

Travel Tech - US - November 2019

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"People love travel, and they love technology. When the two meet, the smartphone reigns as the primary device used while traveling. Tech is used to both solve travel issues and alleviate boredom, but advancement in adaptation is tempered by skepticism. Brands will have to meet the demands for utility while being able to assure users that their devices and their data are safe."
– Mike Gallinari, Travel & Leisure Analyst

This report looks at the following areas:

- Smartphone versatility makes other devices less relevant
- Travelers don't fully trust technology
- Varied consumer concerns can't always be solved by the affected company

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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 Nearly 4 in 10 travelers fall into travel tech-friendly segments

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