

Fewer tourists are using their computers to access travel information, according to a GiestCentric report and, according to IDC, by 2015 more users will access the internet through their mobile devices than anything else. Not only are potential customers using their mobile devices to access the internet, but to plan their trips as well. Since 2009 the number of leisure travellers using their mobile devices for travel information has increased by over 450%, according to The 2012 Traveler Study by Google and Ipsos MediaCT.

Percentage of travellers that use a mobile device to search for travel information:

LEISURE TRAVELERS

- 2009: 8%
- 2010: 18%
- 2011: 31%
- 2012: 38%

BUSINESS TRAVELERS

- 2009: 25%
- 2010: 40%
- 2011: 56%
- 2012: 57%

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Consultez la source sur Veille info tourisme: [Le nombre de voyageurs d'agrément qui utilisent leur appareil mobile pour leurs déplacements a augmenté de plus de 450 depuis 2009](#)