

THE TRAVELPORT TRAVELER CONFIDENCE SURVEY

New Travelport data explores what travelers really want from booking, in their own numbers.



CHOICE OVERLOAD IS HURTING BOOKINGS

46%

abandoned a booking because it became **too complicated**

69%

feel **overwhelmed** by online travel options at least sometimes

38%

say **fewer options** would improve their flight booking experience

AI CREATES A TRUST GAP

72%

say buying travel through AI-powered booking **causes stress** or anxiety

53%

would **trust AI** to recommend flights

8%

actually use it to **complete bookings**

TRANSPARENCY IS THE TOP ASK

61%

rank clearer pricing as the number one change that would **improve booking**

32%

say add-ons and fees are the **most frustrating** part of booking travel