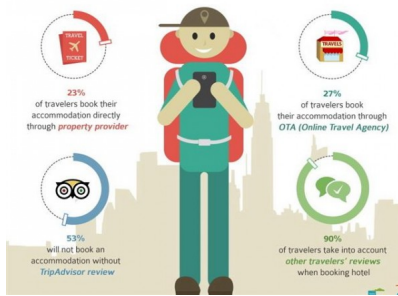


INFOGRAPHICS: THE IMPACT OF TECHNOLOGY ON TRAVELERS



Smartphones, tablets and notebooks are increasing used for every aspect of trip planning, from searching and booking, to post-travel reviews. It opens fantastic growth opportunities for then the industry players as they utilize these opportunity to engage with current and potential customers.

With wide-ranging internet use via desktop and mobile platforms, over all stages of the travelers experience, the travel and hospitality industry stakeholders are adapting news marketing strategies. Tourism businesses try to utilize the latest trends, such as for example a clear shift towards mobile booking, in order to maximize their competitive advantage.

Tourism Review brings infographic with main findings over technology influencers on travelers:

http://www.tourism-review.com/infographics/tech_influence.jpg

Date: 2014-12-08

Article link:

<http://www.tourism-review.com/infographics-impact-of-technology-on-travelers-behavior-news4357>