



CLICK, BOOK, GO: TRAVEL TECHNOLOGY USE AMONG TRAVELERS AGE 50-PLUS

October 2024

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EXECUTIVE SUMMARY

Executive Summary

Adults age 50-plus are prioritizing travel, and technology is commonly used throughout the travel journey — especially hotel and airline websites during planning and booking and navigation apps while on a trip.

- Hotel and airline websites are the top digital tools used during the planning and booking phases, while navigation apps (77%) are used most during travel.
- In general, website usage is more prevalent than app usage across the travel journey. For example, during the planning phase, 87% of travelers use a hotel's website whereas only 48% use a hotel's app.
- Most travelers have used a variety of digital tools in the past, and many used several (four on average) on their most recent trip. However, no single tool was used by more than half of travelers on their most recent trip, indicating that travelers use different tools for different trips.

Attitudes toward tech for travel are generally positive. Many travelers are excited about its use for saving money (85%) and time (77%) and how tech can help with unexpected changes (77%).

- Some travelers feel overwhelmed by the number of digital tools available to them (38%), though few believe that using technology is not worth the hassle (13%).
- Hesitation about using technology and concern about getting scammed increases over the course of the travel journey, from 38% during planning to 50% during booking to 59% while on the travel experience.

Executive Summary, continued

Four in five travelers age 50-plus are familiar with artificial intelligence (AI) (87%) and of those, most are aware of its use for travel (79%). Half of travelers are interested in using AI to personalize their travel experience.

- Travelers age 50-plus are intrigued by and interested in AI, especially to save time or money (45%), but skepticism exists about data privacy (70%), the loss of human engagement (63%), and the relevance/how up-to-date the information is (only 36% believe AI provides the most current and relevant travel information).
- Data privacy is the largest concern (70% of total), even among those very/extremely comfortable with technology (69%).

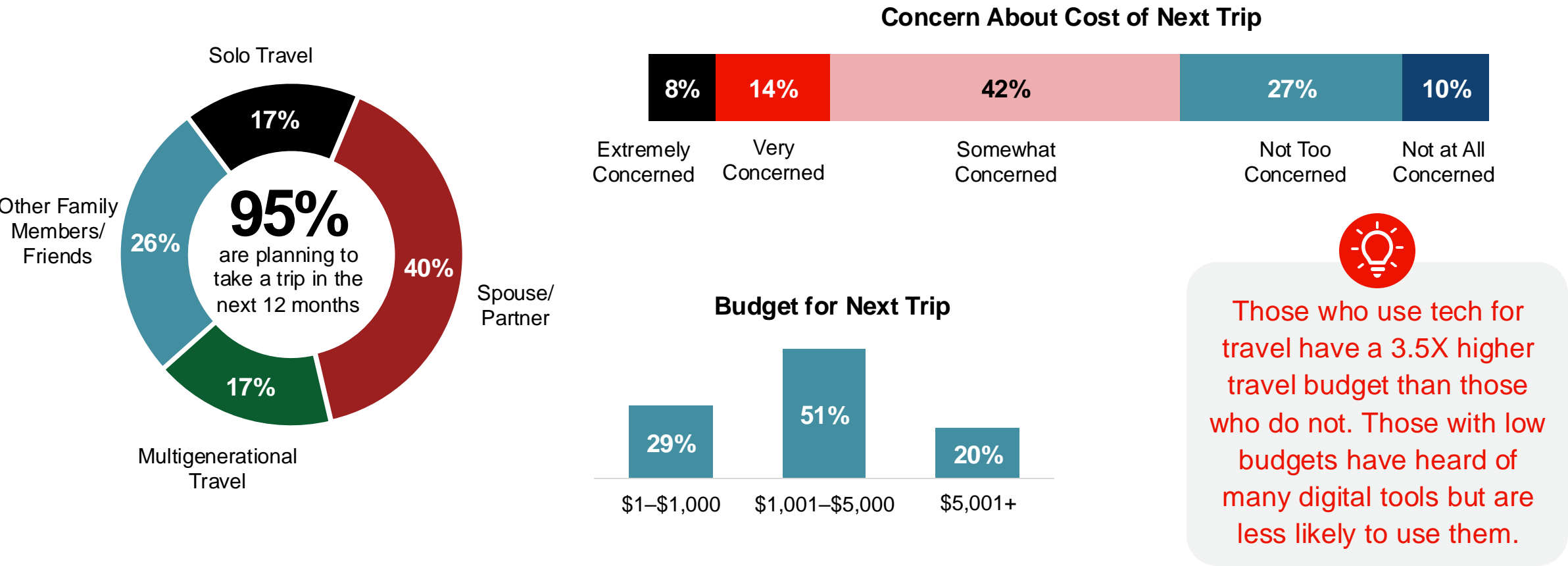
Travelers age 50-plus are interested in learning more about using technology for travel (73%).

- Those who are comfortable with technology want to learn through online tutorials and videos (47%), while those less comfortable with tech prefer hands-on learning with a friend or family member (39%).
- Discomfort with technology is a barrier for some travelers 50-plus — the more tech proficient they feel, the more open they are to all formats of learning about travel technology. Those with low tech comfort are resistant to learning more, with only 41% interested in learning, compared to 79% of those who are more comfortable with technology.



TECHNOLOGY USAGE AND AWARENESS FOR TRAVEL

Despite financial constraints, adults 50-plus continue to prioritize travel with their spouse and friends and for multigenerational family trips. Most have a trip planned.



Base: Planning a trip in the next 12 months (n=954) Q7: How concerned, if at all, are you about the cost of your personal trips in the next 12 months?
Q28: Thinking about your anticipated travel plans for the next 12 months, approximately how much do you expect to spend on travel in total?
Base: Total (n=1000) Q9: Who do you plan to travel with on your next trip? Please select all that apply.

Technology usage is high across all phases of the travel journey among travelers 50-plus

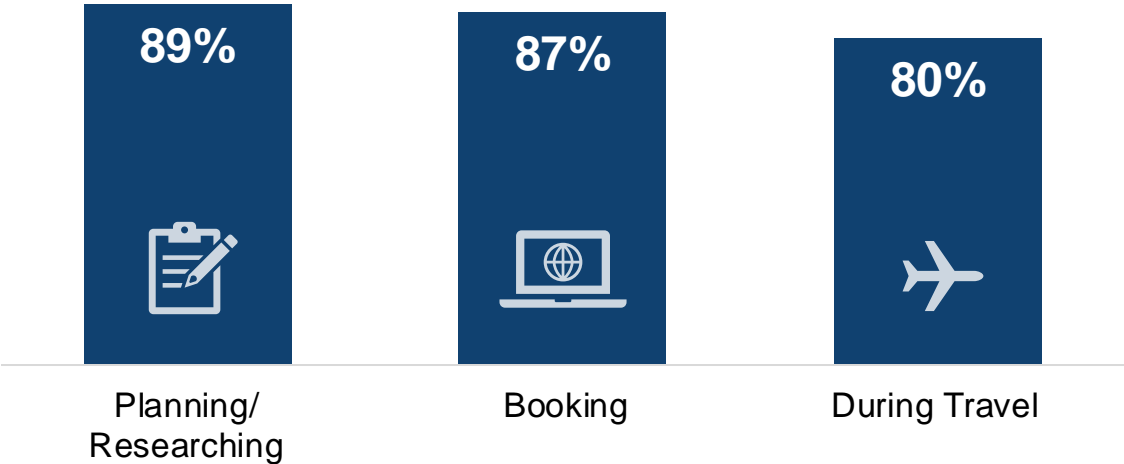
Seven in 10 travelers have used some type of digital service across all three phases of the travel process.



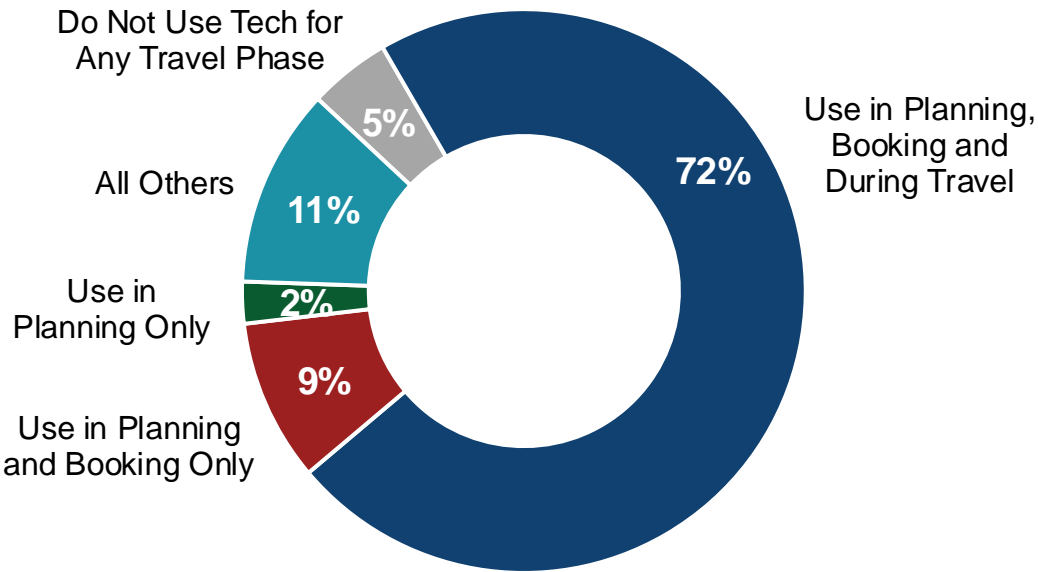
94% are at least somewhat comfortable with technology

(Those who selected 3–5 on 1–5 scale about comfort with technology)

Percent of Travelers That Have Ever Used a Digital Service Across Phases of Travel Journey



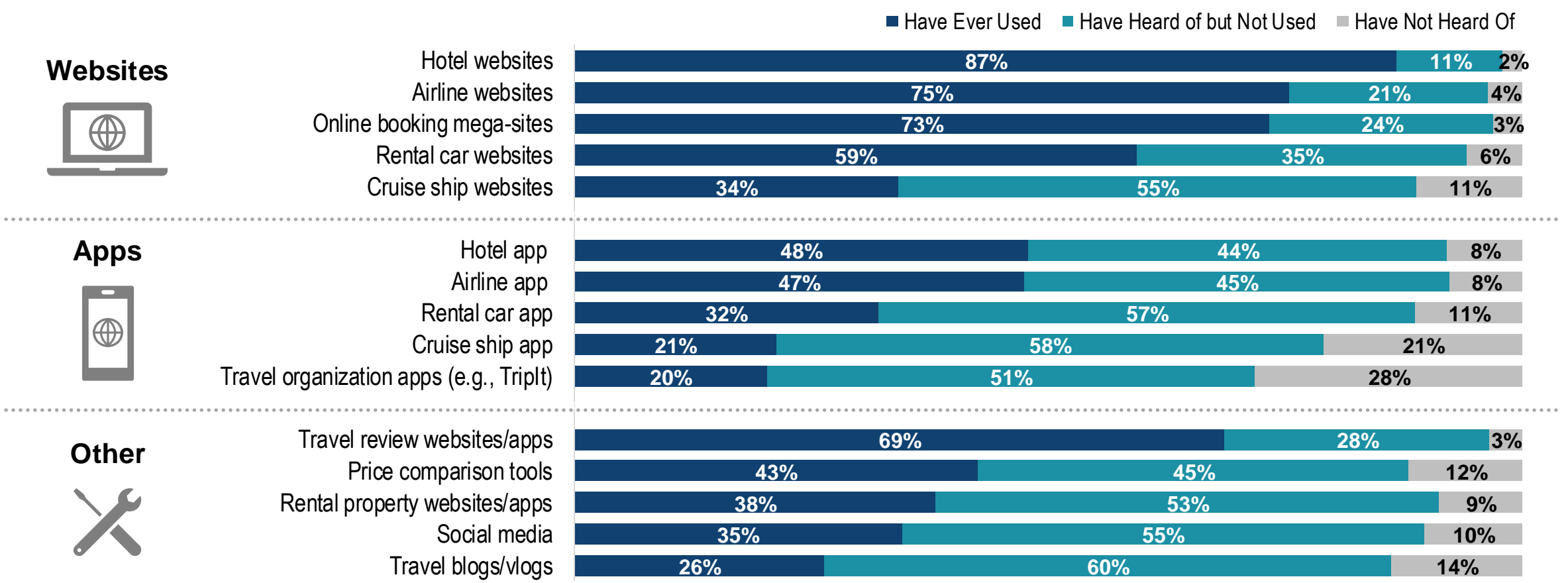
Technology Use Across Multiple Phases



Base: Total (n=1000) Q11: Do you use digital resources (e.g., websites, apps, videos, blogs, social media, etc.) during any of the below phases of the travel process? Q10: How comfortable are you with using technology? This may include tasks such as checking email on your phone, using mobile apps, using digital wallets, searching for information online, or learning to use new digital tools.

Hotel and airline websites and online travel booking mega-sites are the primary tools used for research and planning; app usage is less prevalent

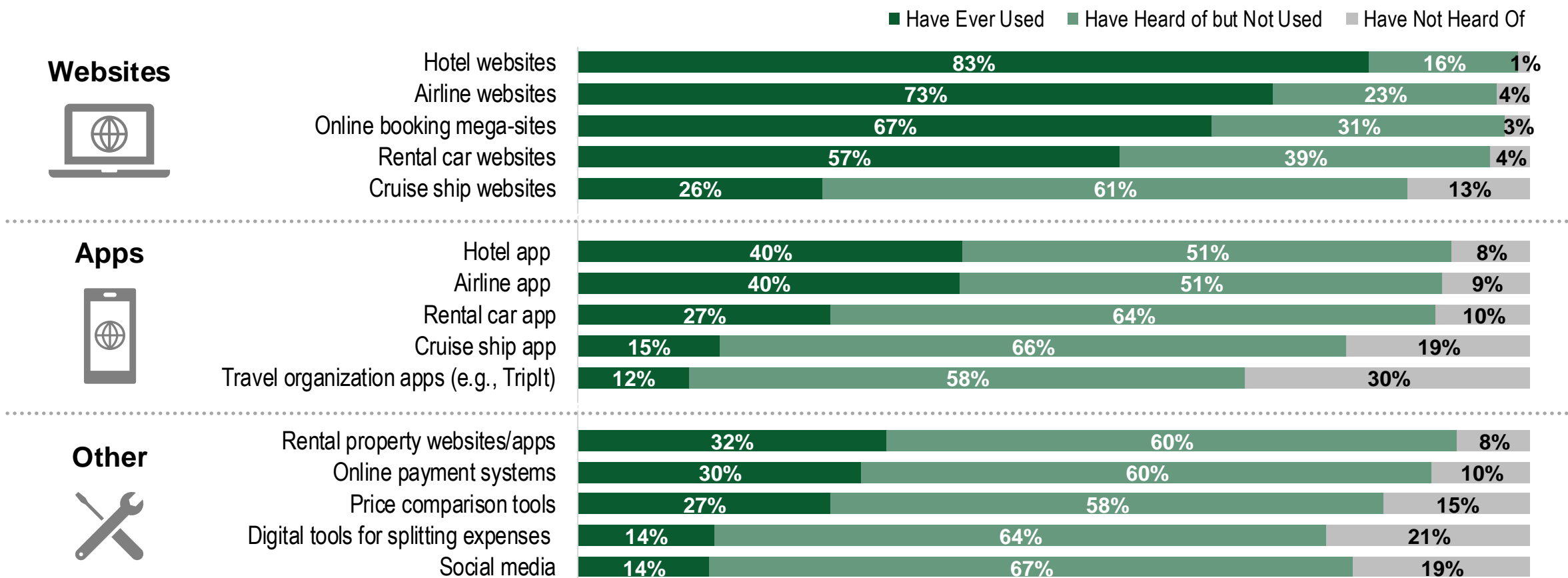
Awareness and Usage of Digital Tools for Researching/Planning Travel



Base: Use technology in research/planning (n=886) Q 12: Which of the following best describes your experience with technology/digital resources during the planning/research phase of the travel process (e.g., where to go, where to stay, how to get there, activities to do, etc.)? Labels abbreviated, see notes section for full text of each.

Though there is strong awareness across digital tools, booking travel is primarily done directly on websites (hotel/airline/rental cars), more so than via apps

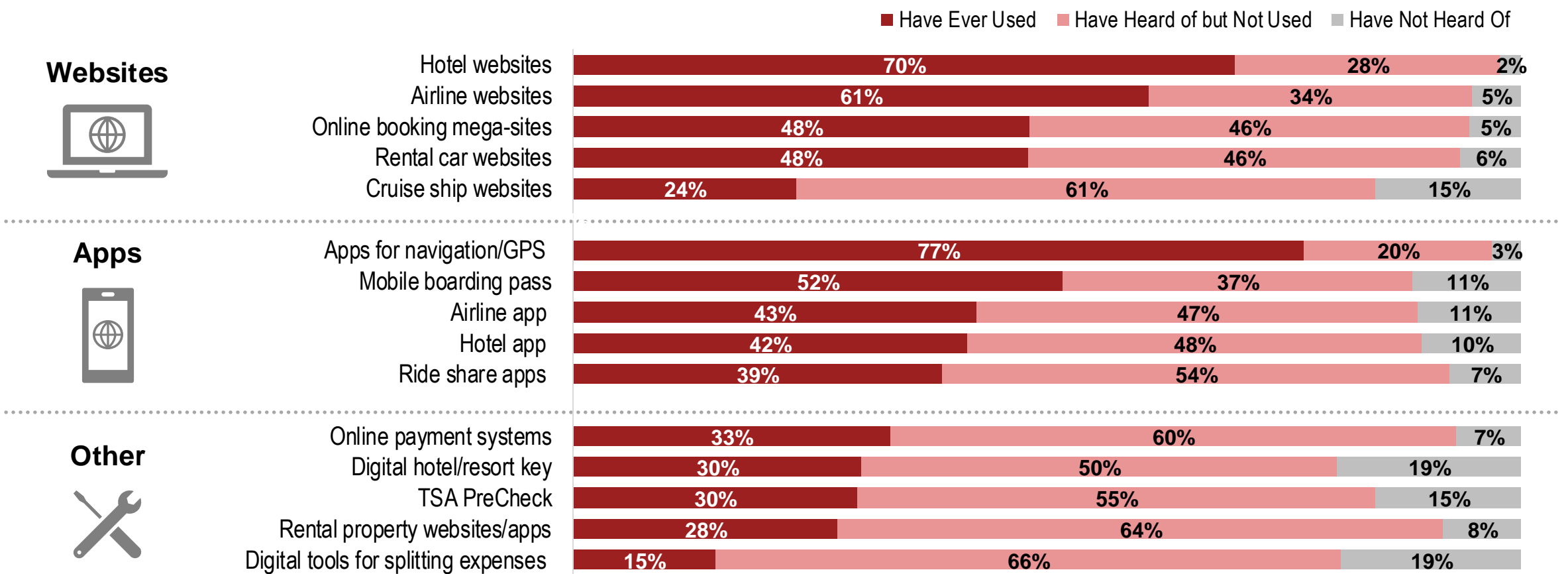
Awareness and Usage of Digital Tools for Booking Travel



Base: Use technology in booking (n=866) Q13: Now thinking about the booking phase, which of the following best describes your experience with technology/digital resources during the booking phase of the travel process (e.g., airfare, lodging/accommodations, pre-planned transportation, pre-planned activities, etc.)? Labels abbreviated, see notes section for full text of each.

During the travel experience, websites are generally preferred over apps, although over half of travelers age 50-plus have used a mobile boarding pass

Awareness and Usage of Digital Tools During Travel

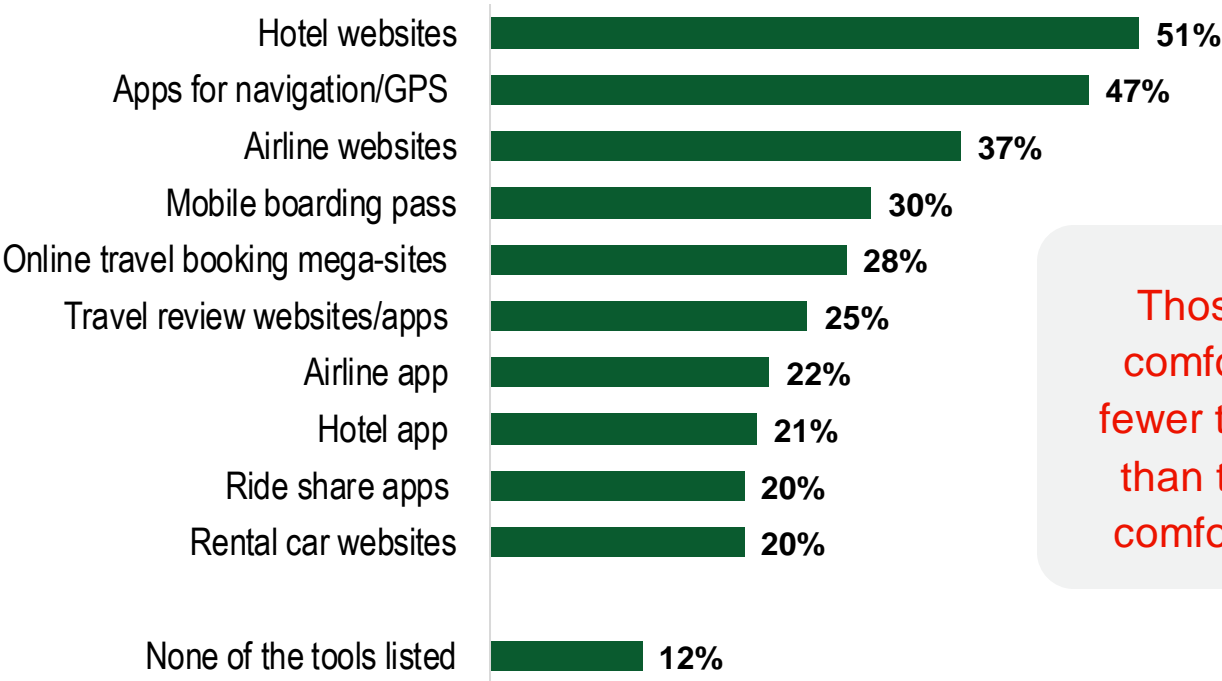


Base: Use technology during travel (n=802) Q14: Which of the following best describes your experience with technology/digital resources during the travel experience (e.g., for transportation/getting around, activities, etc.)? Labels abbreviated, see notes section for full text of each. Top 5 shown for websites, apps, and other. See appendix for full response list.

Although most have experience with multiple tools, they are not used on every trip. Comfort with technology, in general, positively impacts multi-tool usage

Most travelers 50-plus only used one or two digital tools during their last trip. Hotel websites and GPS apps for navigation were the top tools used. Although most (88%) travelers are aware of mobile boarding passes, only about half have ever used one (52%), and only 30% have recently used a mobile boarding pass.

Usage of Digital Tools During Most Recent Travel



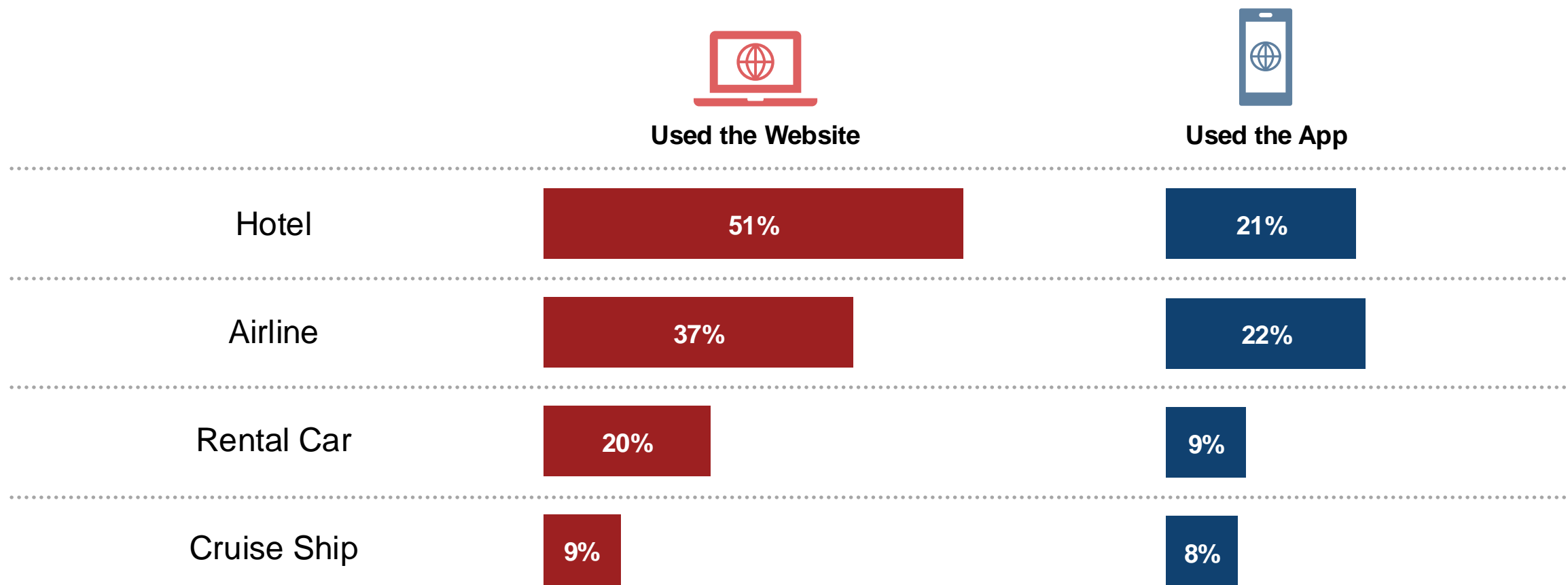
Those not at all/not very comfortable with tech use fewer tools on average (1.6) than those very/extremely comfortable with tech (4.6)



Base: Total (n=1000) Q14A: Thinking about your last personal trip, which technology/digital resource did you use? Items used by 20% or more of the sample shown. See appendix for full list. Labels abbreviated, see notes section for full text of each.

On their last trip, travelers were more likely to use a website than an app when both options were available

Website and App Usage on Most Recent Trip



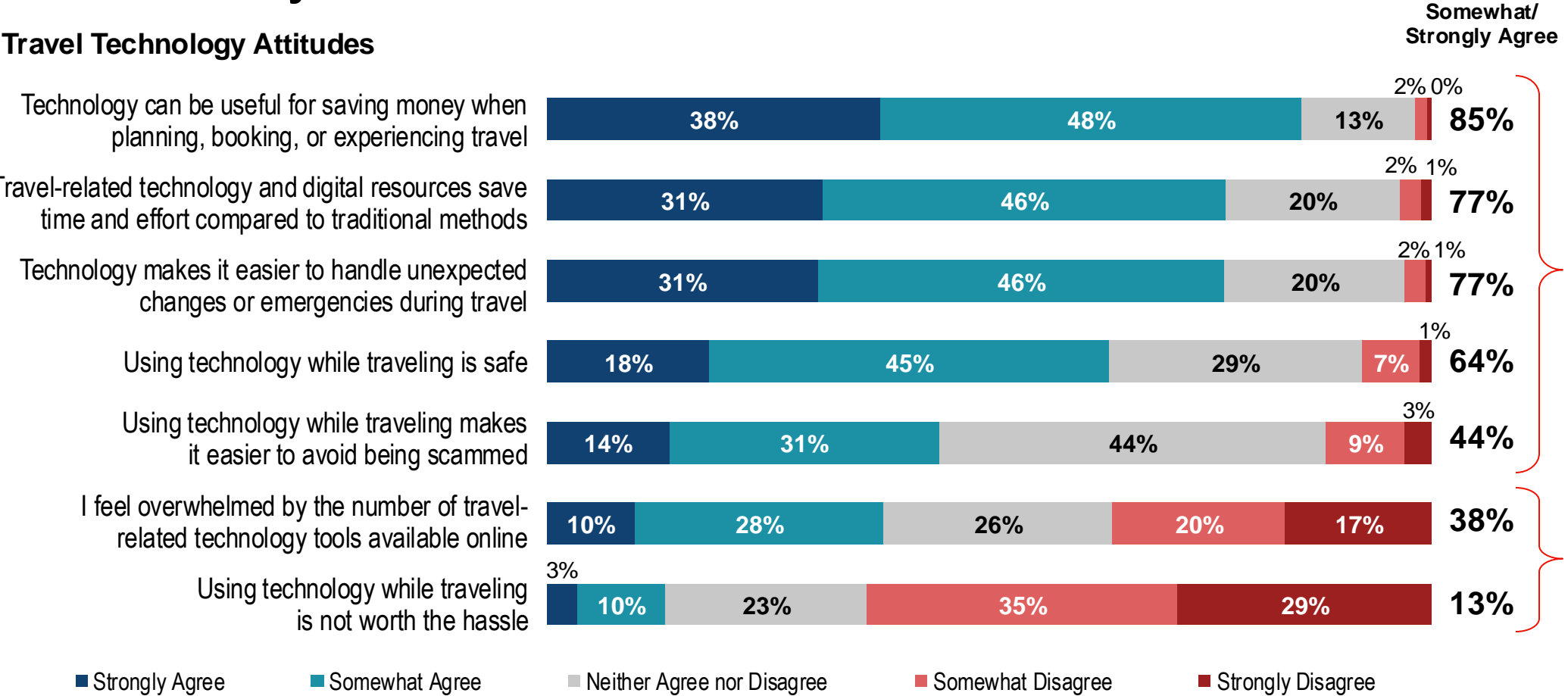
Base: Total (n=1000) Q14A: Thinking about your last personal trip, which technology/digital resource did you use?



ATTITUDES AND CONCERNS ABOUT TRAVEL TECH

Attitudes toward tech for travel are generally positive — it’s seen as a way to save money and time and make handling the unexpected easier, but some may have concerns about scams

Travel Technology Attitudes



Those **more comfortable** with tech had higher agreement with these items



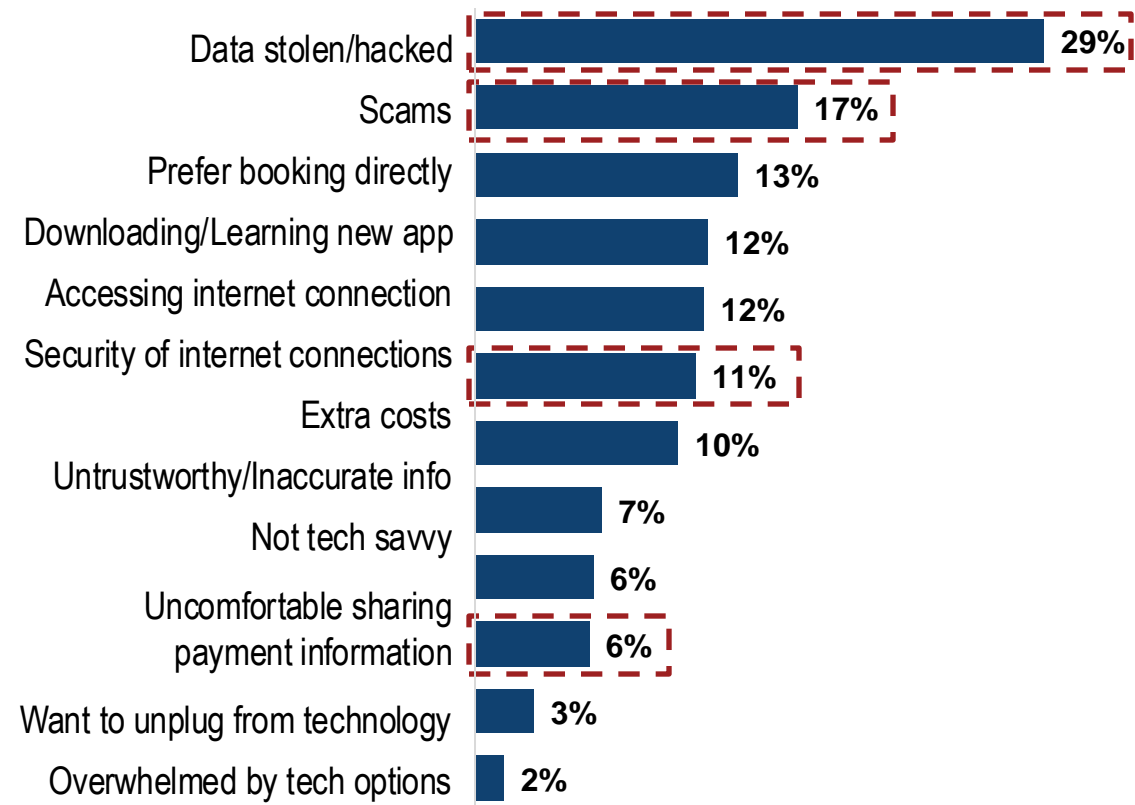
Those **less comfortable** with tech had higher agreement with these items

Base: Total (n=1000) Q15: How much do you agree or disagree with each statement? Data labels not shown when rounded value is under 3%.

Safety concerns (stolen data/hacks/scams, insecure Wi-Fi, and sharing payment information online) are a top source of hesitation in using tech for travel

Experiences/Opinions Causing Hesitation With Using Tech for Travel

(Coded open ends, dashed outline highlights comments related to safety concerns)



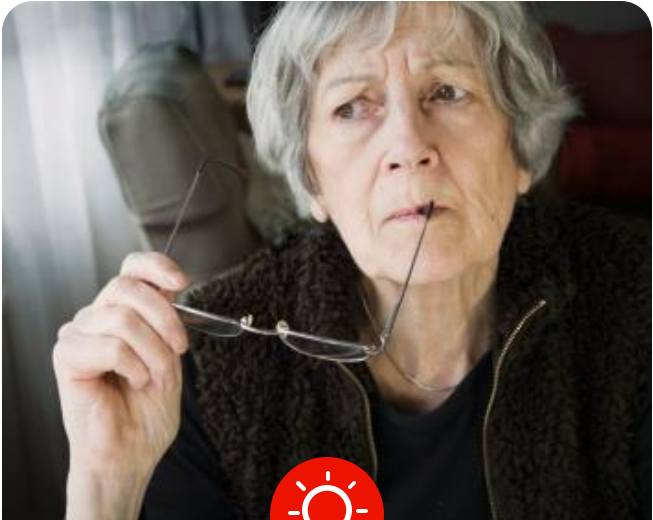
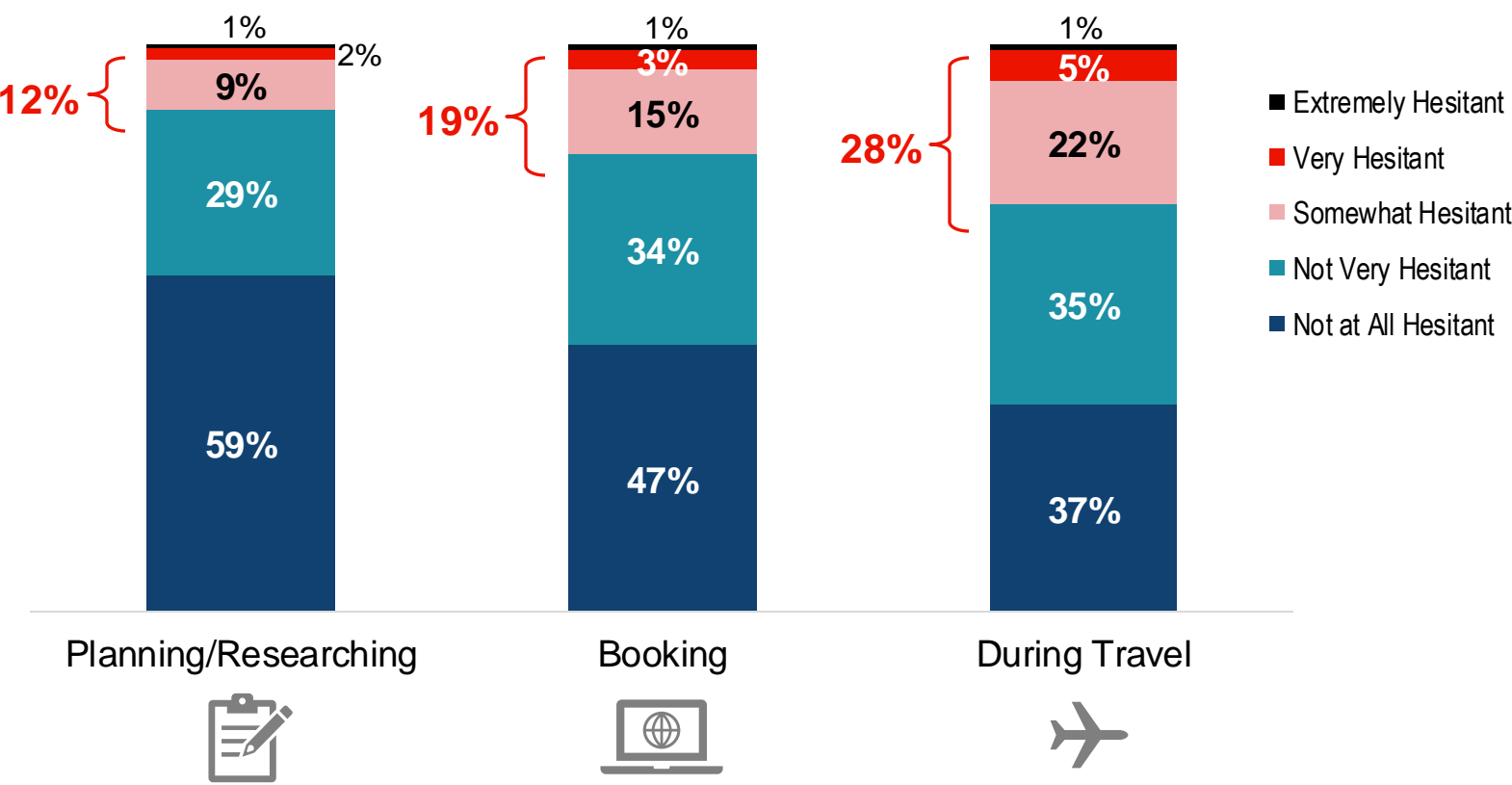
Those **less comfortable** with technology mentioned hacking and data breaches as reasons to feel uncertain, more than those who are **more comfortable** with technology



Base: Total (n=660) Q19: Next please think about experiences or opinions you have that may cause you to hesitate when considering using technology/digital tools for travel. What experiences or opinions make you feel uncertain about using technology/digital tools for travel?
Note: This question was asked of all, but blank or unintelligible responses were not included in the base. Responses were coded from either written response or video response.

For travelers 50-plus, hesitation using tech increases through each phase of the travel journey

Technology Hesitation by Travel Phase

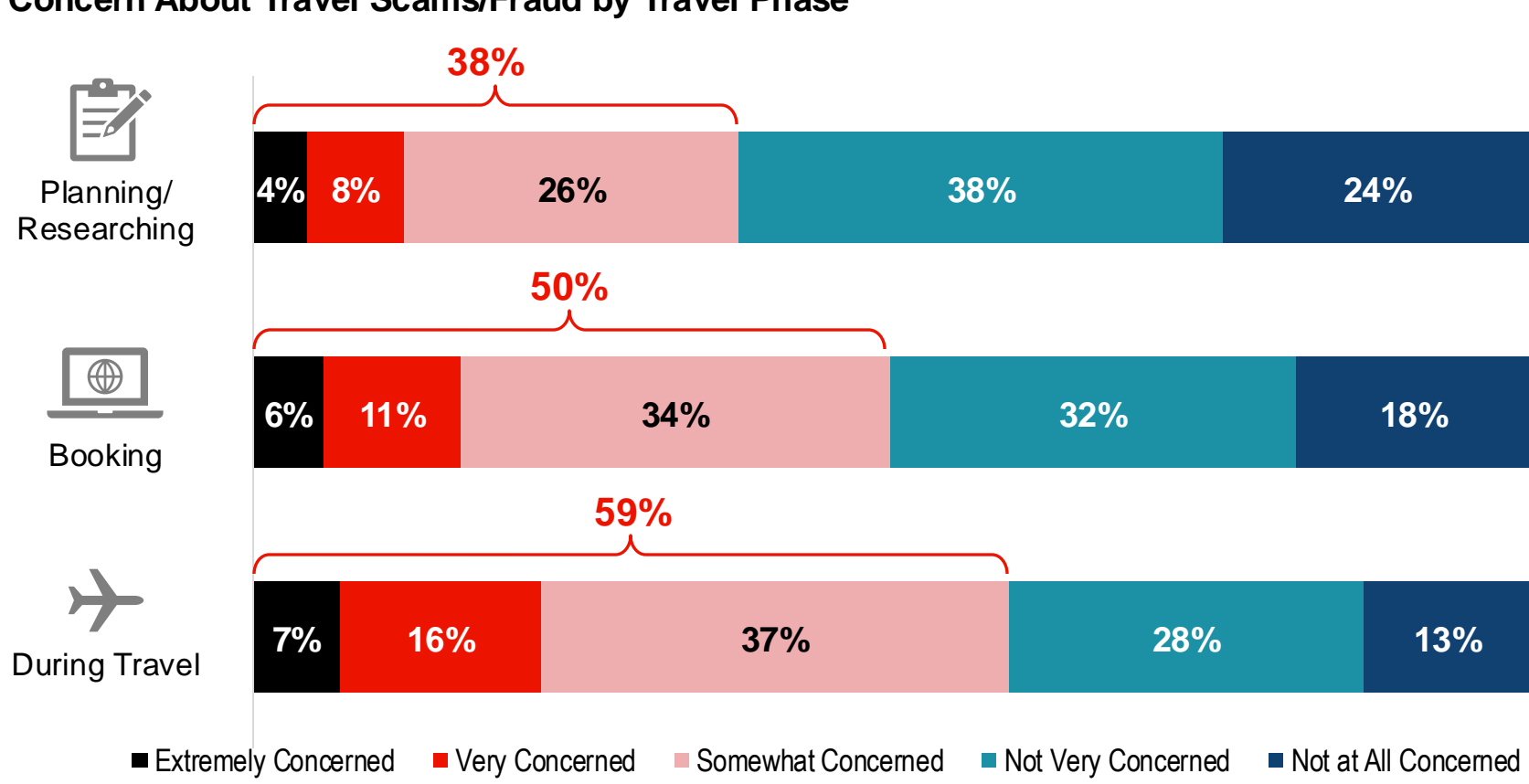


Those **less concerned** about travel cost are **less hesitant** about using tech for travel, and vice versa

Base: Total (n=1000) Q17: Do you typically feel any hesitation when considering using technology/digital tools for travel (e.g., planning/researching, booking, and/or while on a trip)? How hesitant do you feel using technology/digital tools during each phase?

Similar to hesitations with using tech, concerns about travel scams increase through each phase of the travel journey and are particularly high during the travel experience

Concern About Travel Scams/Fraud by Travel Phase



Women are more concerned than men about travel scams/fraud during booking (55% vs. 44%) and during travel (63% vs. 55%). They were also more likely to mention data privacy concerns (31% vs. 27%) and scams (19% vs. 12%) when asked about their hesitations with travel tech.

Base: Total (n=1000) Q20: How concerned are you about encountering travel scams/fraud when using digital tools during each phase of travel?

Scams, hacks, and stolen identity are top-of-mind for travelers, especially when using the internet during the travel experience



Common Theme — Safety Concerns Verbatim



*“My biggest concern when I’m traveling is security. **You never know who is going to be around and can see what you’re doing.** And I worry about someone mucking around with reservations or anything I’m trying to do online. It’s not bad when I’m working at home, but I really have problems when I’m traveling. **I always am concerned about security.**”*

– Age 70+, Video Response

*“I have had friends who were scammed online. I have read articles (AARP) about **not using computers in airports** or charging phones in airports because your info can be stolen.*

– Age 70+, Written Response

*“There is so much scamming and hacking going on that it **seems somewhat unsafe.**”*

– Age 70+, Written Response

*“My identity was stolen, and I now have to use a password to go through immigration. I would not want any more identity issues to deal with. Security is very important when online. I am **very hesitant to go online when traveling, especially in a foreign country.**”*

– Age 60–69, Written Response

Base: Total (n=660) Q19: Next please think about experiences or opinions you have that may cause you to hesitate when considering using technology/digital tools for travel. What experiences or opinions make you feel uncertain about using technology/digital tools for travel?

Note: This question was asked of all, but blank or unintelligible responses were not included in the base.

Booking directly through the company website or by phone is seen as a better way to get specific answers, reduce errors, stay safe, and save money



Common Theme — Booking Directly Verbatim



*“Sometimes I use technology, digital tools for travel, and other times I don't. Sometimes I'm afraid. **Sometimes I just feel safer talking to someone in person or on the phone than using the technology.**”*

– Age 70+, Video Response

*“I am hesitant about using many of the newer sites and apps because they basically all poach off the same information sources to **attempt to get a cut of the money** being spent ... you almost never go wrong booking directly.”*

– Age 50–59, Written Response

*“I tend to call directly to hotels, motels, airlines, car rental agencies, and other travel related agencies/companies instead of using an app or website. I find that **calling directly allows me to ask more specific questions** and use apps or websites for follow-up to verify the arrangements I have made. I have found this has provided **much more satisfaction and error reduction** in my travel arrangements.”*

– Age 70+, Written Response

Base: Total (n=660) Q19: Next please think about experiences or opinions you have that may cause you to hesitate when considering using technology/digital tools for travel. What experiences or opinions make you feel uncertain about using technology/digital tools for travel?

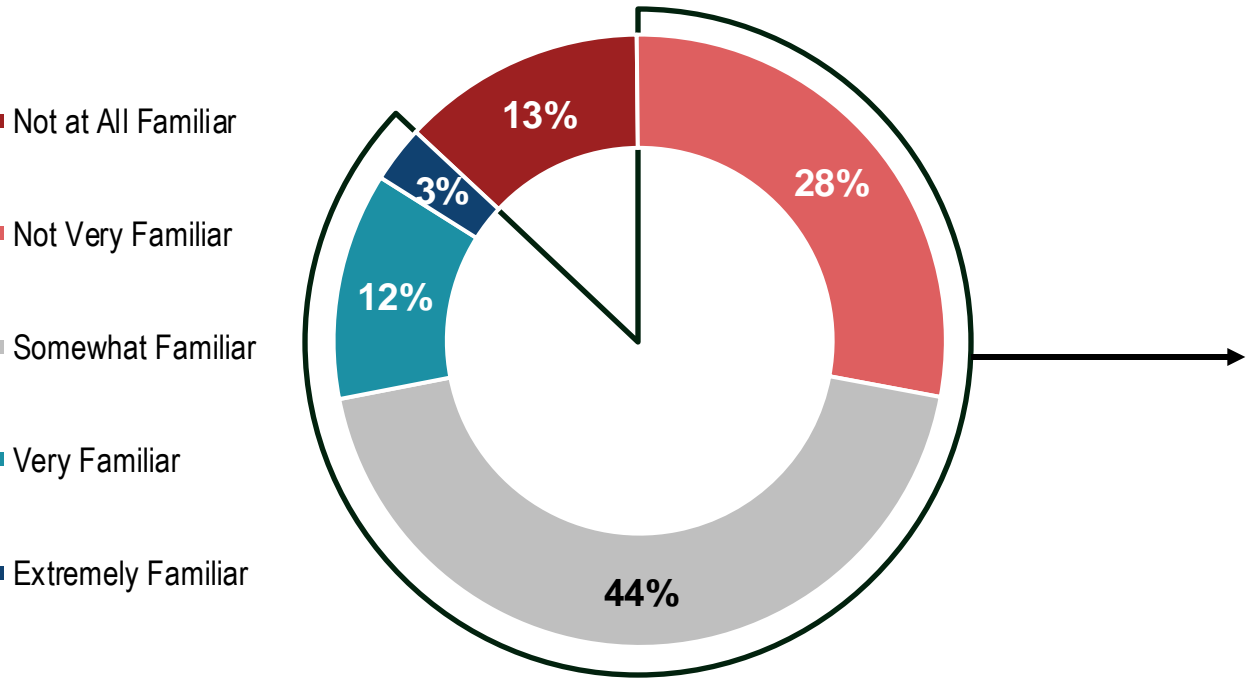
Note: This question was asked of all, but blank or unintelligible responses were not included in the base.



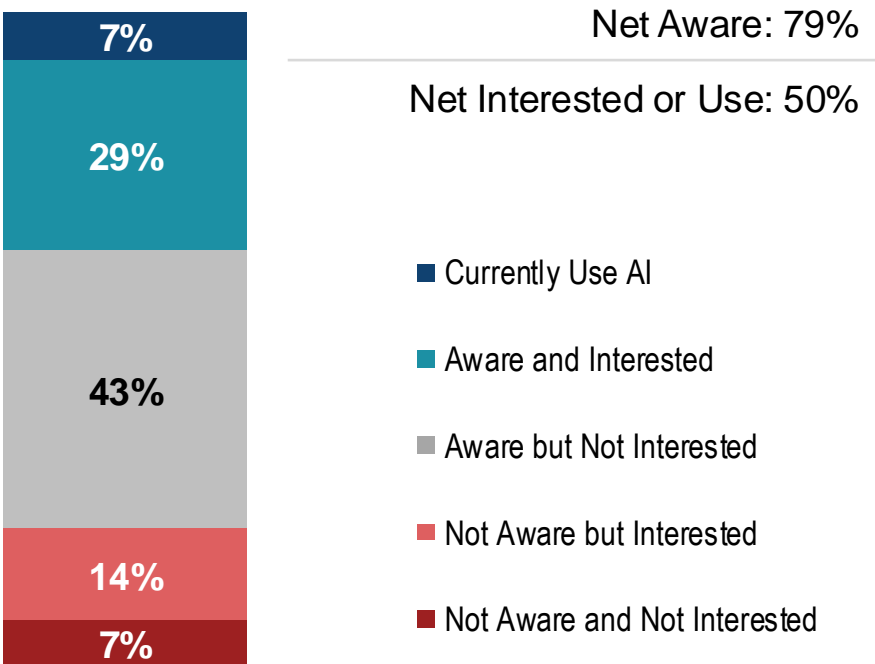
AI FAMILIARITY AND CONCERNS FOR TRAVEL TECH

Four in five travelers 50-plus are familiar with AI. Most are aware that they can use AI to personalize their travel experience but aren't taking advantage yet

Familiarity With AI



Familiarity With Using AI to Personalize Travel Experience

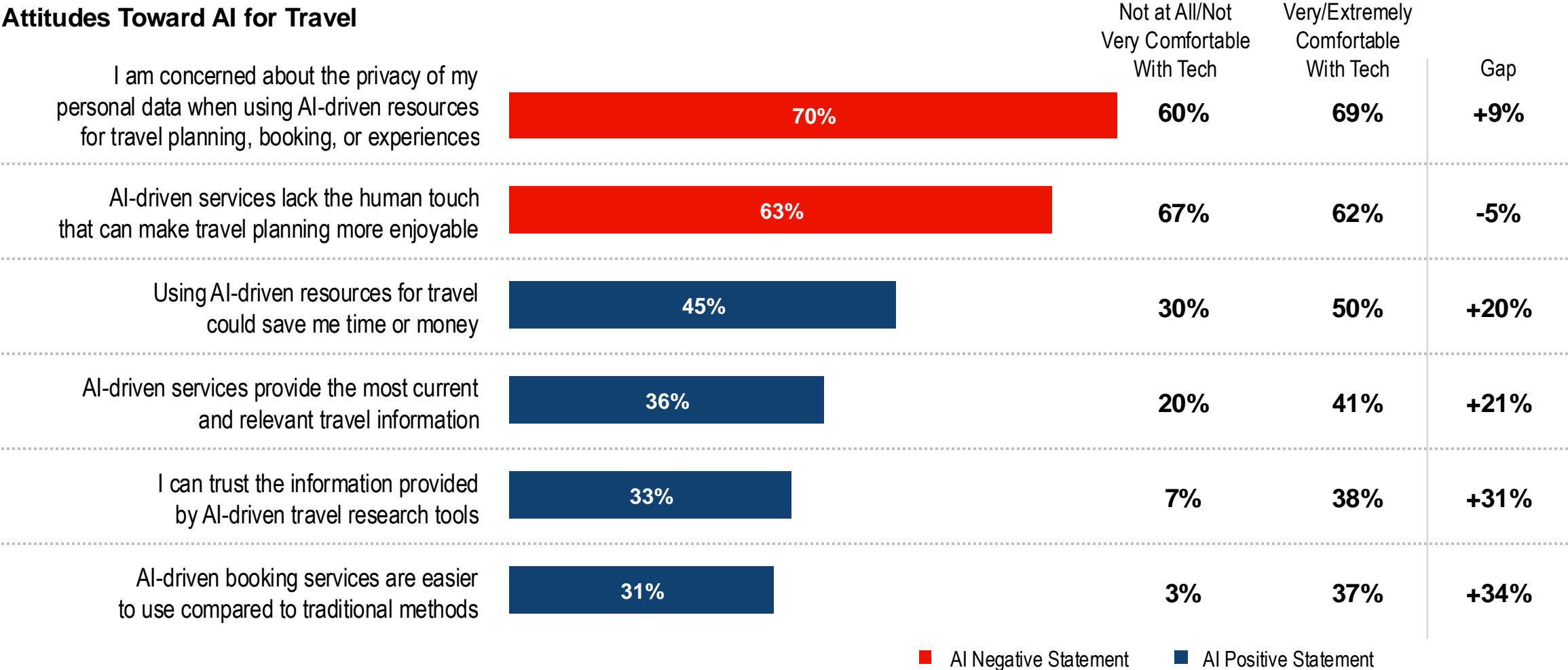


Base: Total (n=1000) Q24: Overall, how familiar are you with the topic of AI (artificial intelligence), such as tools like ChatGPT? Please select one.

Base: Familiar with AI (n=871) Q25: AI (artificial intelligence) could be used in many ways to personalize your travel experience. For example, AI can create an individualized trip itinerary for you based on information you provide regarding your travel dates and destination(s), alert you of where to find the best deals/discounts, activities you should do and when, etc. to help you make the most out of your vacation. Please indicate your level of familiarity with using AI technology to personalize your travel experience.

Those who are familiar see value in AI, especially to save time or money, but skepticism exists about data privacy and the loss of human engagement

Attitudes Toward AI for Travel



Base: Familiar with AI (n=871) Q26: How much do you agree or disagree with each statement? Somewhat Agree/Strongly Agree shown. Red arrow indicated higher score than alternative group at the 95% level.

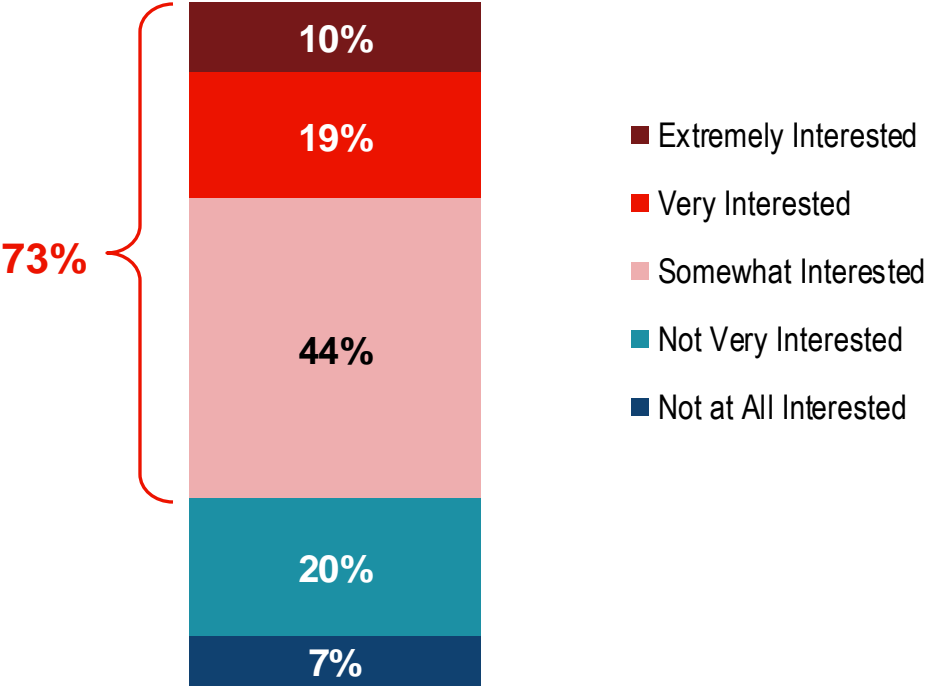


INTEREST IN TRAVEL TECHNOLOGY EDUCATION

There is strong interest in learning more about how to use tech for travel

Seven in 10 travelers age 50-plus are at least somewhat interested in learning more about tech for travel.

Interest in Learning About How to Use Technology for Travel



Those who are **more comfortable with technology** and those who are **more concerned about cost** are at least somewhat interested in learning about how to use technology for travel (79% of both cohorts)

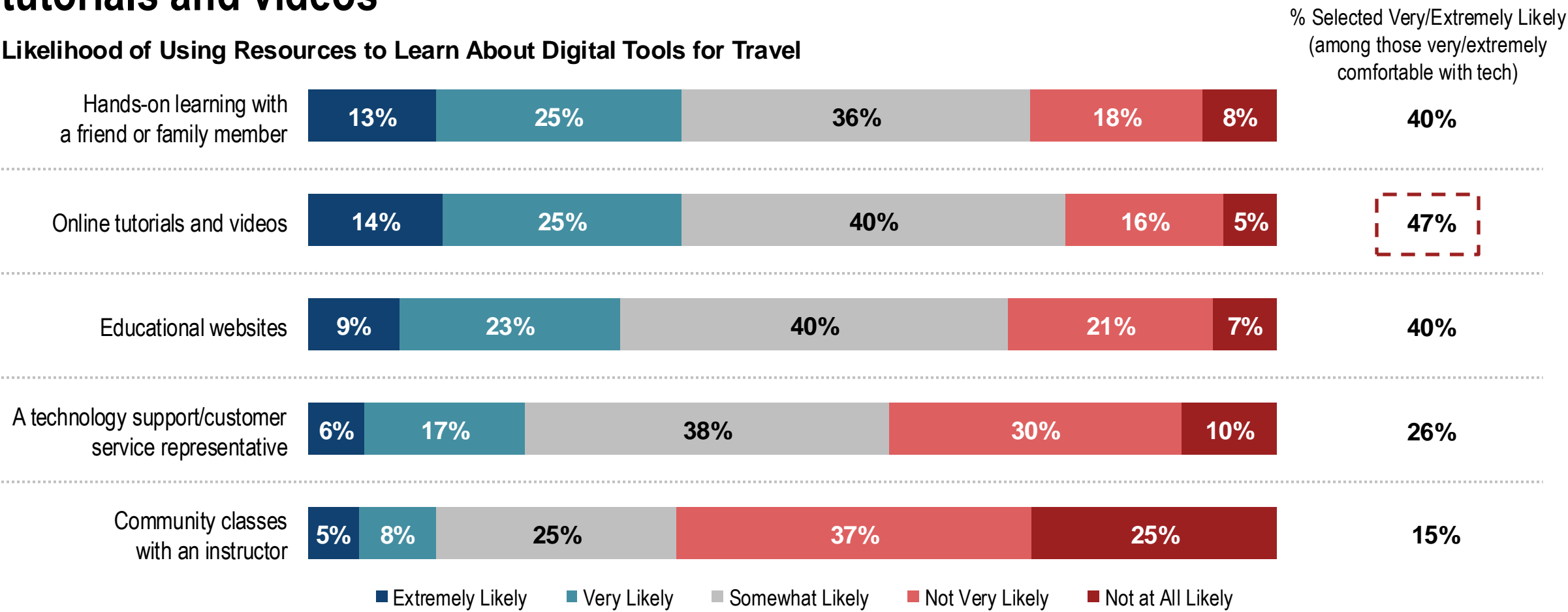


Base: Total (n=1000) Q22: How interested would you be in learning more about how to use technology/digital tools for travel (e.g., planning/researching, booking, and/or while on a trip)? This may be through a class, educational website, videos, social media, etc.

Hands-on learning and online tutorials and videos are most preferred overall.

Those more comfortable with tech are more likely to learn through online tutorials and videos

Likelihood of Using Resources to Learn About Digital Tools for Travel



Base: Interested in learning about how to use technology for travel (n=928), Very/Extremely comfortable with technology and interested in learning about how to use technology for travel (n=609) Q23: If given the option, how likely are you to use the following resources to learn how to use technology/digital tools for travel?

Those with higher travel budgets are more interested in learning through online videos and tutorials and educational websites than those with lower travel budgets

Likelihood of Using Resources to Learn About Digital Tools for Travel by Segment
(% Very/Extremely Likely)

	Travel Budget				Concerned About Travel Costs		
	\$1–\$1,000 (A) n=242	\$1,001–\$2,500 (B) n=216	\$2,501–\$5,000 (C) n=247	\$5,001+ (D) n=183	Not at All/ Not Very Concerned (E) n=327	Somewhat Concerned (F) n=372	Very/Extremely Concerned (G) n=189
<div></div> <div>Online tutorials and videos</div>	33%	39%	41% A	44% A	36%	40%	43%
<div></div> <div>Educational websites</div>	26%	31%	38% A	36% A	31%	30%	40% F
<div></div> <div>Community classes with an instructor</div>	13%	13%	13%	15%	14%	12%	15%

Base: Interested in learning about how to use technology for travel (base sizes vary by segment) Q23: If given the option, how likely are you to use the following resources to learn how to use technology/digital tools for travel? Significance testing shown at the 95% level, indicated by capital letters.



IMPLICATIONS

Implications

Travel Technology Trends of Travelers Age 50-Plus



While most travelers age 50-plus are currently using technology for travel and have tried a variety of digital tools, there is opportunity for increased, more consistent usage, **particularly when it comes to apps**. Many believe tech can help them save time and money but would benefit from more education on how to best leverage all the tools that are available. Furthermore, those with limited budgets are not fully leveraging **the time- and cost-saving advantages of technology**, despite being the ones who could benefit most from its efficiency.



With most travelers 50-plus open to learning more about how to use technology for travel, it's important to consider *how* they want to learn. Online tutorials and videos are a great way to teach travelers who are already comfortable with technology, while hands-on learning may be better suited for those less comfortable.



Despite general positivity around using technology for travel, **concerns about safety are common, particularly during the travel experience**, where scams and stolen data are top of mind. There's a clear opportunity to provide stronger reassurances about the security of digital tools, which could boost app usage during travel.



When it comes to using AI-driven resources for travel, travelers age 50-plus are attracted to the perceived benefits of saving time and money, although many are **also concerned about data privacy and the lack of a human touch** taking away some enjoyment from the planning experience. Addressing these concerns could lead to greater adoption.



DEMOGRAPHICS AND METHODOLOGY

Demographics (page 1)

	Total
Base:	1,000
Gender	
Men	46%
Women	54%
Age	
50–59	33%
60–69	33%
70+	34%
Ethnicity	
White only	83%
Black or African American only	7%
Asian only	5%
Hispanic	3%
Other race or multiracial	3%
Region	
Northeast	20%
Midwest	22%
South	38%
West	20%

Base: Total (n=1,000) Q2: What is your current age? Q3: With which gender do you most identify? Q30: Which best describes your race/ethnicity? Select all that apply. Q34: What is your zip code?

Demographics (page 2)

Total	
1,000	
Base:	
Employment Status	
Full-time employee	27%
Full-time self-employed	4%
Part-time employee	7%
Part-time self-employed	2%
Homemaker/full-time caregiver	5%
Unemployed — seeking work	3%
Unemployed — not seeking work	2%
Student	0%
Retired	50%
Prefer not to answer	0%
Income	
Less than \$25,000	10%
\$25,000 to \$49,999	22%
\$50,000 to \$74,999	22%
\$75,000 to \$99,999	17%
\$100,000 to \$149,999	16%
\$150,000 to \$199,999	7%
\$200,000 to \$249,999	3%
\$250,000 or more	3%
Prefer not to answer	2%

Base: Total (n=1,000) Q33: Which of the following describes your employment status? Select all that apply. Q29: What was your household's total annual income before taxes last year? Select only one.

Demographics (page 3)

		Total
Base:		1,000
Disability Status		
Yes		14%
No		86%
Prefer not to answer		1%
Caregiver Status		
Yes		11%
No		89%

Base: Total (n=1000) Q31: Does any disability, handicap, or chronic disease keep you from participating fully in work, school, household, or other activities? Q32: Are you currently providing unpaid care or assistance to an adult friend or family member who needs assistance due to aging, a disability, or a health-related issue? **By care or assistance, we are referring to providing help with activities (such as bath/dressing, grocery shopping, housekeeping, meal preparation, providing transportation to medical appointments, managing medications, help with bill-paying or managing their finances, arranging for outside services, etc.) for someone who needs assistance due to aging, a disability, or a health-related issue.**

Methodology: Quantitative Survey, n=1,000

Objective: Identify the awareness and most frequently used technologies by adults age 50-plus for travel purposes across research/planning, booking, and experience phases. Understand the challenges and barriers faced by older adults in using travel technology and gauge their satisfaction levels with existing digital travel tools and services. Explore how people use technology to save money in all travel phases and develop insights into the inclusivity and age-friendliness of travel technology for older travelers.

Methodology: Online Survey

Qualifications: Adults age 50-plus who have traveled in past 12 months or plan to travel in the next 12 months

Sample: n=1,000 Adults

Interviewing Dates: 7/12/2024 to 7/18/2024

Language of Interview: English

Weighting: Census balanced for age and gender. No weighting was applied as there were no observed skews.

Questionnaire length: The online survey was approximately 13 minutes long.

Note: Unweighted base sizes are presented throughout the report.

For a qualitative supplement to the report, see “Click, Book, Go: Human and AI-Gathered Stories on Travel Technology Use Among Travelers Aged 50 and Above” <https://doi.org/10.26419/res.827.002>

Methodology Summary

[Travelers Age 50-Plus — Technology for Travel]

Population	United States general population age 50-plus who have traveled in the past 12 months or are actively planning to travel in the next 12 months
Total Sample Size	n= 1,000
Oversample (if applicable)	N/A
Sample Source and Field Partner	Prodege
Margin of Error (if applicable)	± 3.1pct pts
Field Dates	The study was fielded from 7/12/2024 to 7/18/2024
Data Collection Method	Online, self-administered survey
Survey Instrument	Designed by CMB and AARP. 33 questions. Average time to complete survey was 13 minutes. Refer to the methodology for exact wording of questions: www.aarp.org/traveltech50plus
Weighting Procedures	The sample was click-balanced by age and gender to the U.S. Census. Therefore, no weighting was used.
Full Methodology Report	For more details on sampling, weighting, and other components of the methodology see the full methodology report: www.aarp.org/traveltech50plus
Contact for More Information	Brittne Kakulla, BKakulla@aarp.org For media inquiries, contact media@aarp.org



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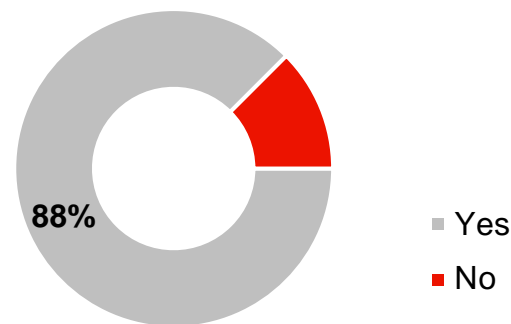
This research was designed and executed by AARP Research



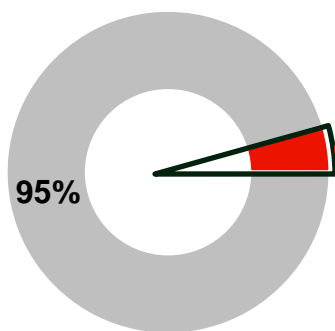
APPENDIX

Recent and Upcoming Travel

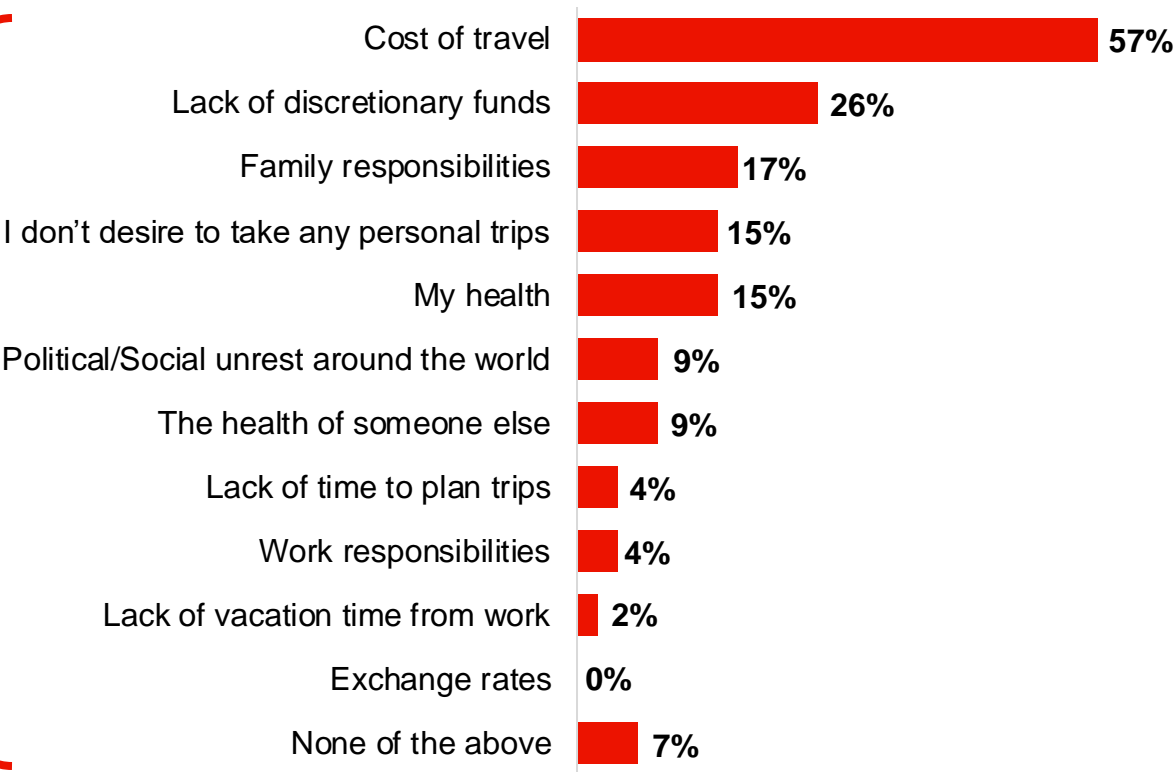
Took a Trip in the Past 12 Months



Planning a Trip in the Next 12 Months



Reasons **Not** to Travel in Next 12 Months



Base: Total (n=1,000) Q4: Have you taken any personal trips in the **past 12 months** (June 2023–June 2024)? By personal trips, we are referring to those trips where you travel at least 50 miles away from home and stay two or more nights. This could be within the U.S. or abroad, but they are for personal reasons only, not other forms of travel, such as travel for business or medical purposes. Q5: Do you plan to take any personal trips in the **next 12 months** (June 2024–June 2025)? By personal trips we are referring to those trips where you travel at least 50 miles away from home and stay two or more nights. This could be within the U.S. or abroad, but they are for personal reasons only, not other forms of travel, such as travel for business or medical purposes.

Base: Not planning any trips in the next 12 months (n=46) Q6: Which of the following, if any, are preventing you from taking personal trips in the next 12 months? Select all that apply.

Technology Used/Heard of for Planning/Research

	Never Heard of for Planning/Research	Heard of but Have Never Used for Planning/Research	Have Used for Planning/Research
<i>Base: Use any technology in research/planning phase</i>	<i>n=886</i>	<i>n=886</i>	<i>n=886</i>
Hotel websites	2%	11%	87%
Airline websites	4%	21%	75%
Online travel booking mega-sites	3%	24%	73%
Travel review websites/apps	3%	28%	69%
Rental car websites	6%	35%	59%
Hotel app	8%	44%	48%
Airline app	8%	45%	47%
Price comparison tools	12%	45%	43%
Rental property websites/apps	9%	53%	38%
Social media	10%	55%	35%
Cruise ship websites	11%	55%	34%
Rental car app	11%	57%	32%
Travel blogs/vlogs	14%	60%	26%
Cruise ship app	21%	58%	21%
Travel organization apps	28%	51%	20%

Base: Use technology in research/planning (n=886) Q 12: Which of the following best describes your experience with technology/digital resources during the planning/research phase of the travel process (e.g., where to go, where to stay, how to get there, activities to do, etc.)? Labels abbreviated, see notes section for full text of each.

Technology Used/Heard of for Booking

	Never Heard of for Booking	Heard of but Have Never Used for Booking	Have Used for Booking
<i>Base: Use any technology in booking phase</i>	<i>n=866</i>	<i>n=866</i>	<i>n=866</i>
Hotel websites	1%	16%	83%
Airline websites	4%	23%	73%
Online travel booking mega-sites	3%	31%	67%
Rental car websites	4%	39%	57%
Hotel app	8%	51%	40%
Airline app	9%	51%	40%
Rental property websites/apps	8%	60%	32%
Online payment systems	10%	60%	30%
Rental car app	10%	64%	27%
Price comparison tools	15%	58%	27%
Cruise ship websites	13%	61%	26%
Cruise ship app	19%	66%	15%
Digital tools for splitting expenses	21%	64%	14%
Social media	19%	67%	14%
Travel organization apps	30%	58%	12%

*Base: Use technology in booking (n=866) Q 13: Now thinking about the booking phase, which of the following best describes your experience with technology/digital resources during **the booking phase** of the travel process (e.g., airfare, lodging/accommodations, pre-planned transportation, pre-planned activities, etc.)? Labels abbreviated, see notes section for full text of each.*

Technology Used/Heard of for Use During Travel (Page 1)

	Never Heard of Using During the Travel Experience	Heard of but Have Never Used During the Travel Experience	Have Used During the Travel Experience
<i>Base: Use any technology during the travel experience</i>	<i>n=802</i>	<i>n=802</i>	<i>n=802</i>
Apps for navigation/GPS	3%	20%	77%
Hotel websites	2%	28%	70%
Airline websites	5%	34%	61%
Mobile boarding pass	11%	37%	52%
Online travel booking mega-sites	5%	46%	48%
Rental car websites	6%	46%	48%
Airline app	11%	47%	43%
Hotel app	10%	48%	42%
Ride-share apps	7%	54%	39%
Online payment systems	7%	60%	33%
Digital hotel/resort key	19%	50%	30%
TSA PreCheck®	15%	55%	30%
Rental property website/apps	8%	64%	28%

Base: Use technology during travel (n=802) Q14: Which of the following best describes your experience with technology/digital resources during the travel experience (e.g., for transportation/getting around, activities, etc.)? Labels abbreviated, see notes section for full text of each.

Technology Used/Heard of for Use During Travel (Page 2)

	Never Heard of Using During the Travel Experience	Heard of but Have Never Used During the Travel Experience	Have Used During the Travel Experience
<i>Base: Use any technology during the travel experience</i>	<i>n=802</i>	<i>n=802</i>	<i>n=802</i>
Branded app to purchase tickets/enjoy the travel experience	17%	55%	28%
Rental car app	12%	61%	28%
Cruise ship websites	15%	61%	24%
Airport app	19%	59%	21%
Travel blogs/vlogs	16%	65%	19%
Cruise ship app	22%	59%	18%
Digital tools for splitting expenses	19%	66%	15%
Apps and websites for exchange rate information	30%	55%	15%
Language translation app	18%	67%	14%
Travel organization apps	31%	58%	11%
Mobile Passport Control — passport app through U.S. Customs	44%	47%	9%
CLEAR	52%	40%	8%
Digital driver's license	49%	44%	7%

Base: Use technology during travel (n=802) Q14: Which of the following best describes your experience with technology/digital resources during the travel experience (e.g., for transportation/getting around, activities, etc.)? Labels abbreviated, see notes section for full text of each.

Digital Tools Used in Any Phase of Most Recent Trip

	Have Used
<i>Base: Total</i>	<i>n=1,000</i>
Hotel websites	51%
Apps for navigation/GPS	47%
Airline websites	37%
Mobile boarding pass	30%
Online travel booking mega-sites	28%
Travel review websites/apps	25%
Airline app	22%
Hotel app	21%
Ride share apps	20%
Rental car websites	20%
TSA PreCheck®	18%
Price comparison tools	16%
Social media	15%
Online payment systems	15%
Digital hotel/resort key	14%

	Have Used
<i>Base: Total</i>	<i>n=1,000</i>
Branded app to purchase tickets/enjoy the travel experience	13%
None of the above	12%
Airport app	11%
Rental property websites/apps	10%
Cruise ship websites	9%
Rental car app	9%
Cruise ship app	8%
Travel blogs/vlogs	6%
CLEAR	6%
Apps and websites for exchange rate information	6%
Digital driver's license	5%
Digital tools for splitting expenses	5%
Language translation app	5%
Mobile Passport Control — passport app through U.S. Customs	4%
Travel organization apps	4%

Base: Total (n=1,000) Q14A: Thinking about your last personal trip, which technology/ digital resource did you use? Labels abbreviated, see notes section for full text of each.