The Changing Face of Technology in Travel and Tourism - August 2014

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"Millions of tourists own at least one device that gives them access to the Internet and allows them to read, download and store digital travel- and tourism-related content. These devices include eReaders, PCs (desktops and laptops), games consoles, smartphones, smartwatches, smart TVs and tablets."

This report looks at the following areas:

- Which technologies have had the biggest impact on the travel and tourism industry?
- How is technology changing the way that travel and tourism is marketed?
- How does technology affect the way that people research and book travel?
- How is technology affecting our experience of travel?
- How are tourists using technology while in their destinations?
- How might technology affect travel and tourism in the future?

Technology is also widely (and increasingly) used by tourists to research destinations, travel options and accommodation choices, as well as to make online bookings. Today tourists commonly use apps, read blogs, eBooks or articles in eMagazines, and check websites with professional or user-generated reviews (UGRs). They also widely consult tourism supplier websites (such as airlines, hotels and tour guides), the websites of national tourism organisations and those of travel agents. Technology is also increasingly shaping tourists' experience and expectations of travel and their holiday

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