TAKING TRAVEL IN HAND

HOW TRAVELERS USE MOBILE BEFORE & DURING A TRIP

U.S. TRAVEL ASSOCIATION
Introduction

In a poll conducted at ESTO (Educational Seminar for Tourism Organizations) 2013 in Richmond, Virginia, U.S. Travel Association members selected “Understanding the mobile usage of travelers” as the top research topic priority for the association to undertake. Like most industries, it was clear that destination marketers and professionals in travel and tourism did not yet have a comprehensive understanding of how Americans were using mobile, either in the weeks and days leading up to travel or while on a trip.

Much time and thought went into deciding how best to respond to that need, and the result was a study that engaged more than 3,000 people, designed and conducted by TNS, one of the world’s leading research and analytics firms, in collaboration with U.S. Travel and leaders from some of the most accomplished and forward-thinking organizations in our industry.

This resulting report offers a wealth of data about how people use mobile before and during travel, along with a discussion of how organizations can leverage that information to better connect with and serve business and leisure travelers today. Like all research, it doesn’t answer every question, and like the best research, it illuminates areas where further study is needed for clarity and deeper understanding. To that end, U.S. Travel will continue to engage members to identify how best to add value and knowledge to the travel industry as we commission and support research addressing your top priorities.

I’d like to personally recognize Jamie Faulkner, Director of Research Products at U.S. Travel, for taking the lead in this report as well as the task force of travel professionals who provided valuable insights in the report’s development.

Sincerely,

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