

What travel and hospitality needs to know to plan for 2027

Travelers expect digital experiences to keep pace with their plans. Here's what the behavioral data reveals about booking and travel experiences heading into 2027.

18.7 billion sessions · 1.6 trillion behavioral signals

Experiences broke less, but travelers remained frustrated

Most base-level signals improved. The risk is reading that as a finished job, because thrashed cursors rose 80% over the same period.

BASE-LEVEL DATA

↓21% Error clicks

↓41% Post-error exits
in line with average

🔍 If your 2027 plan is built on these signals, it's missing the story that matters.

BEHAVIORAL INSIGHTS

↓3% Rage clicks
down 3% — holding still is the win here

↑62% Session duration
engagement lagged far behind

↑80% Thrashed cursor

🔍 Rage clicks held essentially flat, down 3%, sessions ran 62% longer without engaging more, and thrashed cursors rose 80%.

The headline numbers improved, but travelers still hit friction

This is the data shaping most travel and hospitality plans for 2027. Here’s what it’s missing.

THE DECOUPLING

Breakage improved. Frustration barely moved

Error clicks fell 21% and post-error exits fell 41%. But rage clicks barely moved, down just 3% — in a year the field average rose 77%, holding still is the better outcome.

↓3%

Rage clicks
effectively flat

↓21%

Error clicks
256/1k (was 325)

🔗 Track frustration as its own KPI.

ENGAGEMENT

Longer journeys aren't always better journeys

Sessions ran 62% longer while active time actually fell 3%. Travelers spent dramatically more time in the experience but did not become more engaged.

↑62%

Duration
to 19m 20s

93.1%

Engagement
passive

🔗 Measure progress toward the trip, not time on site.

THE DEVICE GAP

Mobile moved in the right direction

Mobile friction is not a code problem. It is design, usability, and strategy. Mobile errors fell 72% while mobile dead clicks fell 8%. Dead clicks cluster where travelers expect a control to be; and on touch, a mistimed tap or a highlight gesture registers the same as rage.

↓72%

Mobile errors
132/1k (was 467)

↓8%

Dead clicks
(729/1k, 1.8× web)

🔗 Redesign the tap, don’t just monitor it.

A NEW KIND OF NOISE

Blocking bot traffic isn’t the answer anymore

Automated traffic accounted for 57.5% of HTTP requests in 2025, according to Cloudflare. For Travel, that means AI agents can search fares, compare availability, and increasingly book on a traveler’s behalf — not every automated visitor is unwanted traffic.

1.9

Suspicious activity
per 100k, was 0.3 in 2024

↑80%

Thrashed cursor
now 13.4 (was 7.4) — a human signal, not a bot one

🔗 Build for booking agents, not just bots.