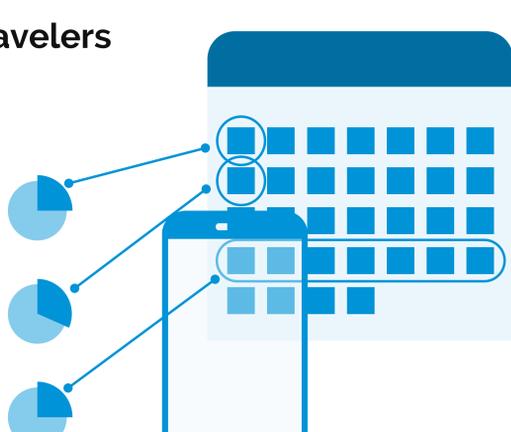
## 7 Last-minute travelers

Travelers use mobile for last-minute bookings

Nearly **25%** of hotel searches via mobile were for same or 1-day dates

Nearly **30%** of hotel bookings via mobile were for same or 1-day dates

Approximately **25%** of hotel bookings via mobile were for 2-7 days out



## 8 Pre-travel planners use mobile devices too

People who are planning future trips are also starting their searches on mobile devices.

**25%** of hotel searches via mobile were for 8-30 days out

**30%** of hotel searches via mobile were for 30+ days out



## 9 Google loves mobile-optimized sites

Google will push you in the right direction.



In April 2015, Google updated their ranking algorithm to improve search results for mobile-friendly sites.

## 10 Mobile optimization is the future

Bottom line, if your hotel or travel business does not have a mobile optimized site or is using a poorly designed mobile site, it is time to reevaluate your priorities before it gets left behind.

Rather than losing out to your competition, it is time to take advantage of these mobile opportunities.

