

TOP CONSUMER TRENDS FOR TOURISM IN 2015



The rapid technological advancements in the life of people will make domestic leisure tourism witness huge transformations. The decreasing use of traditional sources of information and increasing expectation of consumers will bring several challenges in a number of business sectors. In the forthcoming year, leisure trips will experience significant impact by mobile devices becoming an essential element of holidays and travel plans for people. Brought to your by Tourism-Review.com.

1. Internet Use

Different people use the internet differently depending on their age and lifestyle. The young generations are quite driven towards the internet and it is a part of almost all their activities including shopping, gaming, studying or socializing. On the other hand, the middle aged and elderly people tend to use it for services such as travel bookings, banking, bill payments etc.

2. Mobile First

Websites will be required to be accessible on mobile devices as well as desktops and laptops. The reason is the growing tendency of people to look for travel and leisure activities as well as business sites on smartphones and tablets initially. Also, people are likely to check out the same website on more than one type of devices including mobile devices, PCs and laptops at different times. The tourism businesses will have to recognize this rising trend.

3. Mobile Commerce

The usage of smartphones and tablets on vacations will witness enormous increase with the rapid growth in their popularity. Also, their usage for travel bookings and other similar purposes will accelerate, thereby creating increased requirements for wireless internet connections. Apart from that, it will raise the demands for more individual-specific and quick services while traveling.

4. Social Media

The rapid sharing of information via social media is an opportunity as well as a threat for tourism businesses. It is threatening as there are growing chances of direct interaction between people and the businesses or brands. Also, people prefer to get quick and personalized information from their chosen business personnel that can be beneficial as well as threatening for tourism business at the same time.

5. Fear of Missing Out

In the present scenario, people love to share their leisure activities in their circle as well as the world through social media. This increases the knowledge about such experience and people face the fear of missing out these fun-filled activities, thereby making them wish to try these experiences

just like their peers, which will prove to be very fruitful for the tourism industry.

6. Data and Privacy

The fear and anxiety of the consumers regarding data security and the privacy of their personal information online, hugely affects the way people make use of the internet.

7. Last Minute

The tendency to plan vacations beforehand is decreasing due to falling financial security thereby creating a need for last minute trip facilitating services at a discounted price. Another reason behind the last minute trend is the growing desire for short breaks and instantly accessible weather information. Also, people will want to be able to plan their leisure time according to their work schedule and family routines. The desire of immediate information and the rapid increase in internet access will alter the methods and process of booking and planning holidays. Thus, this growing trend is quite beneficial for tourism, especially for the domestic holidays.

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