

Technology is key to making the experience of travel better

In the U.S., frustrations while traveling mean different things to different people

**Frustrating aspects of travel**

Dealing with delays/cancellations

68%

Combined cost of traveling

50%

Coordinating travel between multiple people

47%

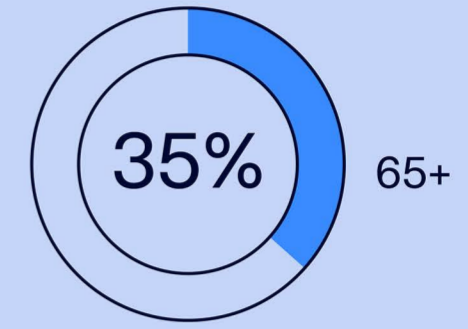
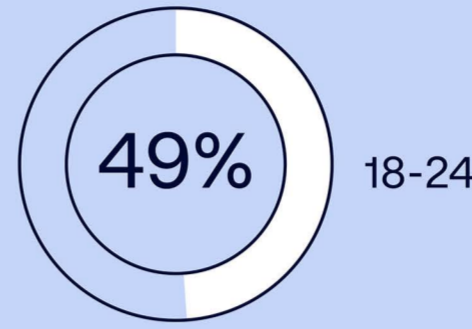
Navigating security and border control at the airport

46%

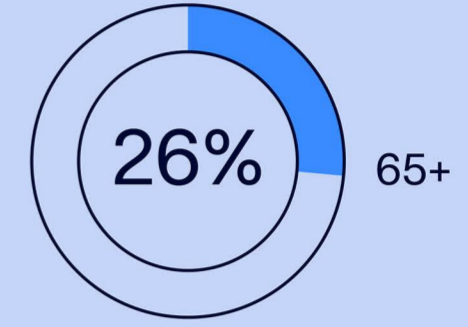
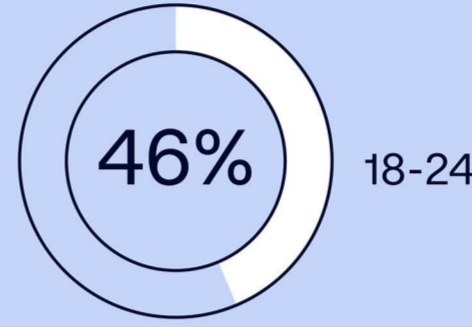
**Young at heart:**

Older travelers are more resilient when on the road

Stressed when it comes to finding the correct route and schedule for trips:



Sourcing accommodation is stressful:



**App-rehensive:**

Younger travelers saw mobile apps for planning and booking adding to frustration

28% 18-24

19% 65+

17% 55-64

**Well-traveled:**

65+ travelers prefer more of the human touch

In each case, the 65+ age group was at least 6% higher than all other age groups.

38%

Accommodation check-in

34%

Alongside airport check-in

32%

Being informed about changes to travel plans

31%

When organizing transportation

What are U.S. travelers looking for to **reduce stress on a journey?**

1 Faster and more efficient airport security lines

2 Reduced flight delays and better communication during disruptions

3 More comfortable seating and access to amenities during travel

4 Thorough pre-planning and maintaining consistent schedules

5 Lower travel costs and transparent pricing

When it comes to technology, what do U.S. business travelers want more of?

58%

Self-service options

54%

Automated travel and expense tracking

50%

Digital and/or biometric identification

49%

Mobile phone access to destination information (e.g. arrival gates, weather, etc.)

Which technologies do U.S. travelers find helpful in **reducing travel-related frustration?**

89% Mobile apps for travel planning / booking

86% Automated rebooking for delays / cancellations

86% Digital bags / baggage tracking

86% Integrated travel booking across airlines and hotels

86% Fully digital identification and travel documents

80% Personalized travel recommendations