

The **State** of the
American Traveler

**TECHNOLOGY ADOPTION
IN TRAVEL**

THE STATE OF THE AMERICAN TRAVELER™

April 2016 | Volume 20

TECHNOLOGY EDITION



- + A new perspective on measuring word-of-mouth. [pg.2](#)
- + The state of technology adoption and travel planning. [pg.3](#)
- + Travel planning resource use, trust and importance. [pg.4](#)
- + What you need to know about peer-to-peer technologies. [pg.8](#)

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The Technology Edition

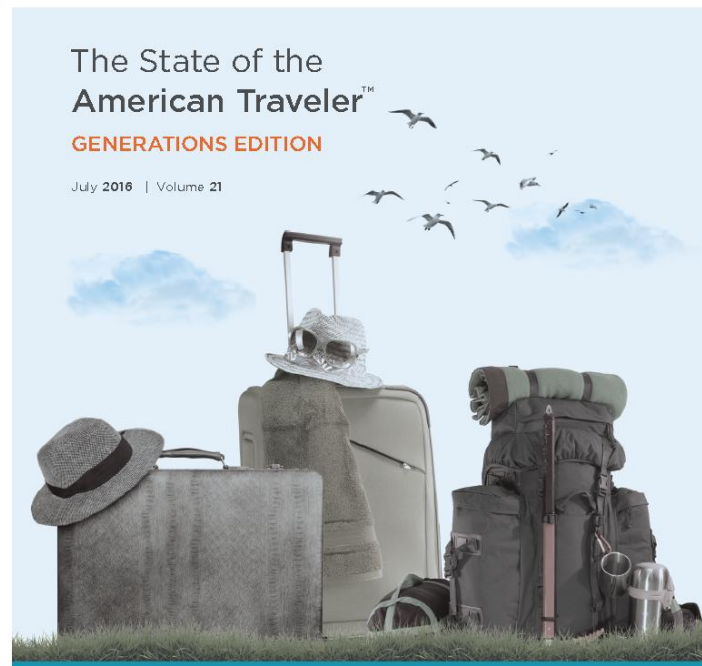
We are expanding *The State of the American Traveler™* study to a quarterly basis. This new Spring edition you're reading explores how travelers use technology, in search of insights that will help destination marketers in this ever-evolving, ever-crowded climate. We begin with a look at good old-fashioned word-of-mouth, using a novel approach to measure its importance. The study also examines technology adoption, drawing a clear picture of

travelers' aptness to use new, high-tech ways to plan their travel. The report also looks at the various travel planning resources (tech-based and otherwise) in an attempt to map what travelers really use, trust and value in their decision processes. We hope you enjoy this edition and our new format. As always, if you have questions or ideas for future survey topics, please send us a message at info@destinationanalysts.com or [@DA_Research](https://twitter.com/DA_Research).

The State of the American Traveler™

GENERATIONS EDITION

July 2016 | Volume 21



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The Generations Edition

THIS SUMMER EDITION of *The State of the American Traveler™* explores issues related to differences in how the generations travel. We begin with a look at how American travelers are feeling about the near-term future, and show how much of the existing optimism is driven by the high-spirited Millennial generation. The report also examines the psychographic make-up of the generations, as well as their use of technology in travel planning.

OUT OF THIS RESEARCH was also born our Top 10 Tips for Marketing to the Generations, which highlights ways in which these insights can shape your strategies and make your travel marketing more effective. Please enjoy this edition. As always, if you have questions or ideas for future survey topics, we welcome you to message us:

info@destinationanalysts.com
or [@DA_Research](https://twitter.com/DA_Research).

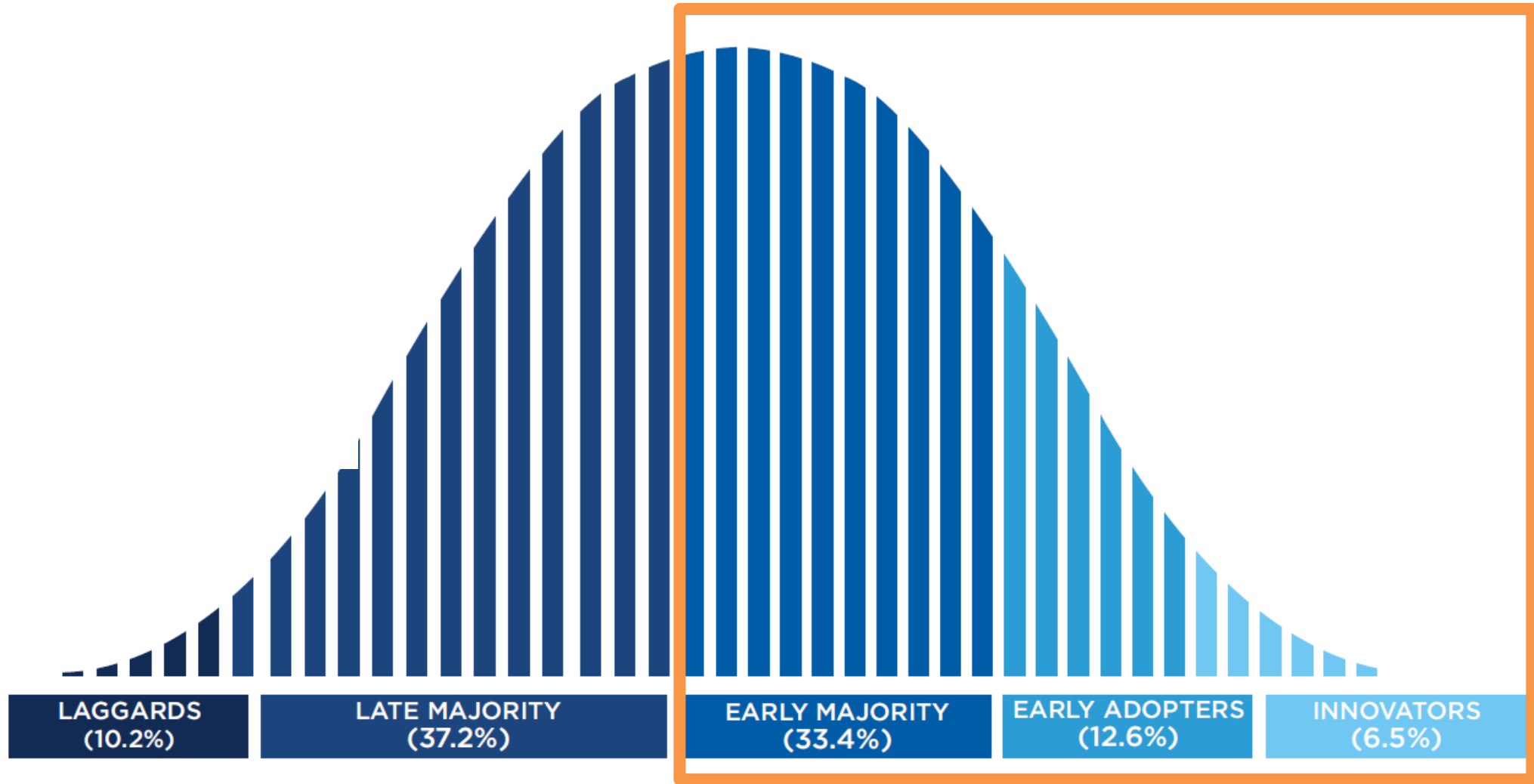
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Keeping Up-to-Date with Travel Technology



- 11.5% I'm totally up to date
- 25.2% I'm keeping up
- 35.4% I'm generally keeping up, but not completely
- 17.1% I'm falling behind
- 10.9% I'm not interested in new travel technology

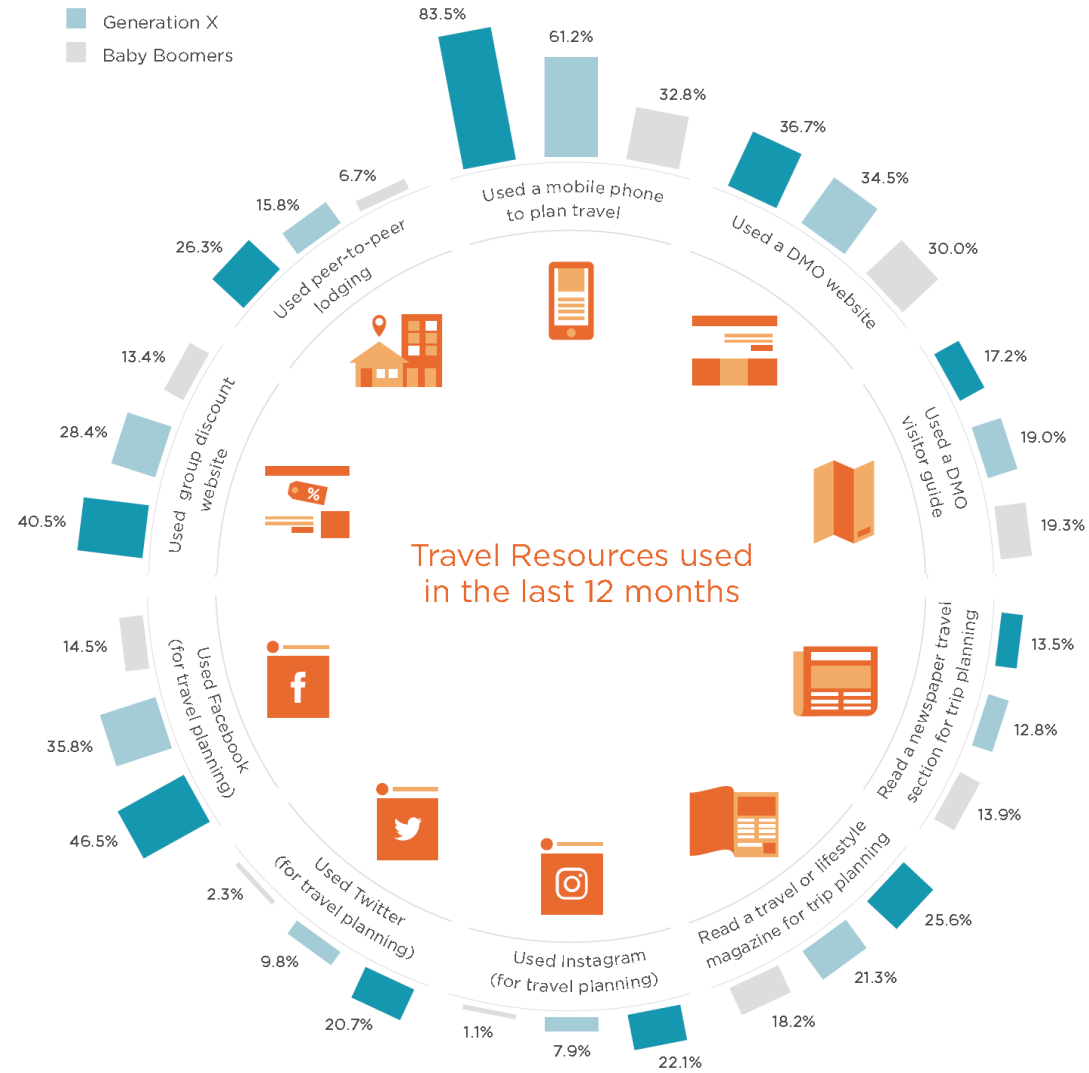
The Five Segments Of Traveler Technology Adopters



The use of travel resources by different generations in the last 12 months



KEY:
 ■ Millennials
 ■ Generation X
 ■ Baby Boomers



The **State** of the
American Traveler

**NEWEST TECHNOLOGY
USE AND POTENTIAL**



38.2%

Have heard of real-time video



10.1%

Have used real-time video to plan leisure travel



45.7%

Would be interested in using real-time video to plan travel if good content were available





63.1%

Have heard of VR Headsets



7.0%

Have used a VR Headset to plan leisure travel



46.6%

Would be interested in using a VR Headset to plan travel if good content were available



