



6 Ideas For Optimizing Your Booking Funnel

Travel and hospitality businesses can’t afford to lose any site traffic to a clunky booking funnel.

Conversion rates in the travel industry range from less than 1 percent for travel package sales to just over 2 percent for the industry as a whole. Those are tough odds!

That fact is even more evident when you consider that the average travel consumer made 38 website visits before making a purchase. 38!

Improving the conversion performance at the funnel represents a huge opportunity for the travel industry as a whole. However, having a meaningful impact on the last stages of a purchase process can be difficult. Here are six ideas to help you get started.



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