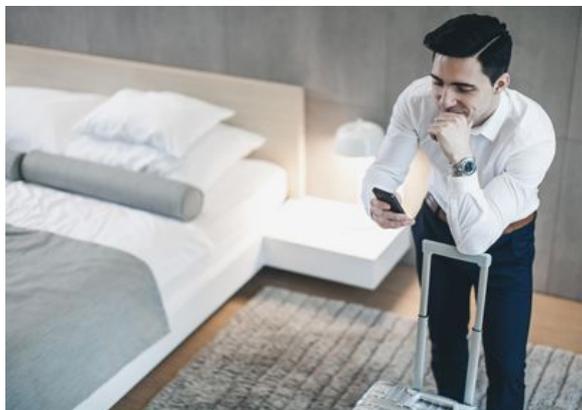


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"Technology is an integral component of the travel experience. Consumers utilize all elements of the immense travel tech landscape to help them function away from home. All-in-one mobile devices tend to house a majority of travelers' needs. While travelers are hesitant about the newest innovations, they gravitate towards tech that gives them a feeling of control over their surroundings."

- **John Poelking, Leisure Analyst**

This report looks at the following areas:

- Working against the clock
- Device availability is a concern
- Lack of knowledge could stifle emerging tech
- Crowded market saturates newcomers

Travel tech encompasses technology used by travelers to research, plan, and book travel, and includes the use of technology while traveling.

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