

- [Skip to Content](#)
- [Skip to Main Navigation](#)
- [Skip to Channel Navigation](#)
- [Skip to Information Links](#)
- [Skip to Site Search](#)
- [Skip to Accessibility Information](#)

[Global Network](#)

PART OF **BRANDREPUBLIC**



Revolution

[Revolution Magazine](#)

Search

- [Home](#)
- [News](#)
- [Blogs & Forums](#)
- [Features](#)
- [Digital Work](#)
- [Digital Jobs](#)

- [News archive](#)
- [Bulletins](#)

- [Home](#) >
- [News](#) >

- Travel sites fail to meet consumer expectation

Travel sites fail to meet consumer expectation

Elizabeth Clifford-Marsh, revolutionmagazine.com, 30 March 2009, 09:35am

LONDON - Top travel websites including EasyJet and Lastminute.com are failing to meet customer expectations, according to a study by Global Reviews.



Lastminute.com failed to meet consumer expectations

The research shows that only Expedia managed to live up to consumers' expectations in delivering a website in tune with their needs.

Expedia recorded a satisfaction rate of 59 per cent, five percentage points above the standard Global Reviews regards as satisfactory. Lastminute.com scored 54 per cent, while EasyJet was the worst performer, scoring 46 per cent.

A score of 55 per cent indicates users' needs are met, while a score above 69 per cent exceeds consumer expectation, according to Global Reviews.

The websites were assessed against more than 600 criteria including the information available to prospective customers, customer support and site usability.

For online bookings, Expedia received the highest score of 65 per cent, closely followed by Ebookers with 64 per cent. Lastminute and Ebookers scored over 80 per cent for their error management system which helps customers through the booking process.

All the sites received good scores for overall website navigation, but content and tools available were low-scoring categories for all providers.

Global Reviews director, Bertie Stevenson, said online travel agents need to up their game.

"Companies wanting to improve their customer experience should start by looking at what their competitors are doing online," he said. "It's a long process when booking a holiday. Sites should give consumers utilities such as wish lists to manage that journey better so they don't need to go back and forth."

Tags: [United Kingdom](#), [E-commerce](#), [Travel Agencies](#), [Travel / Leisure](#), [Digital Advertising](#), [Europe](#), [Media / Entertainment](#), [Digital](#), [Web](#), [Usability](#)



You must [log in](#) to use Clip & Save

- [Print](#)
- [Email](#)
- [Clip & Save](#)

[Share:](#)

- Bookmark on...
- [Delicious](#)
- [Stumble It!](#)
- [Facebook](#)
- [Reddit](#)
- [DIGG](#)
- [Google](#)
- [Yahoo](#)

Ads by Google

[Make \\$5K+ Week Online](#)

We Make 6-Figures from Home with this System. We Can Show You How.

[OnlineBusinessOnAutopilot.com](#)

[Is Your Bank In Trouble?](#)

Free list Of Banks Doomed To Fail. The Banks and Brokers X List. Free!

www.MoneyAndMarkets.com

[Get paid to travel](#)

Travel the world while making money Make \$5000 p/w event ticket sales!

events.unifiedwealthsolutions.com

[Get Paid to Travel](#)

Become a Freelance Travel Writer - A Free Quick-Start Guide

www.TheTravelWritersLife.com/qstart

All Comments

There are currently no comments.

Comments

To post comments [please log in here](#)

[Be the first to comment](#)

Related Articles

[New travel sites launch](#)

[Lastminute joins forces with BskyB](#)

Top Usability Articles

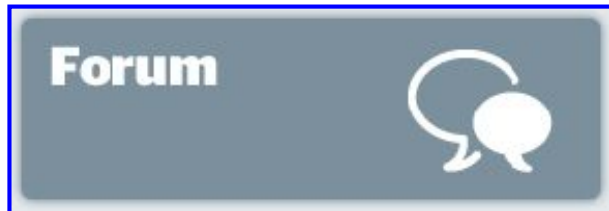
[British Gas approaches agencies for site rebuild](#)

[Back to top](#)

[Revolution Jobs](#)

- [Paid Search Manager, Norton Leigh](#)
- £28000-£35000, East London
- [Digital Senior Account Executive /Junior account Manager, Direct Recruitment](#)
- £20000-£25000, East London
- [Senior Planner, Direct Recruitment](#)
- £60000-£70000, Central London
- [Project Manager-web based-Permanent Role, Norton Leigh](#)
- £35000-£40000, East London
- [Business Development Director \(Financial Services\), Consulting Point](#)
- 80k-120k + benefits, pension, Central London

[Search More Jobs](#)



Bulletins

You can sign up for our bulletins. Select bulletins you are interested in, enter your email address and click the button below

Digital PM :
[Preview](#)

Revmail :
[Preview](#)

[Dump
your
agency?](#)



Take our test to see if your agency is still right for you.

[Ford's big Twitter](#)



Scott Monty lives and breathes social media.

[Augmented Reality](#)



Brands blur the lines between real and virtual worlds.

[Mobile GPS is the future](#)



Inside the mobile GPS revolution.

[Directory](#)

Product/Service
Company

Poll

Will Twitter be ruined by advertising?

Yes, brands should steer well clear

No, smart marketers can succeed

[Skip to Main Navigation](#)



Haymarket © 1957 – 2009

- [About Us](#)
- [Register](#)
- [Advertising](#)
- [Contact Us](#)
- [Terms and Conditions](#)

WEBSITES FROM HAYMARKET BRAND MEDIA

- Revolution : [Digital marketing news](#) | [Viral ads](#) | [Website reviews](#) | [Digital Work](#) | [Google Watch](#) | [Web jobs](#) | [New media jobs](#) | [Digital marketing jobs](#)
- Brand Republic : [Latest marcomms news](#) | [Marketing & advertising research](#) | [Marcomms blogs](#) | [Marcomms forums](#)
- Campaign : [Advertising & creative news](#) | [The Work](#) | [Ad creative reviews](#) | [Campaign A-list](#) | [Agency Showcase](#) | [Best TV adverts](#) | [Advertising blogs](#) | [Subscribe to Campaign](#)
- Marketing : [Marketing news](#) | [AdWatch - best adverts by recall](#) | [Marketing masterclass](#) | [Marketing Virtual Fair](#) | [Marketing Experiential Essays](#) | [Subscribe to Marketing](#)
- Media Week : [Media news](#) and [blogs](#) | [Media comment](#) | [Media Week TV](#) | [Media statistics](#) | [Photo galleries](#) | [Subscribe to Media Week](#)

- [RSS](#)
- [Email Bulletin](#)
- [Subscribe](#)
- [Register](#)
- [Log In](#)

[Disruptor](#)



April 2009

- [Why Atari's rebirth signals the dawning of a new age in online gaming](#)
- [Augmented reality: brands blur real and virtual worlds](#)



Subscribe to Revolution Magazine

[Subscribe](#)