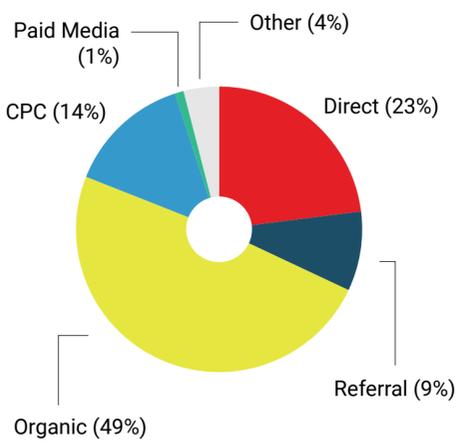


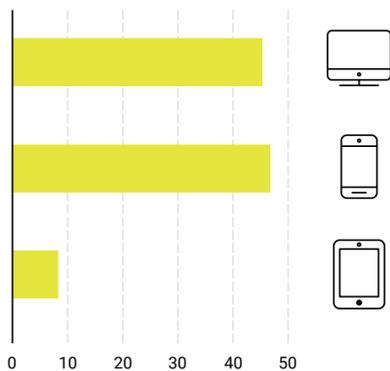
The state of hotel website traffic

Benchmark performance of brand.com websites

1 Where are hotel website visitors coming from?

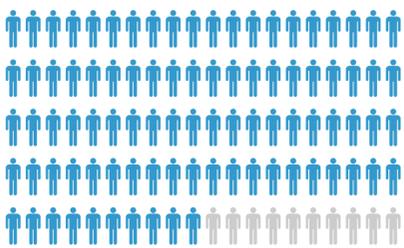


2 Desktop vs. mobile vs. tablet



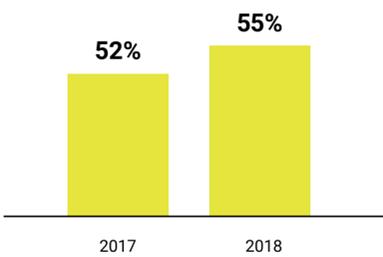
Out of 100 visits to the property website, 45 originated from desktop, 47 from mobile, and 8 from a tablet device.

3 Google continues to dominate the entire search engine world



Out of 100 visits originating from search engines, 90 are from Google, 5 from Bing, 2 from Yahoo!, + 3 from other search engines.

4 Non-desktop traffic growth



Mobile and tablet traffic surpassed desktop traffic in 2017. In 2018, non-desktop traffic increased this lead by 3 percentage points.

5 How long does an average visitor stay on the website?

2 min, 41 sec



Average visit duration experienced a 4 second decrease over 2017.

6 Revenue generated from a mobile device

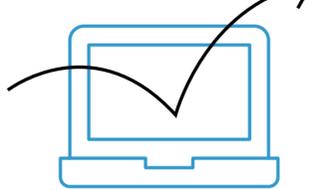


increased 9%

Mobile devices saw a huge 26% increase in revenue generated in 2017. 2018's low increase indicates that users are wanting to use their mobile device, but many are still not comfortable completing a booking from their mobile device.

7 What is the average bounce rate?

32%



The bounce rate has decreased by 4% year over year.

8 Abandoned bookings are still an issue

3.2%

of visitors that check hotel availability complete a booking

Only 17% of users proceed from availability results page to the customer information page. And, of those visits, only 19% proceed to the booking confirmation page.

9 Average Daily Rate



increased 3% YOY

Shoppers spent 3% more per night on hotel brand.com websites than they did in 2017.

How strong is your hotel's guest acquisition strategy? **Take our free self-assessment.**

Start now