

TRAVEL CHANGING TO ACCOMMODATE DIGITAL ECOSYSTEM

A survey from TripAdvisor and Ipsos MORI shows travel companies (including hotels, restaurants, and tour and attractions operators) are changing their focus to accommodate a greater focus on digital.

The things travel companies believe are important in a digital marketplace:



97%
online reputation
management

92%
a social media
presence

89%
online marketing

87%
mobile-enabled
websites and apps