



THE WAY SMARTPHONES IMPACT HOW PEOPLE TRAVEL, WORK, AND PLAY



Important 2018 trends that U.S. hospitality businesses should know

People carry an average of 3 devices with them as they move through their workday



95% own a cellphone and
77% own a smartphone

70% of email campaigns are opened on mobile devices



TRAVEL STATS



75%



of all travelers

83%



of millennial travelers

refuse to leave home without their smartphone



70%



do research on phones

37%

book flights and accommodations on phones



Book your flight		
Friday 21	Saturday 22	Sunday 23
Departing date 25 September	Arriving date 27 September	
		✓
		✓
		✓



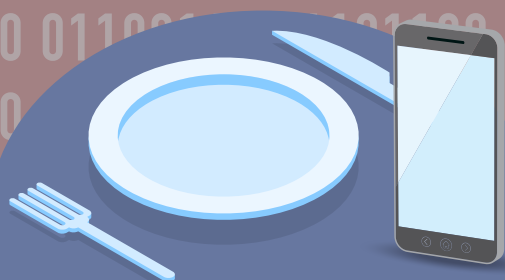
48% “check in” to businesses while traveling

51% use text or messaging to get in touch with a travel or hospitality provider



72% post vacation photos on Social Media while still on vacation

70% update their facebook status while still on vacation



DINING & TECHNOLOGY



73% of diners say technology improves the experience

73% of social media conversations are about where to eat out



→ one of the top three most important technology features guests look for in restaurants

It's imperative to give customers access to Wi-Fi and charging stations

83% of millennials give permission for brands to track their digital patterns while accessing Wi-Fi on their mobile devices.



LET'S KEEP THEM CHARGED!

DO YOU HAVE ENOUGH PORTABLE CHARGING STATIONS IN YOUR FACILITY?

WE CAN HELP.

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