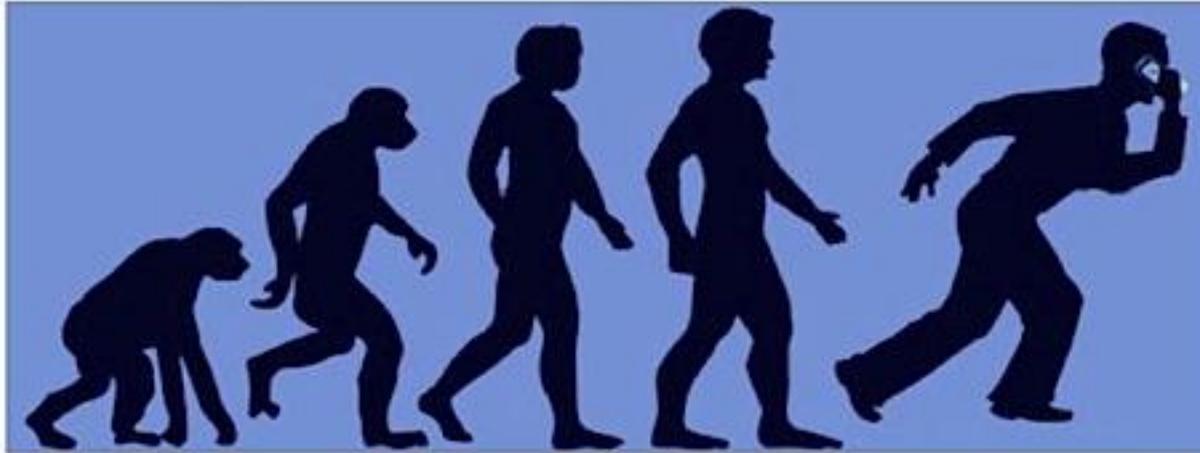


Trend 4: Holiday Connectivity



About this trend

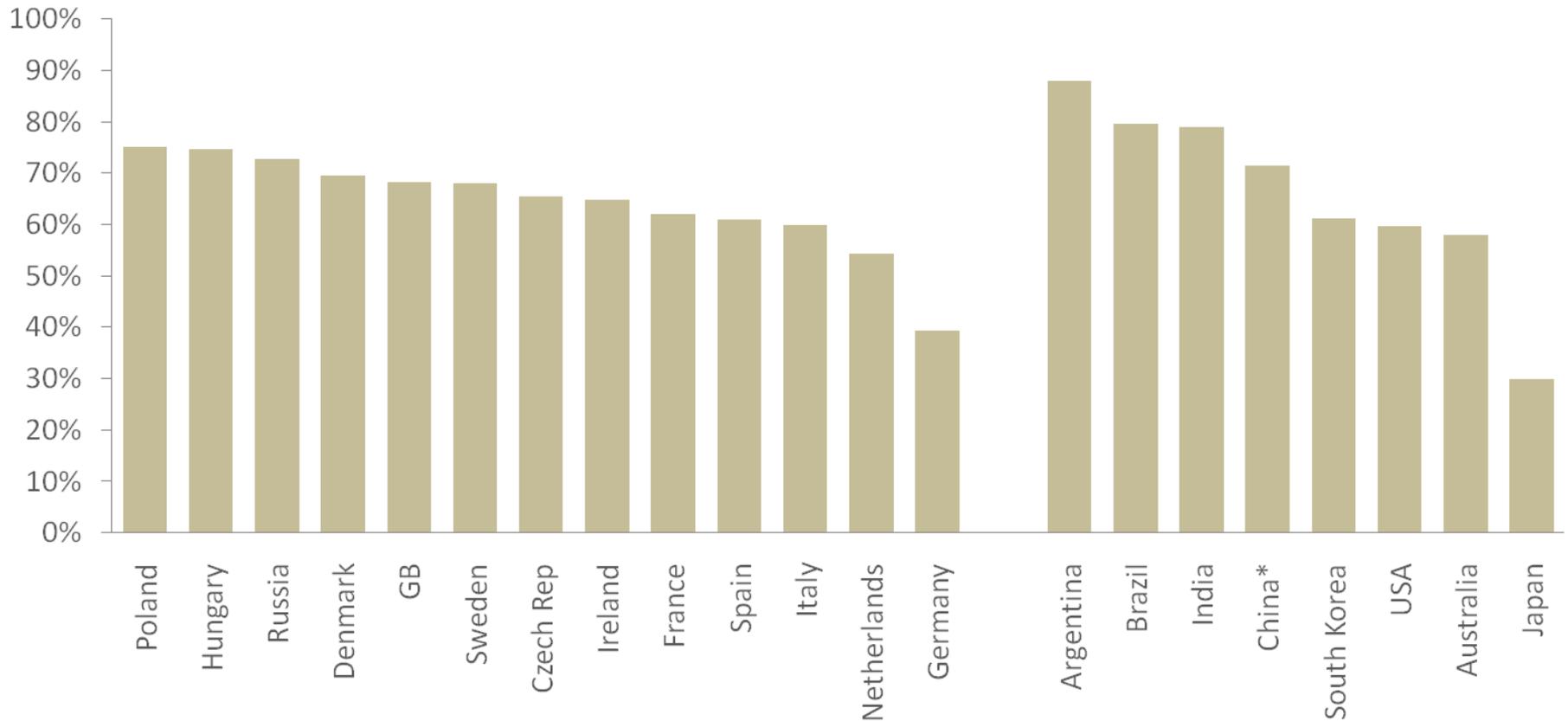
- Digitally connected devices are making their way into the smallest crevices of our lives.
- Pedometers in the soles of our shoes (Nike)
- Phones that post our location as we move (i-Phone)
- We Tweet what we eat into a database (Twitter)
- Web services that track our fitness (Weight Watchers)
- Sites and programs for monitoring our:
 - Mood,
 - Pain,
 - Blood sugar,
 - Even sleep...



The rise in Smartphone ownership is fuelling connectivity through the increased use of apps.

% of app enabled phone users who use social networking apps (e.g. Facebook, Twitter, LinkedIn) at least once a month, by country

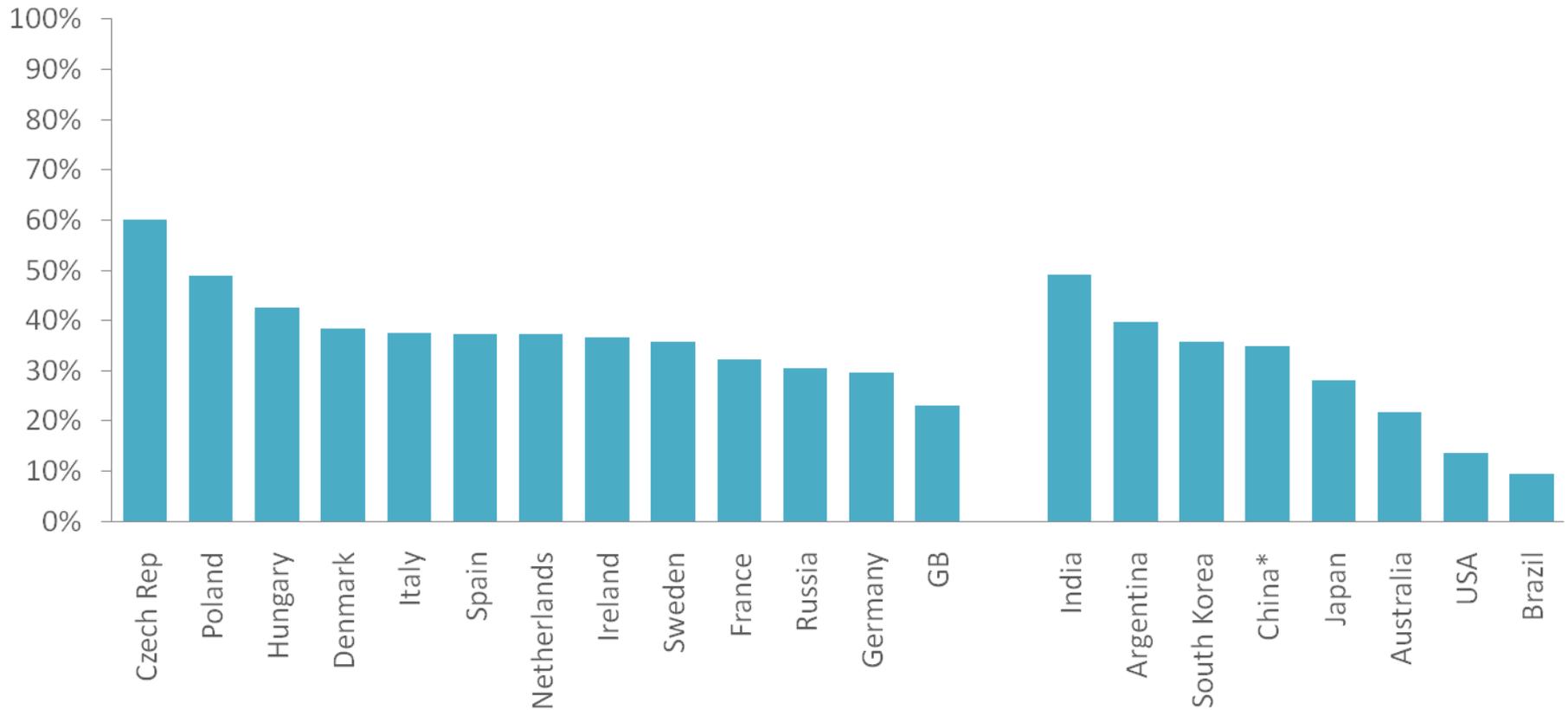
“Which of the following kinds of apps do you use at least once a month?”



A sizeable percentage of consumers now use travel apps at least once a month.

% of app enabled phone users who use travel apps (e.g. taxi booking, train timetables, etc.) at least once a month, by country

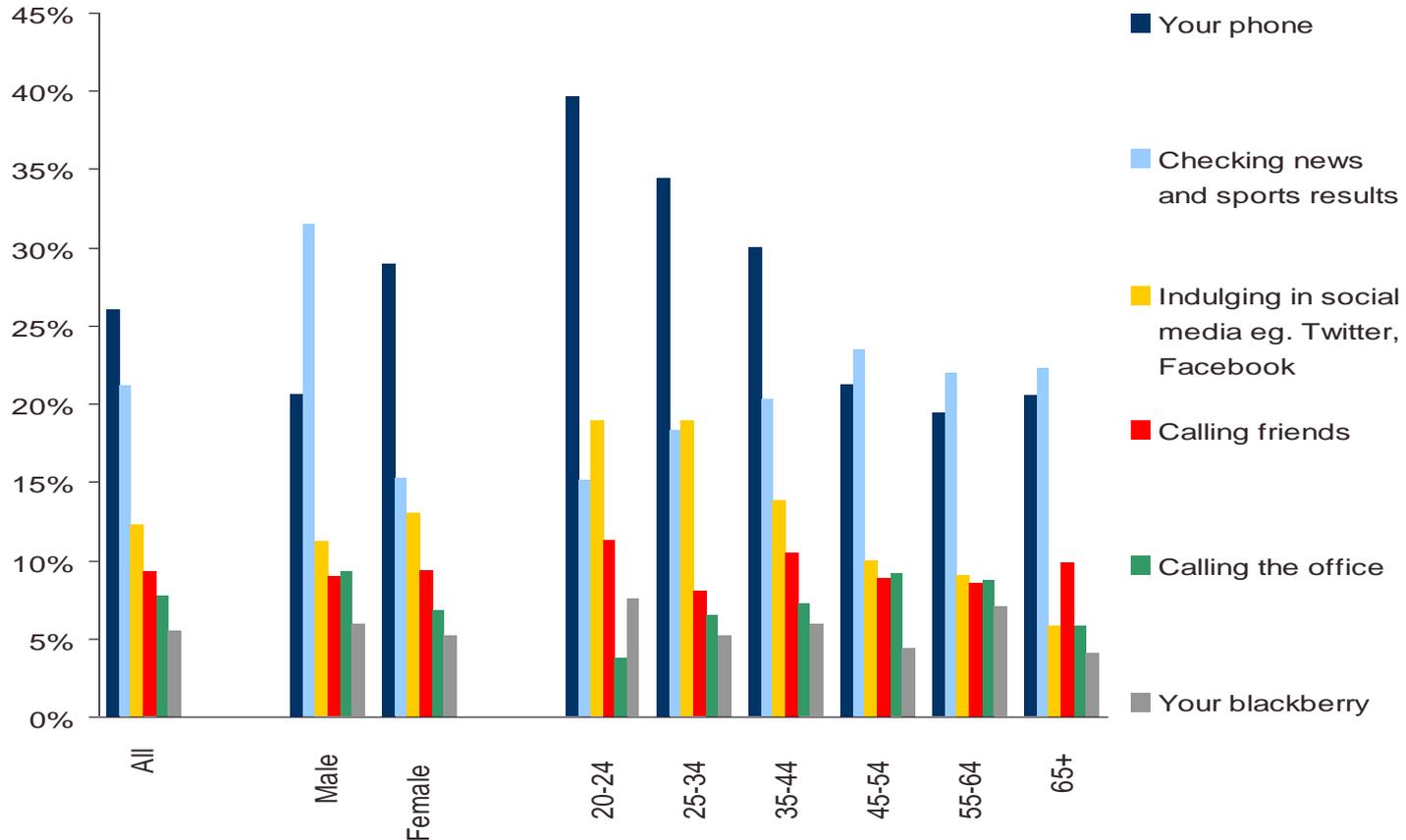
“Which of the following kinds of apps do you use at least once a month?”



This means consumers are increasingly connected while on holiday.

By gender and age

“Which of the following are you unable to switch off from when on holiday?”



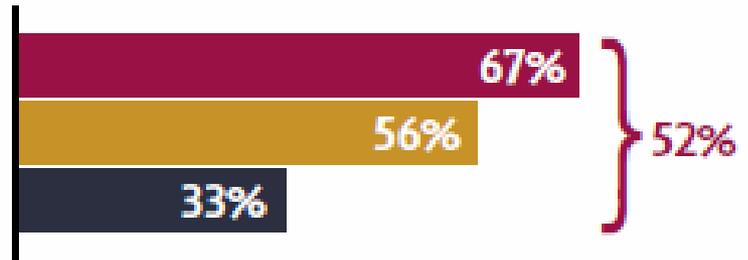
Source: Kuoni UK/Opinion Matters/nVision
Base: 2,100 respondents aged 20+, UK, 2010

The role of technology on holiday (U.K.):

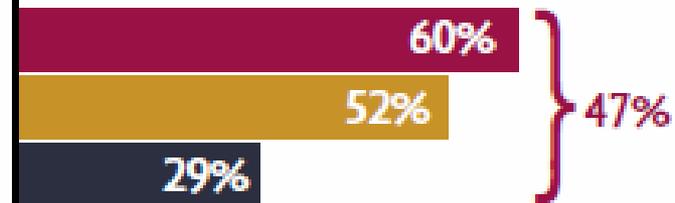
Percentage of British adults who agree with the following

■ Millennials (18-33) ■ Gen X (34-46) ■ Boomers (47-66)

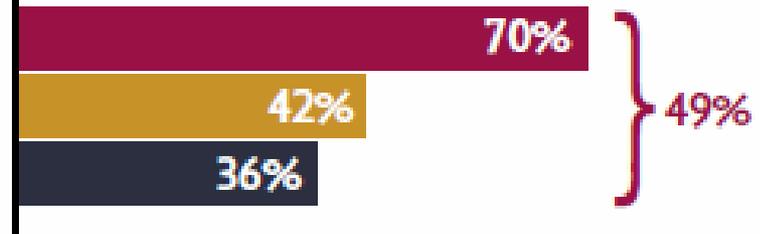
Having my smartphone with me while on holiday makes me feel secure knowing I can instantly get information about my surroundings



Having my smartphone with me while traveling on holiday makes me feel empowered because I can get around pretty independently

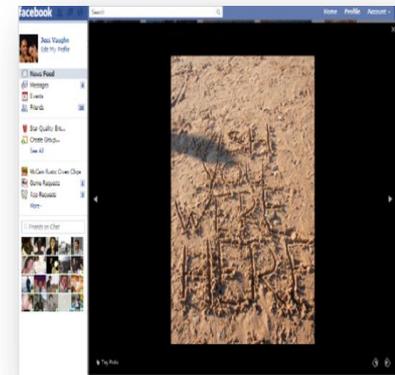


Technology helps facilitate my travel experiences and makes the trip more enjoyable



This is creating a new travel currency

- Travel has always garnered some level of social currency. But where travellers of old shared (and bragged about) their activities upon returning home, today's hyper-connected and mobile-enabled vacationers are doing so in real time.
- Social media has made people accustomed to airing the details of their lives, from the mundane to the fabulous. Technology allows travellers to effectively experience their trip with friends and loved ones who aren't there too.
- Posting photos, video and text updates amplifies the travel experience, affording an opportunity to broadcast far and wide how interesting, privileged, and worldly the traveller is.
- A JWT survey found that over three-quarters of American Generation-Xers uploaded photos and **40%** uploaded videos while on vacation.



Travel App Examples:



Primo Spot (Mobile)

Parking need never be a Problem again with this app which provides you with a 3-D map of nearby parking spots and garages.



Browse **Lonely Planet's** 1,000 top destinations and experiences, with lots of photos. Topics include "Top travel boasts, myths, and legends," and "top tourist traps worth the crowds". Great for WOM (**iPad App**)

Evernote: How do you remember a great bottle of wine that you tried in Burgundy last summer? Or the perfect little sandal-maker in Positano? Just take a picture—or text or audio note—and upload it to [Evernote](#), a service accessible from your phone or any Web-connected computer.

Travel App Examples:



TruPhone

The iPad isn't the best phone in the world. But a VoIP calling app like TruPhone could be much more convenient than dealing with international pay phones and calling cards...

HearPlanet

Like having a professional guide by your side, HearPlanet tells you what attractions are nearby and then plays the Wikipedia description aloud. <http://www.hearplanet.com/>



Brushes

You're inevitably going to take photos on your trip. But why not make a few paintings, too? Brushes is your virtual canvas, and it's good enough that illustrations made with it have graced several *New Yorker* covers.

More examples of great travel apps: <http://tiny.cc/lgi6d>