SaleCycle

# WHY PEOPLE ABANDON THEIR BOOKING ONLINE

A WHOPPING **81%** OF PEOPLE*
ABANDON THEIR TRAVEL BOOKINGS ONLINE!
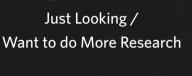**WE ASKED 1,000 CONSUMERS WHY...**

*Average across 100 SaleCycle clients in 2014

## WHY DO PEOPLE ABANDON?

**39%**
Just Looking /
Want to do More Research

**37%**
Price too High /
Want to Compare

**21%**
Need to Check With
Other Travellers

**13%**
Booking Process Too long /
Complicated Checkout

**9%**
Technical Issues /
Lost Connection

**7%**
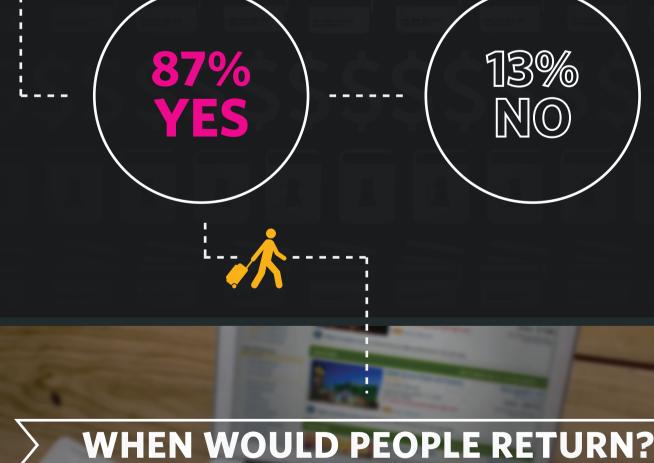Payment Issue /
Lack of Options

## WHERE DO PEOPLE ABANDON?

**53%**
When Shown the
Total Price

**26%**
When Asked for
Personal Details

**21%**
When Asked for
Payment Details

- - WOULD THEY CONSIDER RETURNING TO THE BOOKING? - -

**87%
YES**

**13%
NO**

## WHEN WOULD PEOPLE RETURN?

**33%**
Same Day

**13%**
Next Day

7 DAYS

**43%**
Within 1 Week

**11%**
After 1 Week

Every customer journey is different. The key for marketers is making the booking process
as simple as possible and reconnecting with customers when they do abandon.

# FREE REMARKETING REPORT
Email Hello@SaleCycle.com for the latest stats in your industry.

SaleCycle