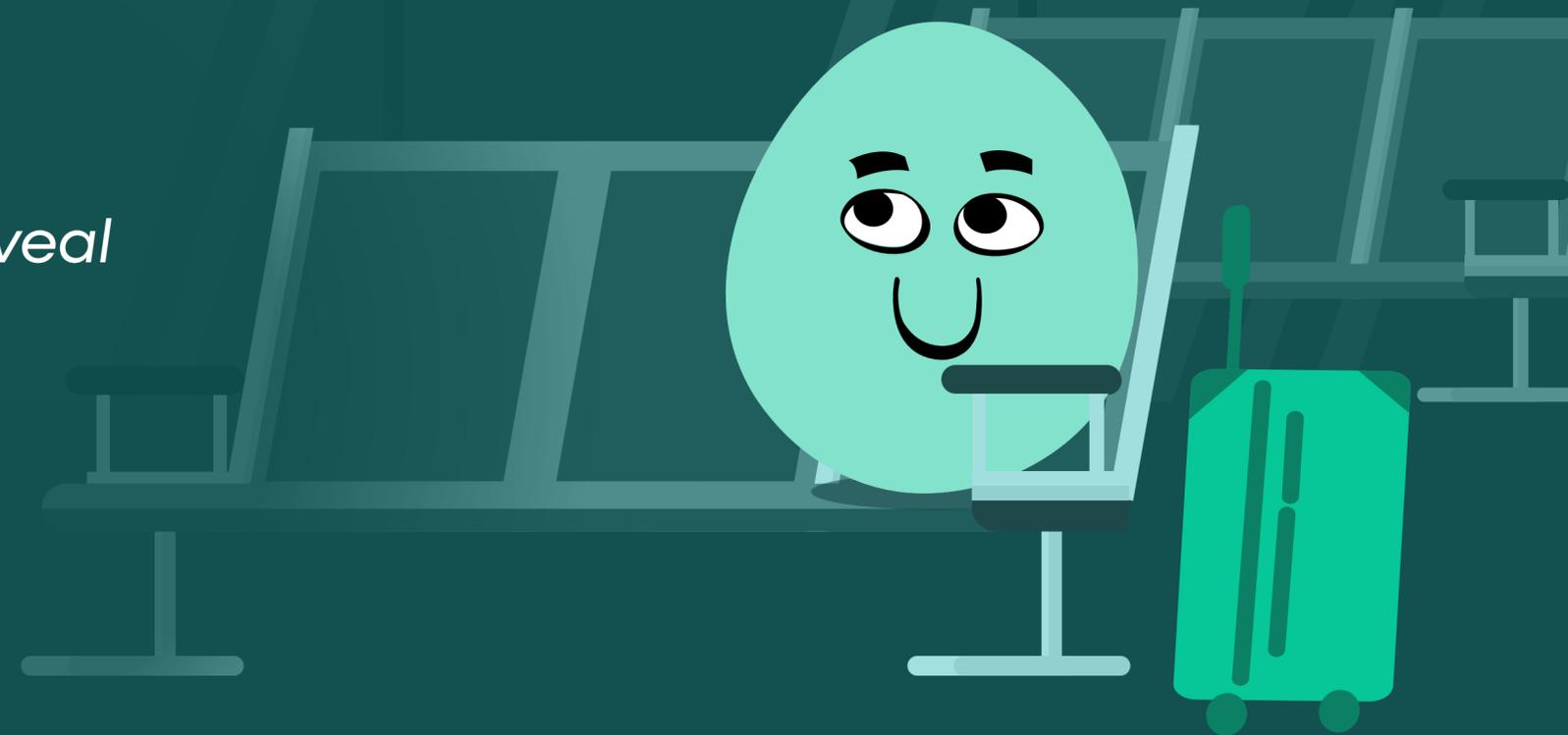


# Travel & Hospitality

## 2025 Benchmark Report

What behavioral signals from this year's sessions reveal about digital experiences in travel and hospitality.



# Top trends



**TL;DR:**

**Interest is up, but fragile flows and weak recovery send travelers packing.**

Travelers are back, sessions are longer, and intent is high. But reliability hasn't kept pace. Error interactions rose, exits after error climbed, and people are seeing less of each page before bouncing. The data points to fragile recovery paths in high-stakes flows like search → select → pay, plus hesitation on web where key details sit below the fold. Mobile momentum is real, yet broken taps and brittle retries still derail bookings.

↑ **57%**

**Rage clicks**

1,021 per 1,000 sessions

↑ **14%**

**Error clicks**

224 per 1,000 sessions

↑ **15%**

**Exit after errors**

410 per 1,000 sessions

↑ **29%**

**Session duration**

687 per 1,000 sessions

↓ **32%**

**Average scroll depth (web)**

1,576 seconds average

# Where travel journeys break down

## Convenience decides outcomes. Any friction or delay ends the session.

Travelers arrive with intent—search, select, book, go. But small breaks in the flow cause big drop-offs. Confusing pricing, laggy calendars, or payment hiccups can turn excitement into exit. Each delay feels like risk, and users don't retry. Instead, they move to competitors that make the journey effortless.

### Pricing and policies hide the decision

When total price, fees, restrictions, and change policies live below the fold, travelers stall. Shallow scroll depth means the first screen has to do more work.

### Recovery is brittle in checkout

Minor failures—address validation, payment auth, duplicate taps—break momentum. Without preserved inputs and a clear retry, users abandon rather than fix.

### Verification loops drain patience

3-DS/MFA steps, card challenges, and email code timeouts bounce people between app and browser. Each failed attempt raises the odds of an exit.

### Mobile intent meets finicky UI

On smaller screens, small targets, disabled controls, and overlapping elements turn eagerness into rage taps—especially during time-boxed deals or last-minute bookings.

# Web highlights

## WHAT THE DATA SAYS

### Hesitation signals are rising

Rage and dead clicks increased, pointing to confusing layouts and unclear affordances on critical pages.

### Users see less of the page

Shallower scroll depth means pricing, policies, and CTAs below the fold are often missed.

### Broken interactions persist

Error clicks rose, disrupting checkout and eroding trust where clarity matters most.

### Attention drops before action

Longer visits without deeper engagement indicate circling and second-guessing rather than confident choices.

## GAME PLAN

### Lead with decision clarity

Surface total price, fees, change policies, and what happens next above the fold; use progressive disclosure for details.

### Clarify what's clickable

Restyle non-actionable elements and overlapping areas so “looks clickable” always equals clickable.

### Validate inline and preserve state

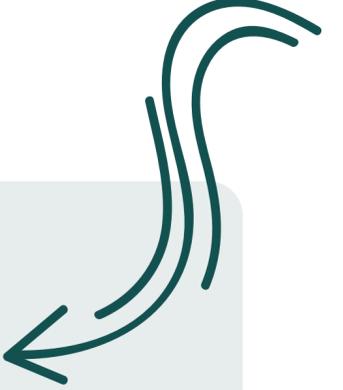
Don't force rework after mistakes; keep inputs and show field-level guidance.

### Focus optimization where it matters

Prioritize pages with low scroll + high exits; pair behavior signals (rage, error, thrash) with funnel impact.

### Reduce comparison friction

Keep selected options “sticky,” summarize inclusions/exclusions, and show change impacts before commit.



# Mobile highlights

## WHAT THE DATA SAYS

### Mobile sessions are much longer

Travelers spend more time comparing options, managing loyalty, and editing details inside the booking flow.

### Exits after error increased

When something fails, people abandon instead of recovering, signaling brittle retry paths in key steps.

### Error interactions surged

Broken taps, duplicate submits, and unclear states show up as rising error clicks during search, add-ons, and payment.

### More time doesn't mean more progress

Longer sessions with lower active time point to retries and backtracking, not smoother completion.

## GAME PLAN

### Tighten error recovery

Keep form inputs on error, show precise inline messages, and resume at the exact failed step with one-tap retry.

### Stabilize money-movement steps

Enlarge tap targets, prevent double-submits, debounce primary actions, and make disabled states obvious.

### Smooth MFA/3-DS

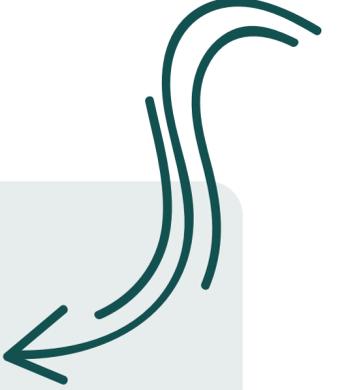
Support code autofill where allowed, show timers, and handle expired codes without bouncing the user.

### Protect momentum

Show progress, confirm successes in-line, and always present a single next action.

### Instrument “exits after error” by step

Alert on spikes for search → room/seat select → add-ons → pay → confirm; fix the top offenders first.



TRAVEL & HOSPITALITY MATRIX

# Four stages of digital maturity

This matrix outlines four stages of digital maturity based on how teams use behavioral data, identify friction, and act on insights. Use it to assess where you are today and where to go next.

	Mindset	Signals you're here	Data use	Digital strategy
<b>REACTIVE</b>	"Fix it when travelers complain"	Support queues and social surface issues first	Basic KPIs (bounce, conversion) reviewed in silos	Ship pages and patch what breaks
<b>Reactive → Aware:</b> Map the end-to-end booking flow; baseline frustration (rage, dead, error) and exits-after-error by step.				
<b>AWARE</b>	"We know where it hurts"	Known drop-offs in search, seat/room select, add-ons, and pay	Click/scroll and error metrics tracked, limited segmentation	See the friction, page by page
<b>Aware → Insightful:</b> Roll signals up to journeys; size issues by revenue impact; standardize recovery patterns.				
<b>INSIGHTFUL</b>	"Prioritize by traveler impact"	Recovery improves, exits drop in high-value steps	Behavioral signals (rage, dead, exits-after-error) tied to funnels	Act on what matters, at journey level
<b>Insightful → Predictive:</b> Move from dashboards to alerts; stream clean behavioral data into experimentation and personalization to prevent issues before spikes.				
<b>PREDICTIVE</b>	"Assume failure, catch it early, protect trust under load"	Alerts catch anomalies; experiments validate changes; parity across web/mobile	Structured behavioral data streaming into testing, personalization, and ops	Prevent problems before they spread

# Fullstory is built to help



Explore more:



- [Travel & hospitality customer stories](#) →
- [On-demand product tour](#) →
- [Interactive 2025 Benchmark Report](#) →



## Frustration signals

Rage clicks, dead clicks, and exits after error reveal where travelers get blocked in search, selection, payment authentication, and confirmation.



## Mobile analytics

Identify broken tap targets, gesture issues, and laggy flows without adding weight to your app.



## Anywhere: Activation

Turn live behavioral signals into real-time actions across your stack so teams personalize in the moment and support faster.



## StoryAI

Spot patterns, summarize sessions, and cut through the noise so teams move from symptoms to causes quickly.