fullstory

TRAVEL & HOSPITALITY

Elevate bookings and stays with real-time behavioral data

Deliver connected, effortless journeys every step of the way

Travelers expect smooth paths from search to stay, on any device. Point tools show what happened, not why—and they rarely move fast enough when revenue is on the line.

Fullstory turns every session into actionable signals your teams can use to spot friction, recover failed bookings, connect cross-device journeys, protect loyalty accounts from fraud, and validate accessibility and compliance in real time.

jetBlue

FLIGHT CENTRE

GOL

spirit

Dragonpass•

AL
ADDISON LEE

ICELANDAIR

zipcar

fullstory

Keep bookings moving

EMPOWER TEAMS TO:

- ✔ **Remove conversion blockers**

- ✔ **Catch issues early to reduce strain**

- ✔ **Boost SLAs and improve efficiency**

CHALLENGE

Complex booking flows and minor UX breaks cause travelers to abandon sessions before checkout. Without behavioral visibility, teams can't pinpoint where issues start or how much revenue they cost.

SOLUTION

Fullstory surfaces friction and error patterns in real time, helping teams identify broken steps or confusing elements within booking and payment pages. Metrics and Alerts highlight where drop-offs spike, and session replay clarifies what users experienced—so teams can act before revenue slips away.

OUTCOME FOCUSED EXAMPLE

A major hotel brand discovered that an unresponsive "Check Availability" button on mobile was blocking thousands of searches per day. Fixing the issue lifted booking conversion by double digits and reduced support tickets tied to failed searches.

FLIGHT CENTRE

Flight Centre decreses booking fail rate by 22%

Flight Centre optimizes global retail ecosystem and improves operational efficiency.

fullstory

Connect every step of the journey

EMPOWER TEAMS TO:

- ✔ **See cross-platform journeys clearly**

- ✔ **Streamline paths to completion**

- ✔ **Build loyalty through continuity**

CHALLENGE

Travelers often start a booking on one device and complete it on another. When experiences aren't connected, users lose progress, abandon carts, or switch to competitors with smoother continuity.

SOLUTION

Fullstory unifies behavioral data across web and mobile, showing how travelers transition between devices and where handoffs break. Product and engineering teams can bridge those gaps, while marketing gains clarity on how cross-device behavior influences booking and loyalty outcomes.

OUTCOME FOCUSED EXAMPLE

An airline used Fullstory to analyze how guests moved from mobile search to desktop checkout. They found that missing filters on mobile were driving unnecessary drop-offs. After aligning experiences across platforms, completion rates rose, and cost-per-booking dropped.

fullstory

Protect loyalty and prevent fraud

EMPOWER TEAMS TO:

✔ **Detect issues quickly**

✔ **Speed investigations with context**

✔ **Ensure fairness and compliance**

CHALLENGE

Account takeovers, loyalty fraud, and disputed transactions threaten both guest trust and brand integrity. Traditional detection tools flag anomalies but fail to explain user intent—creating operational noise and slow investigations.

SOLUTION

Fullstory's privacy-first behavioral data provides clear, auditable visibility into every loyalty interaction. Risk and support teams can distinguish legitimate users from suspicious activity, resolve disputes faster, and meet compliance and accessibility standards with confidence.

OUTCOME FOCUSED EXAMPLE

A global hospitality company used Fullstory to trace suspicious loyalty redemptions. Session replay confirmed a third-party script manipulation, enabling faster remediation and saving thousands in fraudulent redemptions.

DID YOU KNOW:

Travelers spend more time comparing options, managing loyalty, and updating trip details on mobile than on desktop.

Benchmark Report 2025

Building better journeys through behavioral data

Digital success in travel depends on more than fast sites and smooth checkouts—it depends on knowing *why* experiences break and how to fix them.

Fullstory gives travel and hospitality teams that clarity. By translating every session into actionable data, it helps brands see friction in context, connect web-to-app journeys, and safeguard loyalty trust. The result: faster fixes, stronger conversions, and the confidence to deliver seamless experiences every time a guest clicks *"Book now."*

Integrate with your favorite support tools

Plug Fullstory into your tech stack to collaborate with your colleagues on signals of user frustration, issues with site performance, or user confusion demonstrated in session links. Better serve your customers, and better support your team with a killer suite of tools.

fullstory