

To What Extent Do Travel Apps Influence the Way Holidaymakers Plan Their Holiday Trips?

The travel industry is currently experiencing massive growth in comparison with previous years. This is due to the immense willingness of people to travel far more than before. In the 1950s there were around 25 million international travelers as compared to 1.24 billion in 2016 (World Economic Forum), and this is even more so for passengers traveling for leisure. This great pool of customers, along with modern technologies, influences business innovation greatly. Travel companies are now bound to produce new ways to connect and communicate with their customers. One of those ways is through modern applications.

Travel apps give people the opportunity to manage their holiday trips, both business and leisure, in a much more convenient and user-friendly way. They have, nonetheless, become a vital part of a company's intellectual property assets and are sought by most of the clients. Applications provide detailed information within an easier reach, mainly on a phone or tablet, and can be accessed on various locations. This portability allows people to make instant searches and changes even during travel. In addition, they can always contact a manager from the travel company or the hotel administration if they have any questions or need assistance.

Travel apps make possible organization and coordination between multiple people much simpler. This is especially relevant for larger groups where communication and data exchange can impact the overall experience of traveling. Apps help guides or leaders of touristic groups to share the booking information quicker.

Another undeniable advantage of travel apps is keeping all the booking information and tickets in one place. Travelers can get access to the documents using their cell phone, laptop, or computer. Thus, they don't have to worry about the risk of losing documents anymore.

Travel applications give users and travel companies a wide range of opportunities when it comes to organization of trips, as well as sharing, keeping, and changing booking

information. They have turned the laborious and stressful process of travel planning into a quick and comfortable experience.

Works Cited

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