THAT MEANS:
The industry needs to take a more careful look at the user experience connected to mobile apps.

CORNELL STUDY FINDS:
Travelers WANT MORE OPTIONS with mobile devices

Of 500 people who downloaded a travel-related mobile application, only half kept them.

Travelers want to make more use of their mobile devices for things like checking in or out of a hotel, and receiving text notifications when their room is ready.

PRIVACY IS A CONCERN
But travelers will share personal information in exchange for special offers and services.

**Respondents particularly dislike the idea of apps that include automatic geolocation.**

Even when using mobile devices, travelers preferred to log into a hotel’s website rather than use the mobile app.

THAT MEANS:
The industry needs to take a more careful look at the user experience connected to mobile apps.