

Inside the Mind of a Smart **Traveler: What Makes Them Click and Book**

Today's travelers are sharper, savvier, and more data-driven than ever. They don't just book; they evaluate, verify, and compare. To win their confidence (and their bookings), you need to think like them.



Here's what drives a smart traveler's decision-making

Checks the Exact Location, Not Just the City

85%	of travelers consider hotel location the most important factor when booking.
	(travelperk)

Scans the Full Hotel Inventory Before Deciding

38 sites

stand between a traveler and their perfect trip — smart travelers check them all. (Skift)

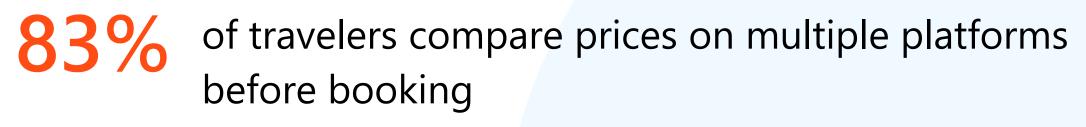
Compares Best Rates Across OTAs & Metasearch Checks for the views available with the room

74%

of users check multiple websites to find the best hotel price.

(travelperk)

Compares pricing with other platforms



(Hospitalitynet)

Engages with high performance websites



of travelers abandon bookings due to issues like slow websites and poor security (SiteMinder)

Reads Recent Reviews (And Filters by Category)



of travelers read reviews before booking.

of global travelers say they value a view from the 56% bedroom.

(Booking.com)

Expects high mobile-speed



of mobile site visitors will abandon a page if it takes longer than 3 seconds to load.

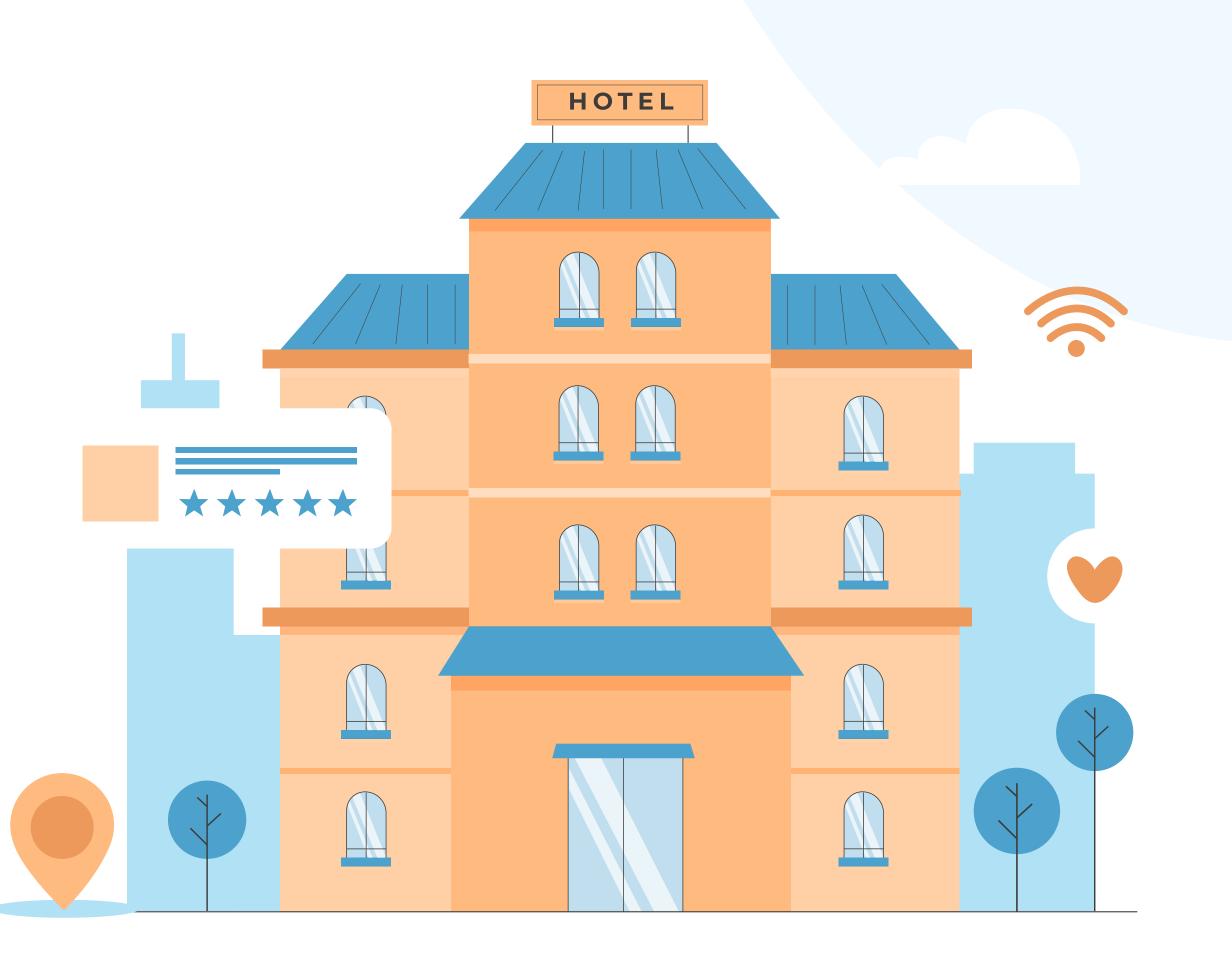
(Hospitalitynet)

Expects personalized experiences

71%

of consumers expect companies to deliver personalized interactions

(Hospitalitynet)



Wants Clear Cancellation & Refund Policies



of travelers are more likely to book when flexible cancellation is offered.

(Hospitalitynet)

What This Means for Online **Travel Businesses**

To match the intelligence of today's smart travelers, your platform must offer clean, consolidated, and consistent hotel data across the board.

No duplicates



Verified images & amenities

Accurate location



Be Smarter Than the Smart Traveler

Implement Hotel Mapping- the backbone of a seamless, confident booking experience.

Deliver trust. Drive bookings. Reduce confusion.

