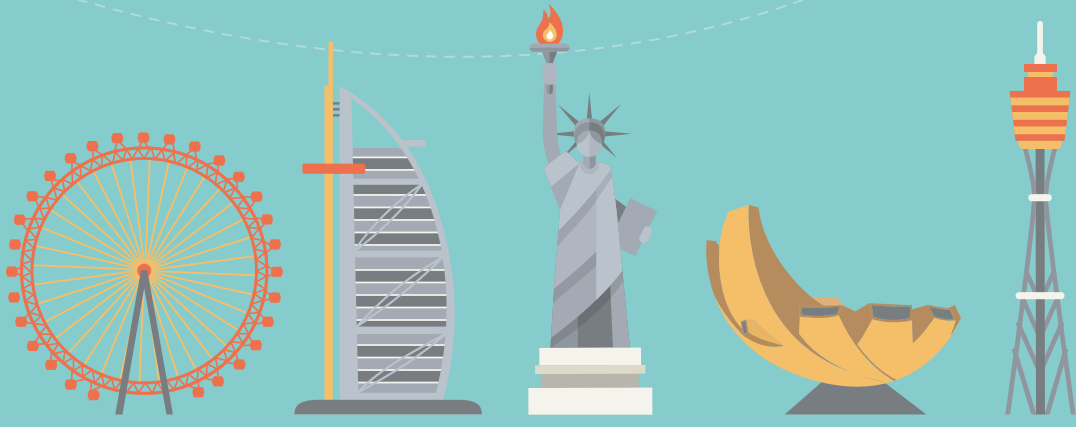


# Global Travel & Tourism Trends

London | Dubai | New York | Singapore | Sydney



Blis observed and analysed the digital and physical behaviours of anonymous devices seen in global hotel chains to identify mobile trends of travel audiences.

Holiday goers have more choice than ever when it comes to their accommodation, in such a competitive market, with so much variety available, Blis shares **global insights on hotel audiences to better understand their travel behaviours.**

## HOTELS: KNOW YOUR AUDIENCE

W | Hilton | FOUR SEASONS | Sheraton | Radisson



**25-45**

Core age group of hotel audiences globally.

**18-25** ↓

Whilst we see a large proportion of 18-25 year olds across five cities, this age group was under indexing for hotels.



Generation Z audiences may be more likely to use other forms of accommodation e.g holiday rentals or hostels.



vs



of Millennials plan international trips\*

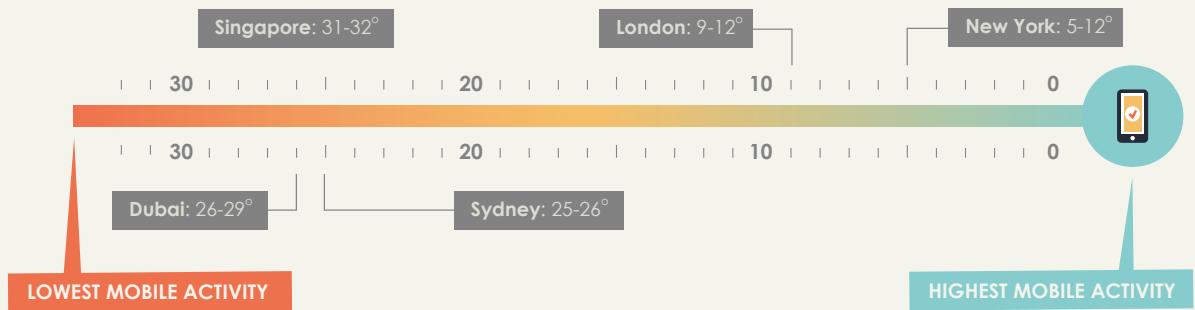
of Baby Boomers plan international trips\*

## BLAME THE WEATHER

### Could temperature affect how much we use our mobile?

Hotel audiences in Singapore were the least mobile active audience, and experienced the highest temperature. Hotel audiences in London and New York had significantly higher mobile activity and the lowest temperatures.

Average temperature\*\* and Mobile Session Index (Jan - Mar 2018)



## THRIFTY TOURISTS



### Does the price of a hotel impact where travel audiences go?

We compared the audience behaviours of **Hilton** and **Four Seasons** visitors across five cities. These hotels represented the lower-mid and higher-mid range priced hotels.



73% more Hilton audiences seen at designer stores than Four Seasons audiences.



160% more Hilton audiences seen at fine dining restaurants than Four Seasons audiences.



50% more Hilton audiences seen at tourist attractions than Four Seasons audiences.

### Taking In The Sights

Regardless of hotel price, the top tourist attractions in each city remained the same across all hotels.

