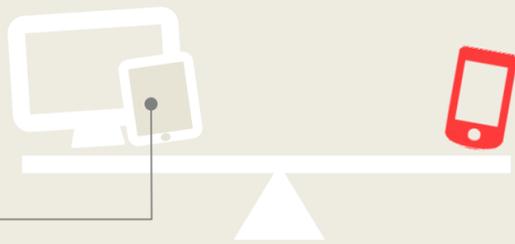


USE OF MOBILE PHONE

ON WEBSITES OF HOTELS IN BARCELONA AND MADRID

With the thousands of bookings on the Mirai system, we have analysed it.

We have strictly focused on the mobile phone: small screens (that is why we do **not include tablets in the mobile phone category**, unlike other studies)



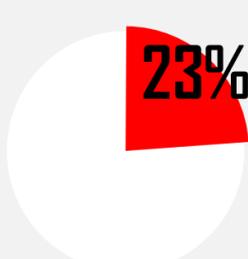
quota

There is still some way to go in the final purchase stage (the booking) and in its value (sales). On the other hand, it already registers a high use in the initial stage: the visit to the hotel's website.

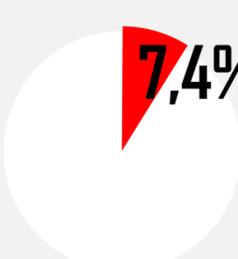
barcelona:

madrid:

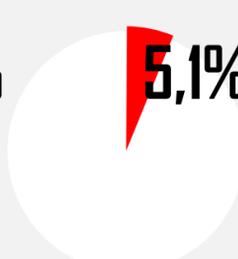
visits



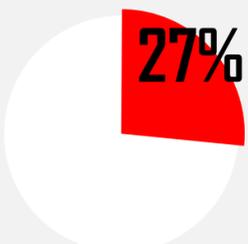
reservations



sales



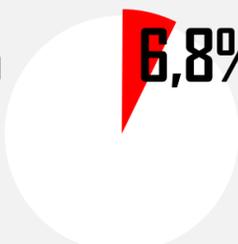
visits



reservations



sales



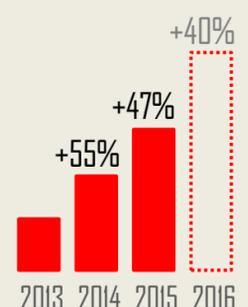
trends

It is not just the mobile phone that is growing fast but especially its sales, the figure that starts at the lower levels

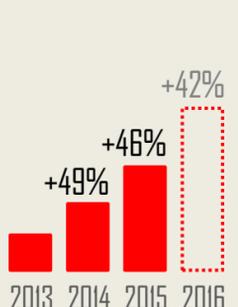
barcelona:

madrid:

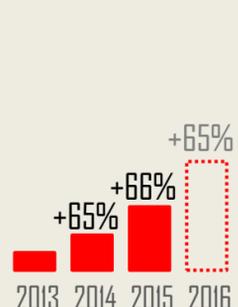
visits



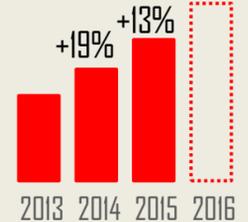
reservations



sales



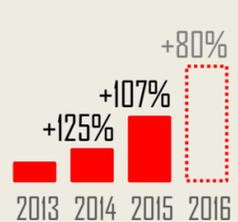
visits



reservations



sales



visits per country

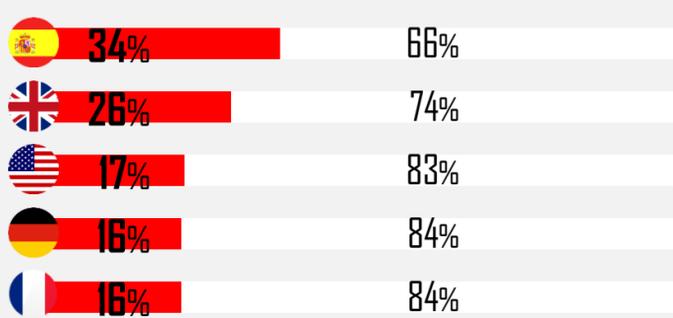
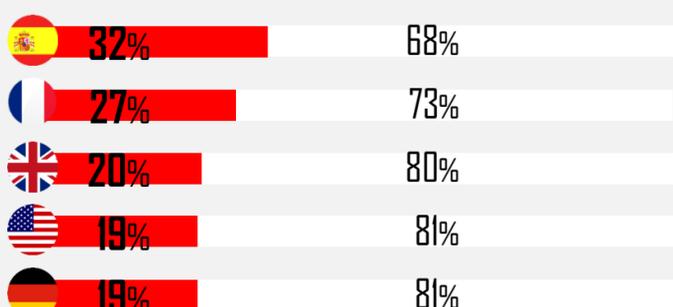
The client use of the mobile phone increases the closer he is to the hotel. That is why the Spanish (and the French, in Barcelona's case) stand out

barcelona:

madrid:

mobile

desktop+tablet



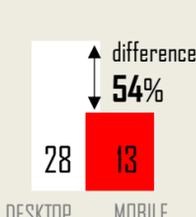
lead time (days)

Booking in advance on a mobile phone is not as common but it tends to normalise itself. Madrid registers a lower level of advance bookings in general, not just on the mobile phone.

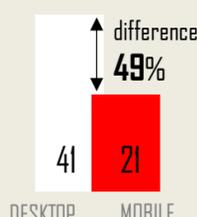
barcelona:

madrid:

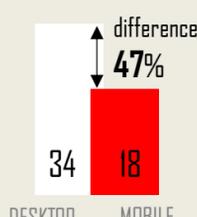
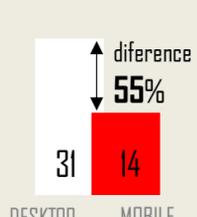
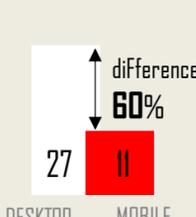
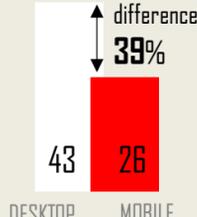
2013



2014



2015



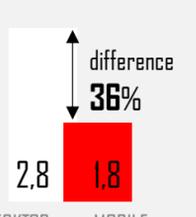
nights stay

Mobile phone bookings are increasingly of more and more nights. That is why the sales number is the fastest growing one.

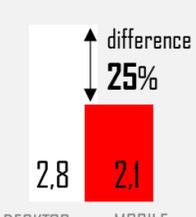
barcelona:

madrid:

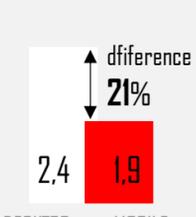
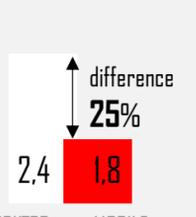
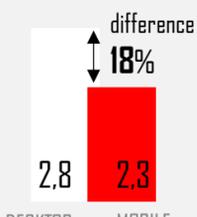
2013



2014



2015



conclusions (aside from that the mobile phone is growing)

- ✓ The mobile phone is more used to visit the hotel website rather than to book.
- ✓ The mobile phone is used more for domestic travel, less in advance and for shorter stays
- ✓ ...although mobile phone bookings are growing fast and they tend to come close to average value, time in advance and nights per stay
- ✓ ...that is why Madrid registers a higher mobile phone quota: it usually has more Spanish clients, less time in advance and a shorter stay

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