Travelport Releases 2024 State of Modern Retailing Report

International research highlights how overwhelmed customers feel when booking travel due to newfound proliferation of offers

- **58% of travelers feel overwhelmed by too many choices**
- **56% of travelers say airline offers are more difficult to understand now than they were 10 years ago**
- **71% of travelers feel anxious about whether they got the best deal after they've booked their trip**
- **88% of travelers would prefer to see all flight options and fares on one screen**

LANGLEY UK, July 22, 2024 – Travelport, a global technology company that powers bookings for hundreds of thousands of travel suppliers worldwide, today released its 2024 State of Modern Retailing Report. Combining international independent research, cross-industry comparisons and consumer insights, the headline of 2024's report asserts that searching and booking travel directly from travel providers has become more time-consuming and complicated than ever.

"Despite travel providers favoring direct-to-consumer connections, the sheer volume of options is overwhelming to travelers, making them less confident in their booking choices," said Jen Catto, Chief Marketing Officer at Travelport. "Our research found that instead of feeling excited after booking a trip, most travelers are left feeling anxious, wondering if they got the best deal. For the travel industry, this signals a growing need and opportunity for travel agencies. Their expertise in comparison shopping aids travelers in confidently booking the best option, based on their personal preferences."

KEY STUDY HIGHLIGHTS:

More Choice Leaves Travelers Feeling Overwhelmed
- Travelport estimates that air travel options have gone from about 500 economy/ business options available in 2010 to over 10,000 options in 2024 (economy, economy plus, flexifamily, business, first, etc.). That's a 1,900% increase.
- The majority of travelers (58%) feel that the volume of choice is overwhelming.
- 56% of travelers say that airline offers are more difficult to understand now than they were 10 years ago.
- 61% of travelers also believe there are more penalties now when changing a flight than there were 10 years ago, with 66% citing that there are too many hidden fees.
- The majority of travelers (71%) sometimes feel anxious about whether they got the best deal after they've booked their trip, with 42% feeling like airline offers have become 'less suitable' over time in meeting their personal preferences.

DTC (Direct to Consumer) Feels More Like Difficult to Compare
- Most travelers (80%) agree that comparing fares from different airlines is very time-consuming, with more than two-thirds (69%) feeling that information is often restricted on some airline booking sites.
- When it comes to shopping for all components of their trip, 60% of travelers said they spend an average of one to four hours planning, while more than one-third (36%) spend more than five hours searching and comparing options before booking.
- Most respondents (88%) agree they would prefer to see all flight options and fares on one screen, which is likely the reason that more than half (54%) said they frequently use a comparison site to search for information before purchasing their ticket.
- The majority of Millennial (70%) and Gen X (64%) travelers often use online travel agencies (OTAs) to book, citing choice and price transparency as the primary reasons.
- Travelers are looking to artificial intelligence (AI) to provide more than just a chatbot, and agencies will

increasingly rely on their technology partners to implement AI and ML (machine learning) in creative ways, such as Travelport's Content Curation Layer.

Amenities That Matter Most
   • When booking flights, respondents said that luggage allowance (63%), cancellation and change policies (50%) and seat selection (50%) are the most important factors to compare.
   • Most travelers (63%) also stated that they feel airlines do not put the customer first when it comes to customer servicing matters (flight cancellations, exchanges, etc.).
   • The hotel features that were cited as most important to travelers were WiFi availability (48%), complimentary breakfast options (47%), and hotel facilities (45%).

International Insights
   • Dynamic pricing and offers among US-based airlines could be complicating the retailing experience for American travelers, as more US respondents (49%) feel shopping for flights takes more time than comparing hotels (40%), car rentals (8%) and restaurants (3%).
   • Additionally, more US travelers (47%) feel like airline offers are not customized to their needs, compared to travelers from Germany (34%), South Africa (35%) and the U.K. (45%). • Unlike American respondents, hotel shopping is the more time-consuming experience for travelers from Germany (52%), South Africa (54%) and the UK (59%).

"Travel providers are continually refining and expanding their offerings to fit their customers unique needs and preferences," **Catto** added. "Prioritizing partnerships with agencies will ensure a truly personalized service to their travelers. That will make the shopping experience seamless for all."

For more information and to read the 2024 State of Modern Retailing report, please visit Travelport.com/difficult-to-compare.

Notes for Editors
• The survey was conducted by Travelport using the Toluna Research platform.
• The research sample consisted of 1,659 consumers from Germany, South Africa, the United Kingdom, and the United States that have taken at least one or more flights for business or leisure within the last 12 months.

About ITQ
InterGlobe Technology Quotient (ITQ), a strategic business unit of InterGlobe Enterprises, holds leadership position in travel technology industry with its avant-garde travel technology solutions. Bringing non-pareil inventory options to travel retailers' desktops and mobile phones, ITQ renders the process of travel booking and agency management, seamless. As sole distributor of Travelport in India, Sri Lanka, Maldives and Bhutan, ITQ invigorates the connection between travel retailers and airlines through a vast network of data. With innovation fueling its operations since 2005, ITQ has been technologizing travel retailers with inventory, interface and intelligence by being the neural system of travel retailers in India. Connected to 22,000+ agency terminals, serving 6,300+ customers including travel management companies, online travel retailers and retail agencies across 700+ cities Offering unparalleled assistance through a 24x7 helpdesk. For more information, visit: https://itq.in/

About Travelport
Travelport is a global technology company that powers bookings for hundreds of thousands of travel suppliers worldwide. Buyers and sellers of travel are connected by the company's next generation marketplace, Travelport+, which simplifies how brands connect, upgrades how travel is sold, and enables modern digital retailing. Headquartered in the United Kingdom and operating in more than 165 countries around the world, Travelport is focused on driving innovation that simplifies the complex travel ecosystem.

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