MOBILE BOOKING BOOM FOR AIRBALTIC

News / Airlines

airBaltic saw an increase of mobile bookings by 84% in 2019, compared to the year before. Already 21% of all bookings on airBaltic website were done on a mobile device.Jolanta Rema, VP e-Commerce of airBaltic: “Customer habits are changing, and we see that each year the number of people that purchase their flight tickets on mobile devices grows significantly. To provide a seamless booking process, last June a new mobile friendly version of airBaltic website was launched. It has helped to increase mobile conversions significantly.”

“There is also a notable group of customers who use mobile devices for planning their travel, but still prefer to complete flight ticket purchase on personal computer. In a few years, it is very likely that this significant group will also go fully mobile, therefore we will put more and more efforts in improving our customers experience on mobile,” Jolanta Rema added.

In 2020, airBaltic continues its expansion in the Baltics and will launch 14 new routes, including four new direct destinations from Tallinn, Estonia, and five new destinations from Vilnius, Lithuania. A complete schedule of airBalticflights and tickets for the new destinations are already

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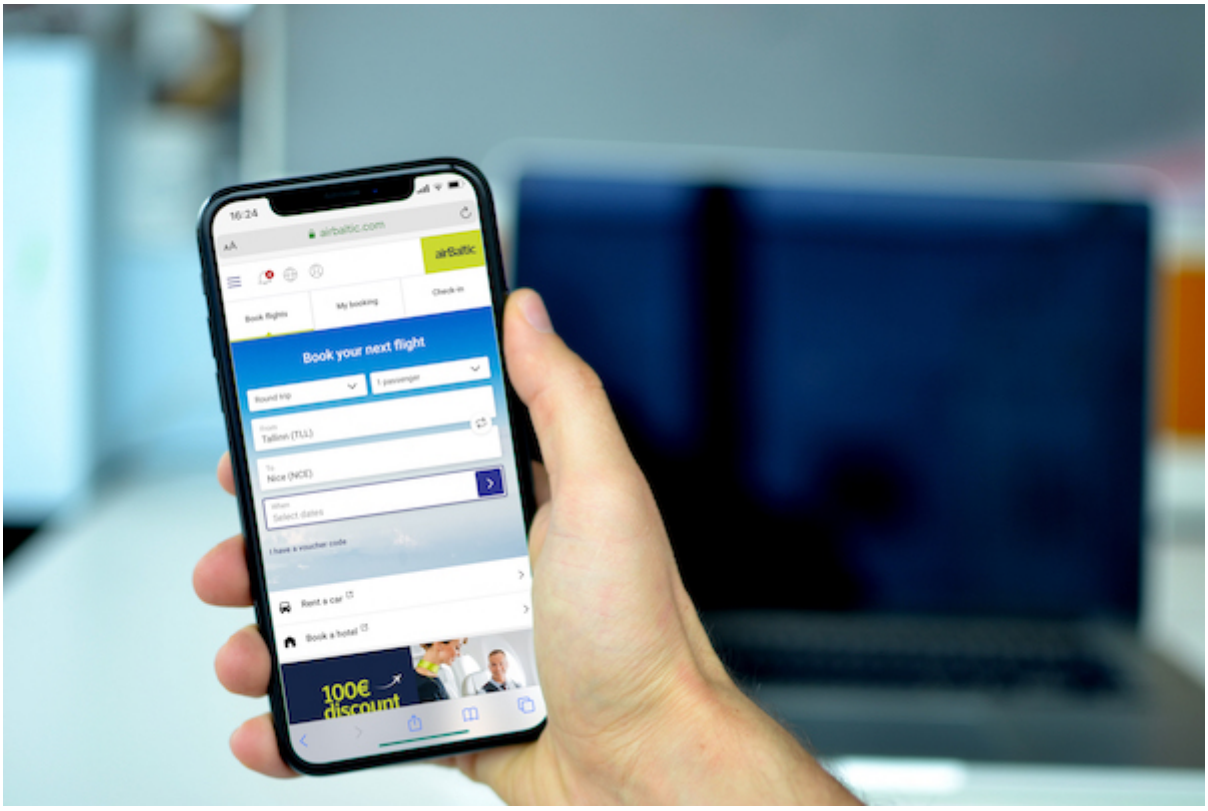
available on the company's website at www.airbaltic.com.



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