



Travel bounces back, amid cautious optimism

By Andrea Doyle

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“Marketing campaigns are focusing on the digital world now more than ever. With the increasing amount of digital-savvy travelers, many guests are doing their research on their tablets and smartphones,” said Graham. A recent study conducted by Google predicted that U.S. hotel searches would rise 24% in 2013 with a 68% increase in mobile searches. Searches from tablets are expected to increase 180%. Another study on travel behavior by Adobe Systems found that 60% of mobile visits came from tablets. In fact, travel consumers were more likely to use tablets than any other consumer group searching for products. It was the only industry that actually saw more use of tablets than smartphones. “Hotel websites need to entice and be readable on these devices. Guest rooms are becoming more seamlessly high-tech providing an opportunity to communicate and engage with guests during their visits in a variety of ways including through social media.”

Lydia Graham, President and CEO of San Francisco-based Graham & Associates speaks out on the importance of digital. Excerpt from O’Dwyer’s: “The Travel Issue: Travel bounces back amid cautious optimism” (July, 2013).