

15/04/2025

# REPORT

Fly Me to the Moon: Travel Tricks from Frequent Flyers



# AUDIENCE

## Demographics

United Kingdom, Age 21 to 35

## Custom Screening

How many times a year do you typically fly?

**Qualified:** 3 - 5 times a year, 6 - 10 times a year, more than 10 times a year

**Unqualified:** Never, Once or twice a year

## Custom Screening 2

What is most important to you when booking a flight?

**Qualified:** Price

**Unqualified:** Airline reputation, Baggage allowance, Direct flight with no layovers, Convenient departure/arrival times



## AUDIENCE

### Demographics

United Kingdom, Age 21 to 35

### Custom Screening

How many times a year do you typically fly?

### Custom Screening 2

What is most important to you when booking a flight?

## OBJECTIVE

To explore the decision-making process of UK travellers aged 21-35 who fly multiple times a year, focusing on their booking channels, price comparison strategies, perceptions of the most cost-effective airlines and their prioritization of factors when selecting flights.

## BURNING QUESTION

How do you typically discover and engage with booking channels, and what influences your choice of one platform over another?



## AUDIENCE

### Demographics

United Kingdom, Age 21 to 35

### Custom Screening

How many times a year do you typically fly?

### Custom Screening 2

What is most important to you when booking a flight?

## CHAT GUIDE

1. How many times do you typically fly in a year?
2. What is your main reason for flying?
3. What's your preferred booking platform?
4. What would make you return to a particular booking channel for future flights?
5. Have you ever switched platforms? What prompted the change?
6. Do you prefer booking on a mobile device or desktop?
7. Can you describe your last experience booking a flight?
8. What improvements would you suggest for online booking platforms?
9. What factors influence your choice of airline?
10. How do you feel about budget airlines vs traditional carriers?
11. Have you noticed any particular days or times that are great to book cheap flights?
12. Have you got any other tips or tricks for finding flights?



## AUDIENCE

### Demographics

United Kingdom, Age 21 to 35

### Custom Screening

How many times a year do you typically fly?

### Custom Screening 2

What is most important to you when booking a flight?

## CHAT GUIDE

13. What's the best deal you've ever gotten on a flight?
14. Have you ever changed your travel dates just to get a better deal?
15. Have you ever changed your destination entirely because of a great flight price?
16. Do you use price tracking or alert tools when searching for flights?
17. Could you describe the feeling you get when you secure a flight deal that seems too good to be true?
18. And finally, imagine you could sit down with your preferred airline...what would you ask them to change about booking flights?



## AUDIENCE

### Demographics

United Kingdom, Age 21 to 35

### Custom Screening

How many times a year do you typically fly?

### Custom Screening 2

What is most important to you when booking a flight?

## AI SUMMARY

UK travellers aged 21-35 who fly multiple times a year prioritize price when booking flights, often using platforms like Skyscanner, Booking.com, and direct airline websites such as Emirates.com and EasyJet. They discover booking channels through various means, including online searches, app features, and word-of-mouth recommendations. The choice of platform is influenced by factors such as user-friendly interfaces, price comparison tools, rewards programs, and the convenience of having saved details for quick bookings. Many prefer booking on desktops for better visibility and ease of comparing options, while others value the convenience of mobile apps. Experiences with customer service, both positive and negative, significantly impact their loyalty to platforms and airlines. Budget airlines are favored for short flights due to cost, while traditional carriers are chosen for longer flights due to comfort and amenities. Booking during weekdays, outside of school holidays, and using price tracking tools are common strategies for securing the best deals. The overall sentiment is that while price is the main driver, the ease of use, reliability, and quality of service are also critical in the decision-making process for booking flights.





## AUDIENCE

### Demographics

United Kingdom, Age 21 to 35

### Custom Screening

How many times a year do you typically fly?

### Custom Screening 2

What is most important to you when booking a flight?

## KEY INSIGHTS

### Preference for Comprehensive Platforms

- UK travellers aged 21-35 show a strong preference for booking platforms that offer comprehensive services, such as Skyscanner and Booking.com, which provide a wide selection of airlines, accommodations, and additional services like airport shuttles and car rentals.
- The convenience of having all travel-related bookings in one place, along with the ability to compare prices and options, is highly valued by this demographic, as it simplifies the planning process and potentially offers better deals.

### Quotes:

"Skyscanner as it provides many different flight options and portrays difference in price and flight times conveniently "  
Age 23, Female

"I like using booking.com as it includes the flights and accommodation "  
Age 23, Female

"Direct comparisons between prices and flight lengths and airlines "  
Age 24, Female

"Discounts on taxis and airport shuttles. And discounts on certain rooms with breakfast vs without breakfast"  
Age 24, Female





## AUDIENCE

### Demographics

United Kingdom, Age 21 to 35

### Custom Screening

How many times a year do you typically fly?

### Custom Screening 2

What is most important to you when booking a flight?

## KEY INSIGHTS

### Importance of User-Friendly Mobile Experience

- Mobile booking is favored for its convenience and ease of use, with many respondents expressing a preference for platforms that offer a seamless app experience and save user details for quicker transactions.
- However, some travellers still prefer desktop booking for the perceived increase in security, the ability to easily switch between tabs, and a clearer view of information, indicating a need for booking platforms to optimize both mobile and desktop interfaces.

### Quotes:

"On a mobile because it is just easy to do it in your hand "

Age 21, Female

"It's simple to use and not too complicated "

Age 23, Male

"Probably a desktop as you can see the most information "

Age 26, Male

"It was very simple and took me all of 2 mins to book it as all of my information was already saved in the app. I just had to select the flight, select my baggage and then use Apple Pay. Quick and easy from start to finish "

Age 28, Male







## AUDIENCE

### Demographics

United Kingdom, Age 21 to 35

### Custom Screening

How many times a year do you typically fly?

### Custom Screening 2

What is most important to you when booking a flight?

## KEY INSIGHTS

### Price as the Primary Decision Driver

- Price remains the most important factor for UK travellers when booking flights, with many willing to adjust travel dates or consider alternative destinations to secure lower fares.
- Despite the focus on cost, there is a threshold for quality and reliability, as negative experiences with budget airlines can deter future bookings, suggesting that while price is key, it is not the sole determinant of airline choice.

### Quotes:

"It's Ryanair both ways and that's solely down to financial constraints "

Age 26, Male

"Because one day it could be quite expensive then 48 hours later the price has dropped 50%"

Age 23, Female

"Definitely to steer clear from budget airlines, I can't think of a time that I've trusted to use one as the reputation is not as strong"

Age 22, Male

"Yes I have changed travel dates to weekdays to get a cheaper flight "

Age 23, Female





## AUDIENCE

### Demographics

United Kingdom, Age 21 to 35

### Custom Screening

How many times a year do you typically fly?

### Custom Screening 2

What is most important to you when booking a flight?

## KEY INSIGHTS

### Loyalty and Rewards as Incentives

- Rewards programs and member benefits, such as discounts on future bookings or complimentary upgrades, are effective in fostering loyalty to specific booking platforms and airlines.
- The potential for repeat business is high among this audience if they perceive ongoing value from their booking channel, indicating that loyalty programs could be a strategic focus for companies looking to retain these frequent flyers.

### Quotes:

"If they offer rewards or a system that is a membership "

Age 21, Female

"Google flights tracking but I revert to just using British Airways as a member because it's better value "

Age 22, Male

"Most likely discounts because if I find out I'm saving more on my next trip - seeing as price is the most important factor for me - it only makes sense "

Age 22, Male

"Found the price on there site and seen an offer on a certain week which is was much cheaoer"

Age 23, Male



AUDIENCE

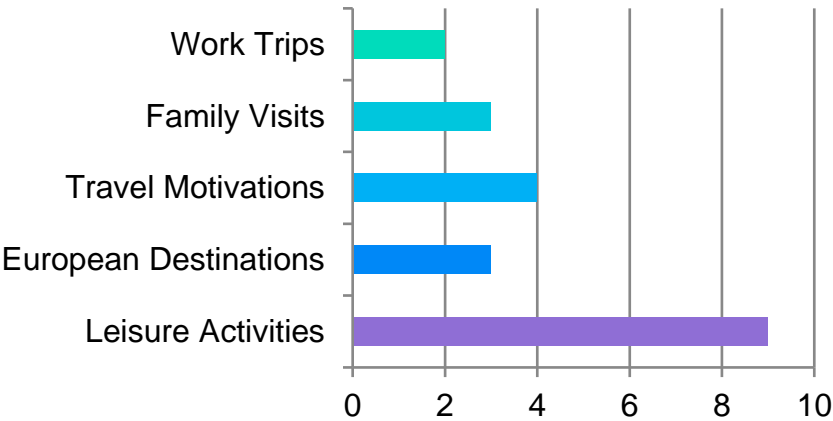
**Demographics**  
United Kingdom, Age 21 to 35

**Custom Screening**  
How many times a year do you typically fly?

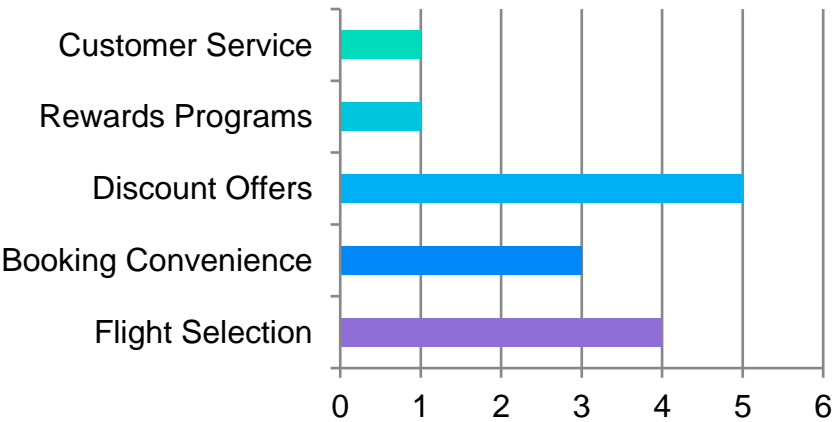
**Custom Screening 2**  
What is most important to you when booking a flight?

TOPICS

What is your main reason for flying?



What would make you return to a particular booking channel for future flights?



## AUDIENCE

### Demographics

United Kingdom, Age 21 to 35

### Custom Screening

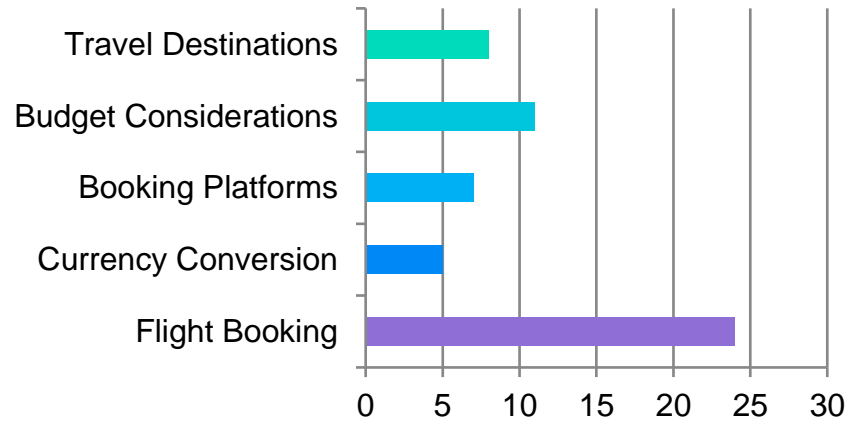
How many times a year do you typically fly?

### Custom Screening 2

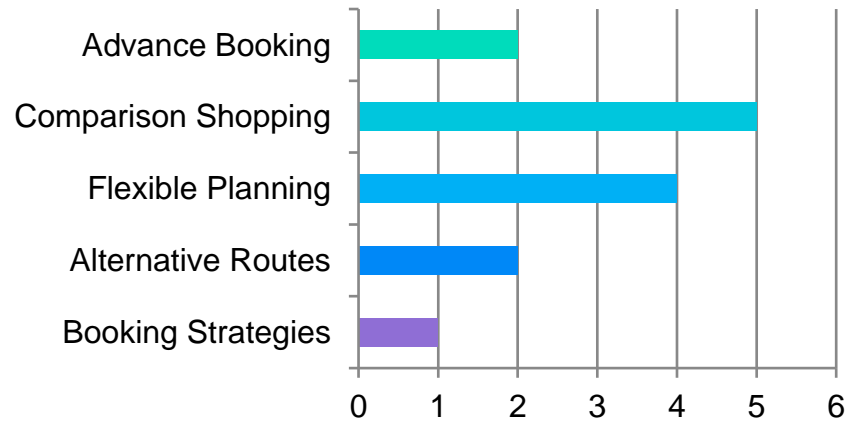
What is most important to you when booking a flight?

## TOPICS

Can you describe your last experience booking a flight?



Have you got any other tips or tricks for finding flights?





## AUDIENCE

### Demographics

United Kingdom, Age 21 to 35

### Custom Screening

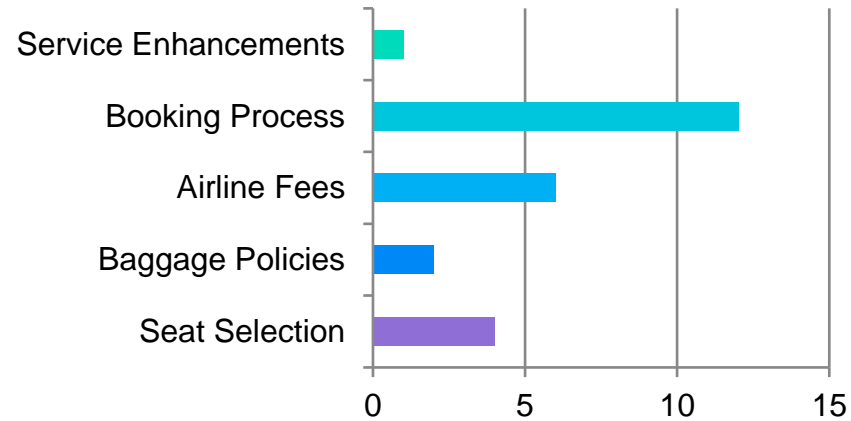
How many times a year do you typically fly?

### Custom Screening 2

What is most important to you when booking a flight?

## TOPICS

And finally, imagine you could sit down with your preferred airline...what would you ask them to change about booking flights?



## AUDIENCE

### Demographics

United Kingdom, Age 21 to 35

### Custom Screening

How many times a year do you typically fly?

### Custom Screening 2

What is most important to you when booking a flight?



### The Savvy Explorer

#### Description:

- A 24-year-old single female from the North West, flying 3-5 times a year primarily for leisure and holidays.
- Prefers booking platforms like Booking.com and Skyscanner for their rewards, discounts, and comprehensive selection of flights and accommodations.
- Values the ease of use on a laptop for booking, citing fewer glitches and the convenience of having travel documents on hand.

#### Insights:

- She is motivated by price but also considers the reputation and comfort of the airline, especially for long flights.
- She is willing to adjust her travel plans, including destinations, based on flight prices and uses tools like Google for currency conversions.
- She suggests improvements for booking platforms could include direct price and flight length comparisons.



### The Budget Networker

#### Description:

- A 26-year-old single male from London, employed full-time, flying 6-10 times a year to visit friends in Europe.
- Loyal to Skyscanner for its user-friendly interface and consistently low prices, but has had negative experiences with Opodo during disruptions.
- Prefers the desktop for booking flights due to the ability to see more information on one screen.

#### Insights:

- He prioritizes price and convenience over airline quality, often choosing budget airlines like Ryanair for financial reasons.
- He is flexible with his travel dates and destinations, making decisions based on the best available deals.
- He suggests booking platforms could offer promo codes or rewards schemes to enhance customer loyalty.



### The Practical Jetsetter

#### Description:

- A 33-year-old female, employed full-time, flying 6-10 times a year for city trips around Europe.
- Uses Skyscanner for its price comparison capabilities and the convenience of booking through the mobile app.
- She is content with the current services but would return to a platform for continued good value and decent flight times.

#### Insights:

- She is price-conscious but also values flight times and the overall reputation of the airline for comfort and service.
- She is open to changing travel dates for better deals and uses midweek flights as a strategy for lower prices.
- She would like airlines to be more fair with seating arrangements and make baggage more affordable.





**REACH OUT TO US IF YOU HAVE  
FURTHER QUESTIONS ABOUT THIS  
REPORT**

**[chat@boltinsight.com](mailto:chat@boltinsight.com)**

**ESOMAR**  
[member](#)



**[www.boltchatai.com](http://www.boltchatai.com)**

**[linkedin.com/company/boltinsight](https://linkedin.com/company/boltinsight)**