

## Technology and the Modern Traveller - March 2018

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“Technology has fundamentally changed the way modern travellers dream about, research and book travel. The advent of fast and reliable on-the-go Internet (3G and 4G mobile networks) has perhaps had the biggest impact – leading the way for a wealth of technological innovations that modern travellers increasingly take for granted.”

**- Jessica Kelly, Senior Tourism Analyst**

This report looks at the following areas:

- What are the key technologies that have influenced the modern traveller?
- What impact has technology had on the way the modern traveller researches and books travel?
- How do modern travellers use technology in travel?
- How do modern travellers use technology in their destinations?
- How have the expectations of the modern traveller been shaped by technology?
- What emerging technologies is the modern traveller engaging with or most likely to engage with?
- How can tourism-related enterprises adapt to the changing needs and demographics of the connected modern traveller?

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