

# 2023

## Online Travel Market Trends

The Resurgence of The Travel Industry.



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**Struggling To Convert Your  
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# The Resurgence of Travel Ecommerce





The numbers are in and the Travel industry has bounced back in a big way. All the metrics we've tracked point to:



Online sales growth YoY



Users abandoning less



Users making higher value purchases



Users browse on mobile but convert on desktop



Airline



Hotel



Online Travel Agents



Cruise & Ferry

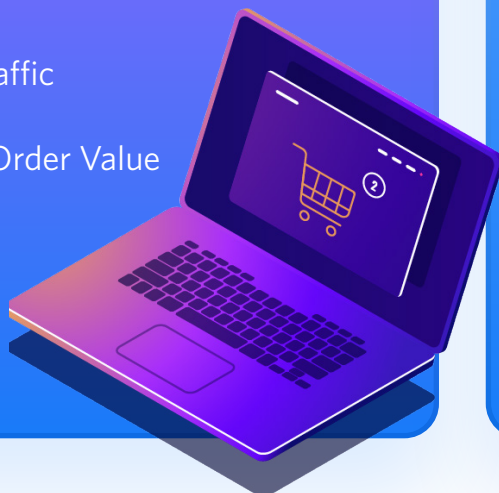


Road & Rail

## What You'll Learn.

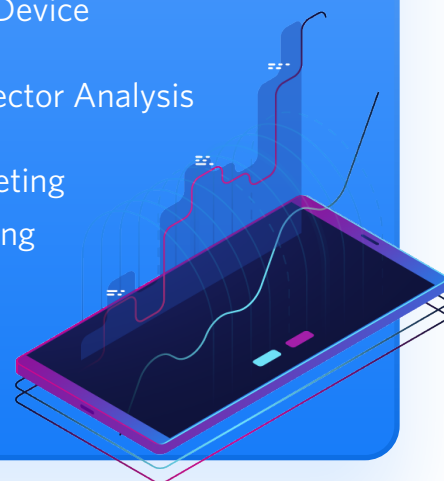
### Latest Market Trends & Analysis

- Online Sales
- Cart Abandonment
- Online Traffic
- Average Order Value



### Deep Dive

- Metrics by Month/Year
- Metrics by Device
- Sector by Sector Analysis
- Email Marketing Benchmarking





## Latest Market Trends Analysis

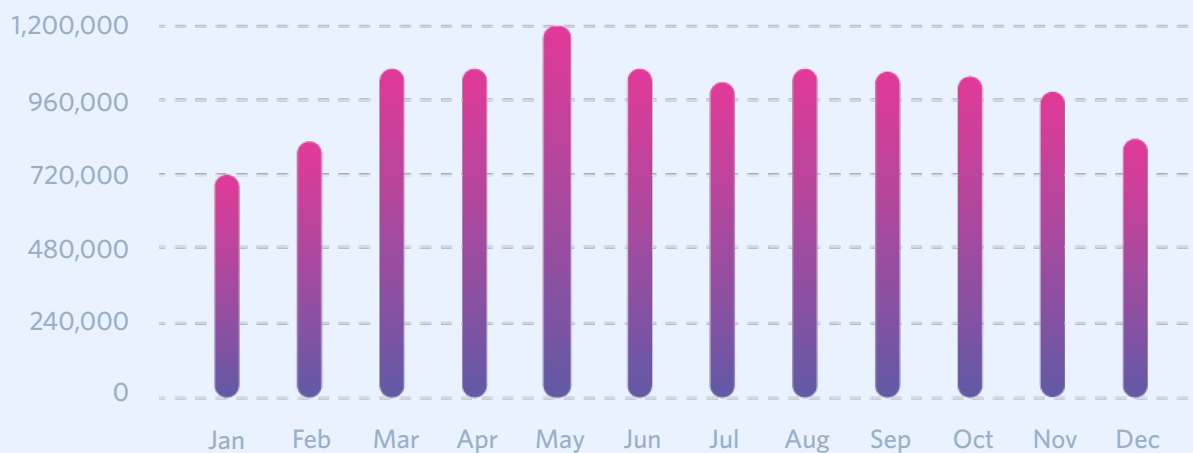


**SaleCycle Travel Data 2022**

[Airline, Hotel, Cruise & Ferry, OTA, Road & Rail]

## Online Sales Market Trends.

### Sales by Month



### Sales by Device

Desktop

7,403,994

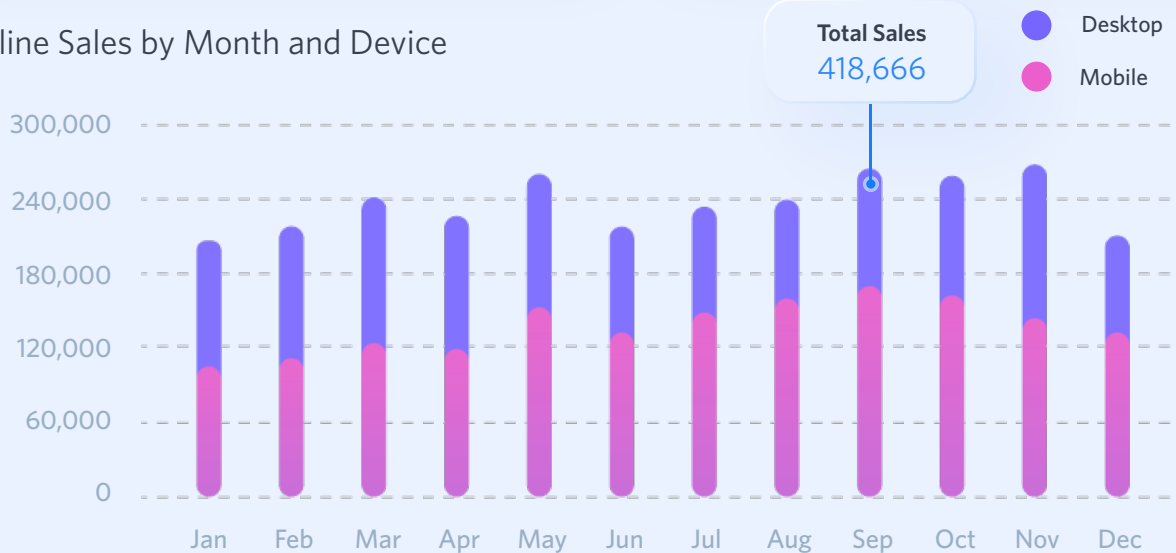
Mobile

4,469,745

May is the most popular month for online sales in Travel, with desktop accounting for 62.5% of overall sales volume.

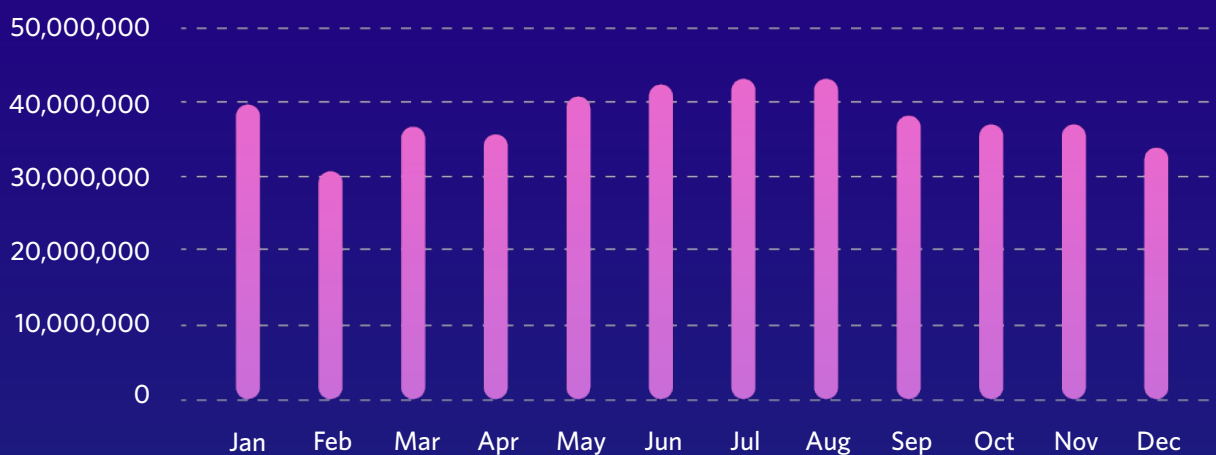
Airline sales, however, are at its highest in September with 63.5% of overall sales coming from desktop.

### Airline Sales by Month and Device



## Online Traffic Market Trends.

### Traffic by Month



Although desktop accounts for 62.5% of online sales, mobile accounts for 60% of online traffic - users browse on mobile but convert on desktop.

### Traffic by Device

Mobile

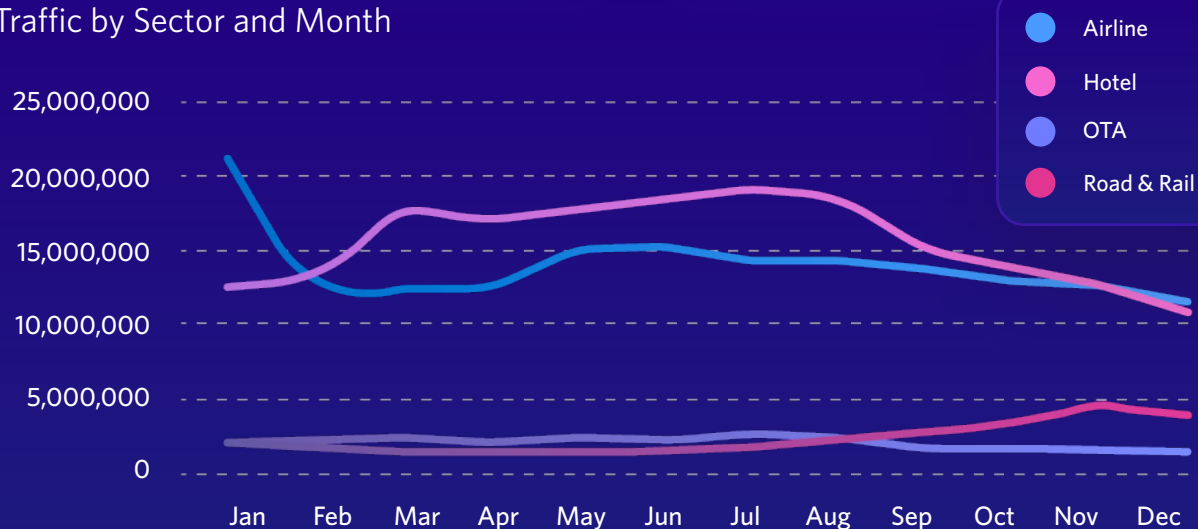
270,852,363

Desktop

184,410,422

July is the most popular month for online traffic.

### Traffic by Sector and Month

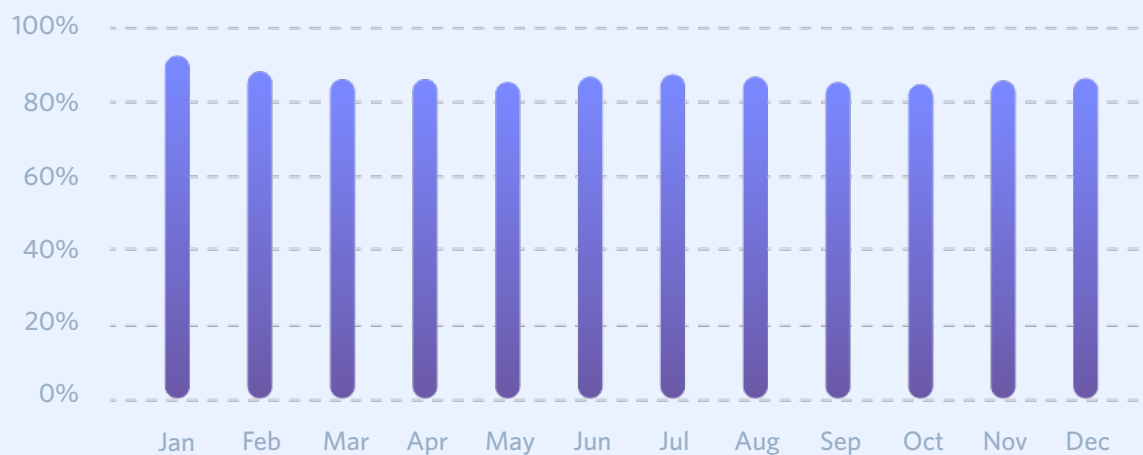




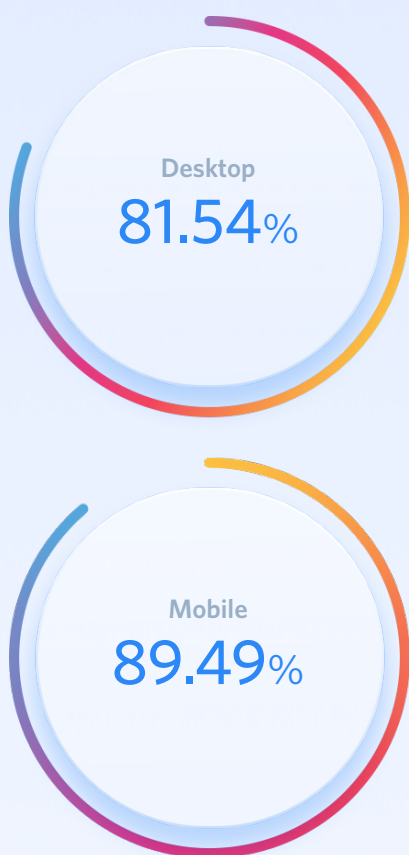


## Cart Abandonment Market Trends.

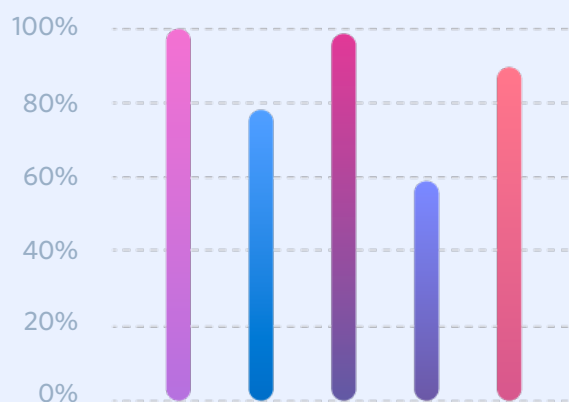
### Cart Abandonment Rate by Month



### Cart Abandonment Rate by Device



### Cart Abandonment by Sector



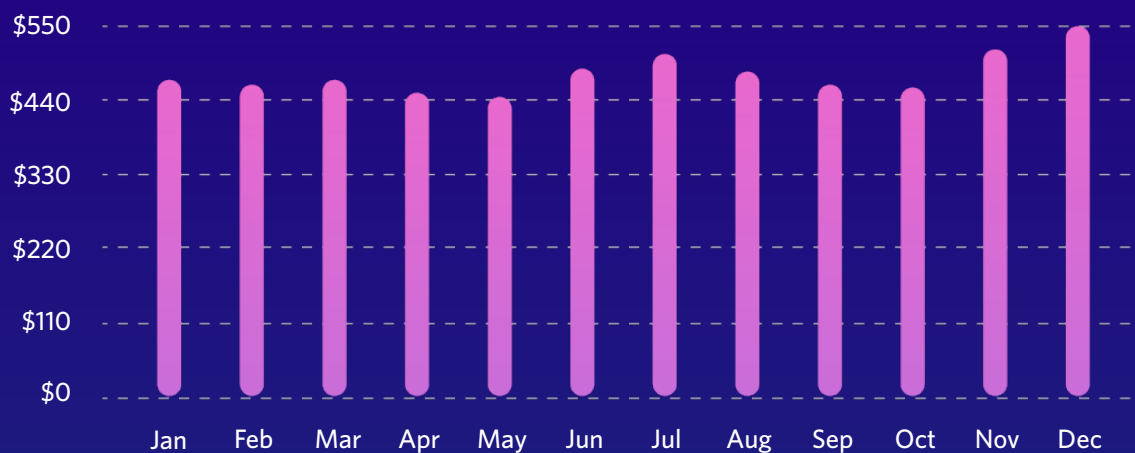
Overall, users are abandoning much less than previous years. Cart/form abandonment is at its lowest in October.

Users also show higher intent on desktop than mobile, with an 8% lower abandonment rate in comparison.



## AOV Market Trends.

### AOV by Month



Travel brands' average order value is at its highest in December.

Users spend, on average, 40% more via desktop over mobile. Perhaps users feel more comfortable booking high-ticket holidays on a bigger screen.

### AOV by Device

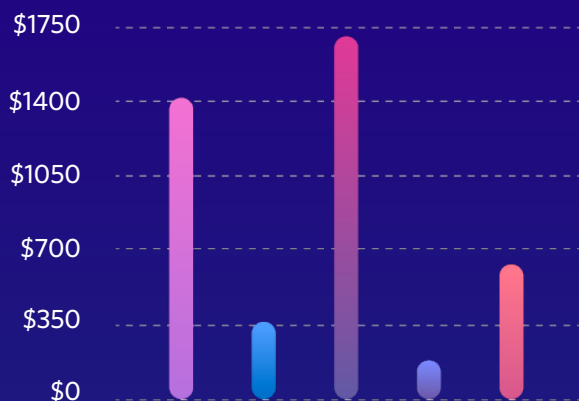
Desktop

**\$532.84**

Mobile

**\$381.39**

### AOV by Sector



OTA

Road & Rail

Hotel

Airline


Cruise & Ferry



# Travel Trends Deep Dive.



*Airline & Hotel Data Only*



## Global Online Sales Trends

SaleCycle Travel Data 2022 [Airline & Hotel]



Online Sales **+83%** since 2020.

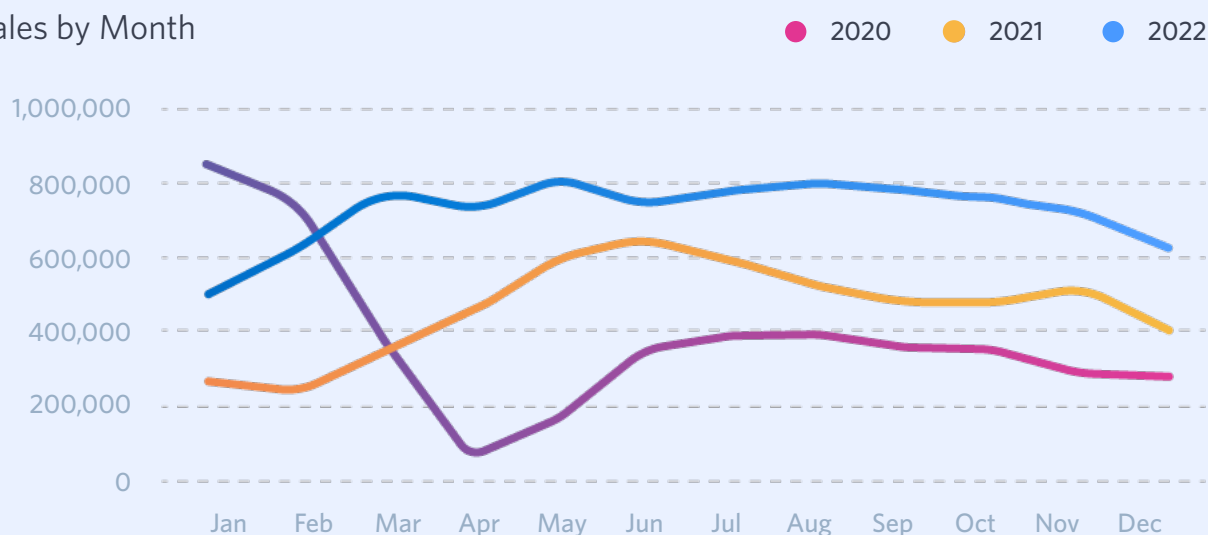
**Desktop** accounts for **62.5%** of online sales.



## Total Online Sales by Month & Year.

Since 2020 Travel online sales have increased by 83%. We can see the impact of the global pandemic and how Travel has bounced back in a big way.

Sales by Month



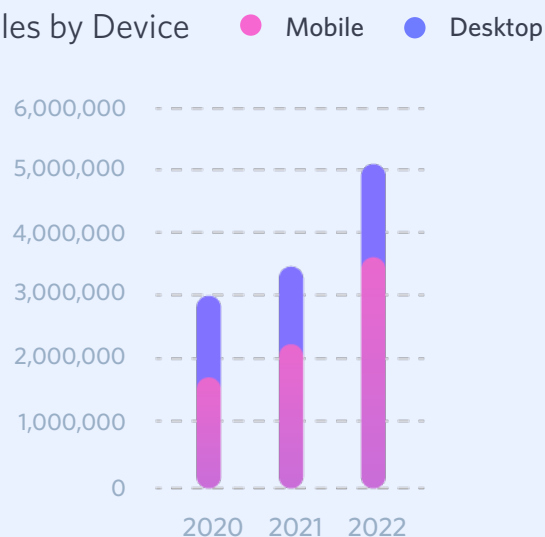
Over 3 years we can see July is the most popular month for online sales. December has the lowest amount of online sales in the last 3 years, however, it has the highest AOV of any month, so there's still value in the customers who purchase.

## Mobile vs Desktop.

Although desktop dominates online sales in Travel, there's a pattern that shows users are feeling more comfortable converting on mobile YoY.

For example, in 2020 the gap between desktop and mobile sales was 75% compared to 2022 where the gap has been reduced to 40%.

Sales by Device





## Global Online Cart Trends

SaleCycle Travel Data 2022 [Airline & Hotel]



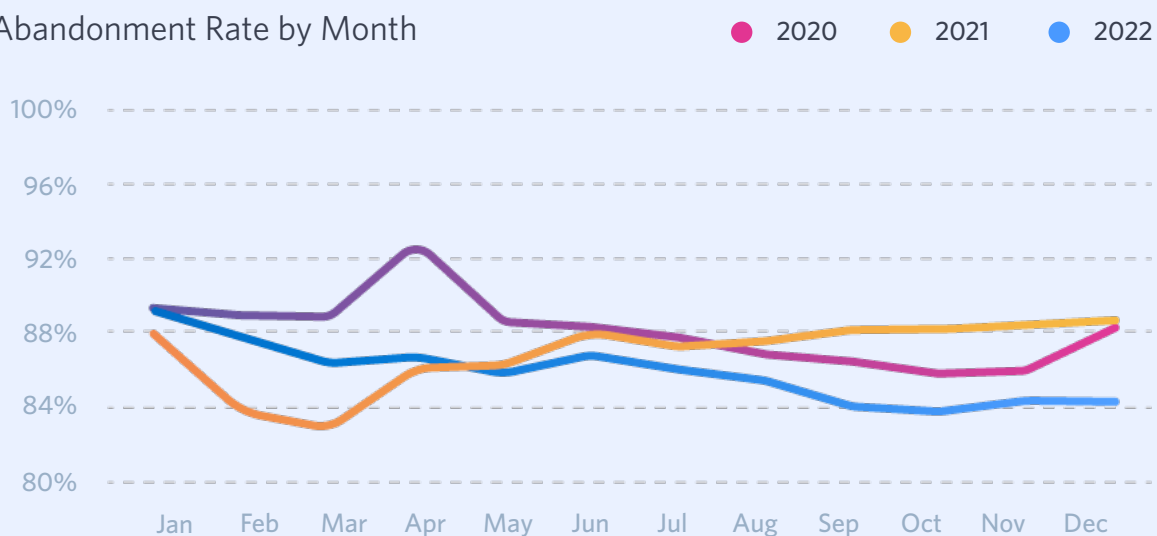
Cart Abandonment **-3%** YoY  
since 2020.

Current Average Cart  
Abandonment Rate: **85.63%**

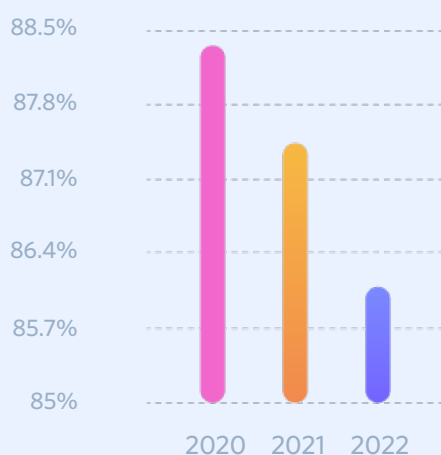


## Total Cart Abandonment Trends by Month & Year.

### Cart Abandonment Rate by Month



### Cart Abandonment Rate by Year



Users are abandoning their Travel bookings less over time (-3%).

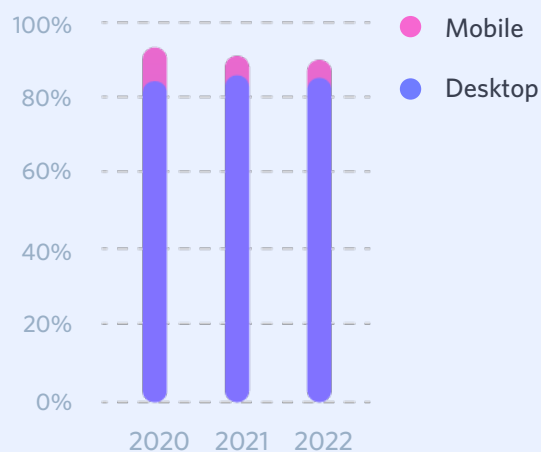
During a 3 year sample of billions of users we found September has the lowest abandonment rate with January posting the highest.

## Mobile vs Desktop.

Desktop abandonment rate is 8% lower compared to mobile over the last 3 years.

However, both mobile and desktop abandonment rate has reduced year on year.

### Cart Abandonment Rate by Device





# Global Online Traffic Trends

SaleCycle Travel Data 2022 [Airline & Hotel]



Online traffic **+57%** since 2020.

Mobile accounts for **59%** of  
online traffic.

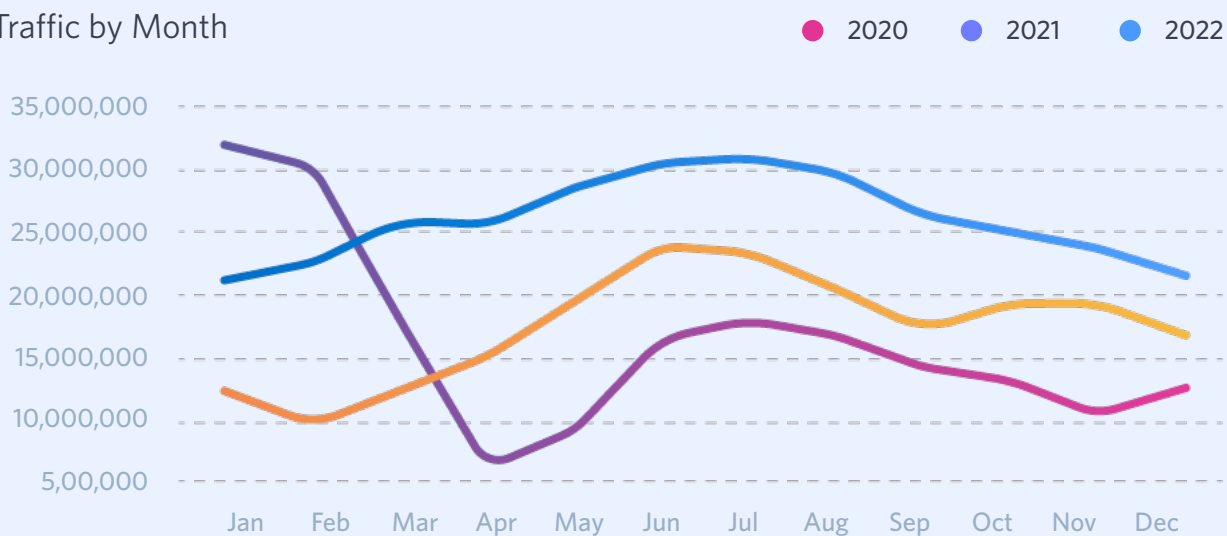




## Total Online Traffic by Month & Year.

Online traffic has grown by 57% since 2020 with July being the most popular month for browsing.

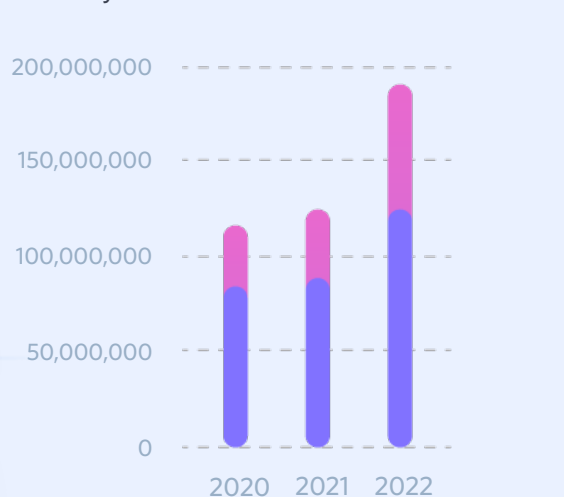
Traffic by Month



## Mobile vs Desktop.

Mobile and desktop traffic has grown year on year since 2020 with 2021 to 2022 growing by 48%.

Traffic by Device





## Global Online AOV\* Trends

SaleCycle Travel Data 2022 [Airline & Hotel]



AOV **+27%** since 2020.

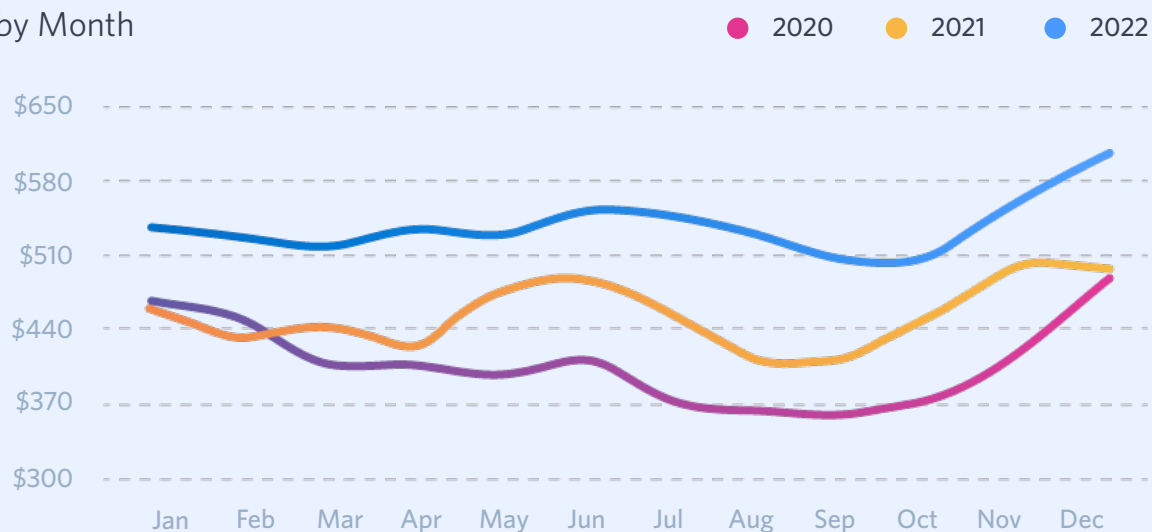
Total Travel AOV **\$475.82**.

*\*Average Order Value*

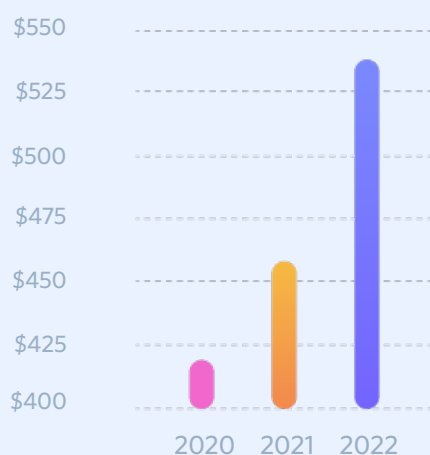


## Total AOV by Month & Year.

### AOV by Month



### AOV by Year



Average order value has grown by 27% since 2020. Inflation, oil and energy costs have driven up travel expenses for consumers and businesses.

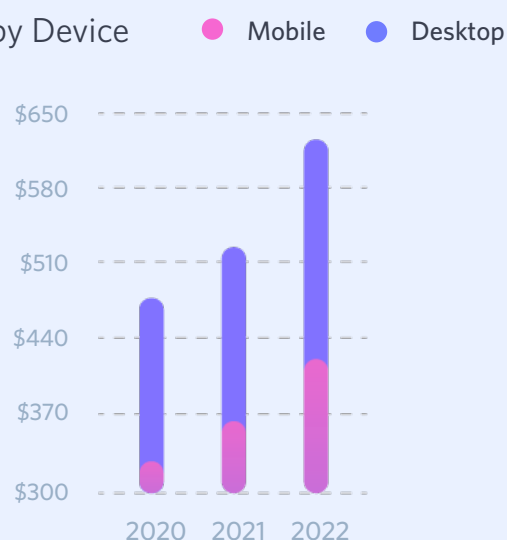
December sees highest spending, while August has lowest AOV.

## Mobile vs Desktop.

Desktop average order value is 46% higher than mobile purchases.

Desktop AOV has grown by 30% since 2020 and mobile AOV has grown by 29%.

### AOV by Device





# Global Email Marketing Trends

SaleCycle Travel Data 2022 [Airline & Hotel]

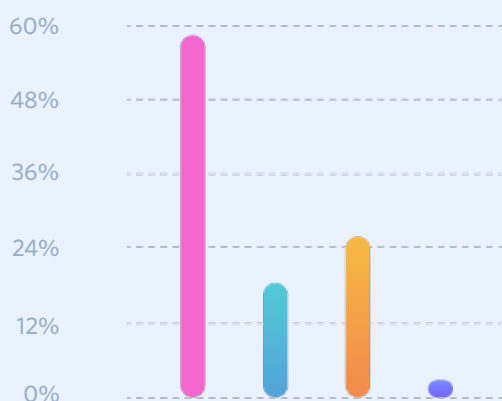




## Total Average Open, Click & Conversion Rate.

Opens rates in Travel emails have increased by 17% on last year with clicks increasing by 3%.

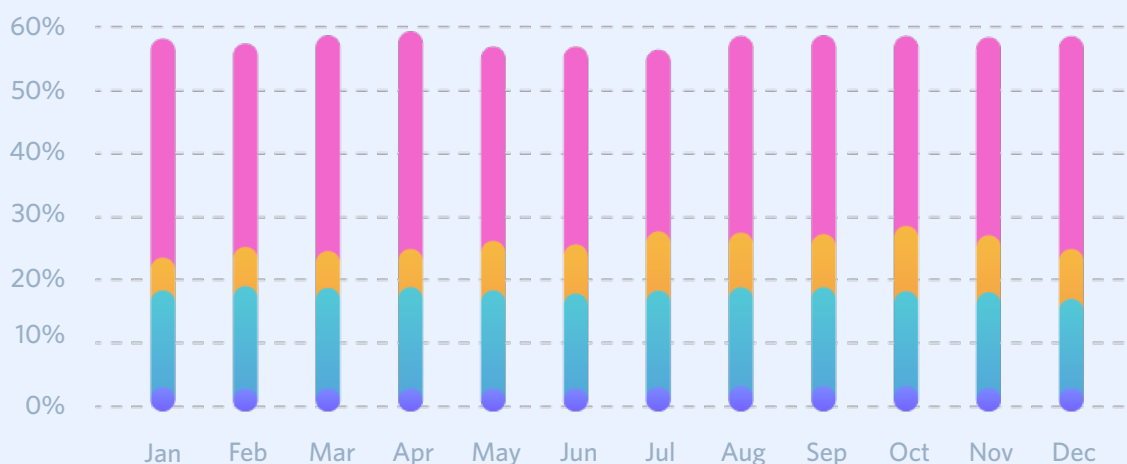
### Email Open, Click, Conversion Rates



## Total Average Open, Click & Conversion Rate by Month.

Customers are more likely to open an email in April than any other month, which makes sense as May is the best month for online sales.

### Email Open, Click, Conversion Rates by Month





# Struggling To Convert Your Traffic Into Paying Customers?



We optimise the ecommerce buying funnel with personalised and targeted emails to help you reconnect with shoppers after they have left your site.

Our on-site real-time messages interact with visitors and help boost conversions while curbing online abandonment.

We know exactly when to display personalised and relevant messages to encourage your customers to convert.

## Our Solutions Include:

[Click on a tile to find out more.](#)



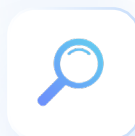
Conversion Rate  
Optimisation



Abandoned  
Sales Recovery



Customer  
Loyalty



Customer  
Insight





## Free Conversion Rate Audit

We'll give you a **Bespoke CRO health score** using our internal metrics. During the **30-minute meeting** with one of our ecommerce experts we'll present & discuss ways to grow your revenue.

**Free Audit**



**SaleCycle**

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