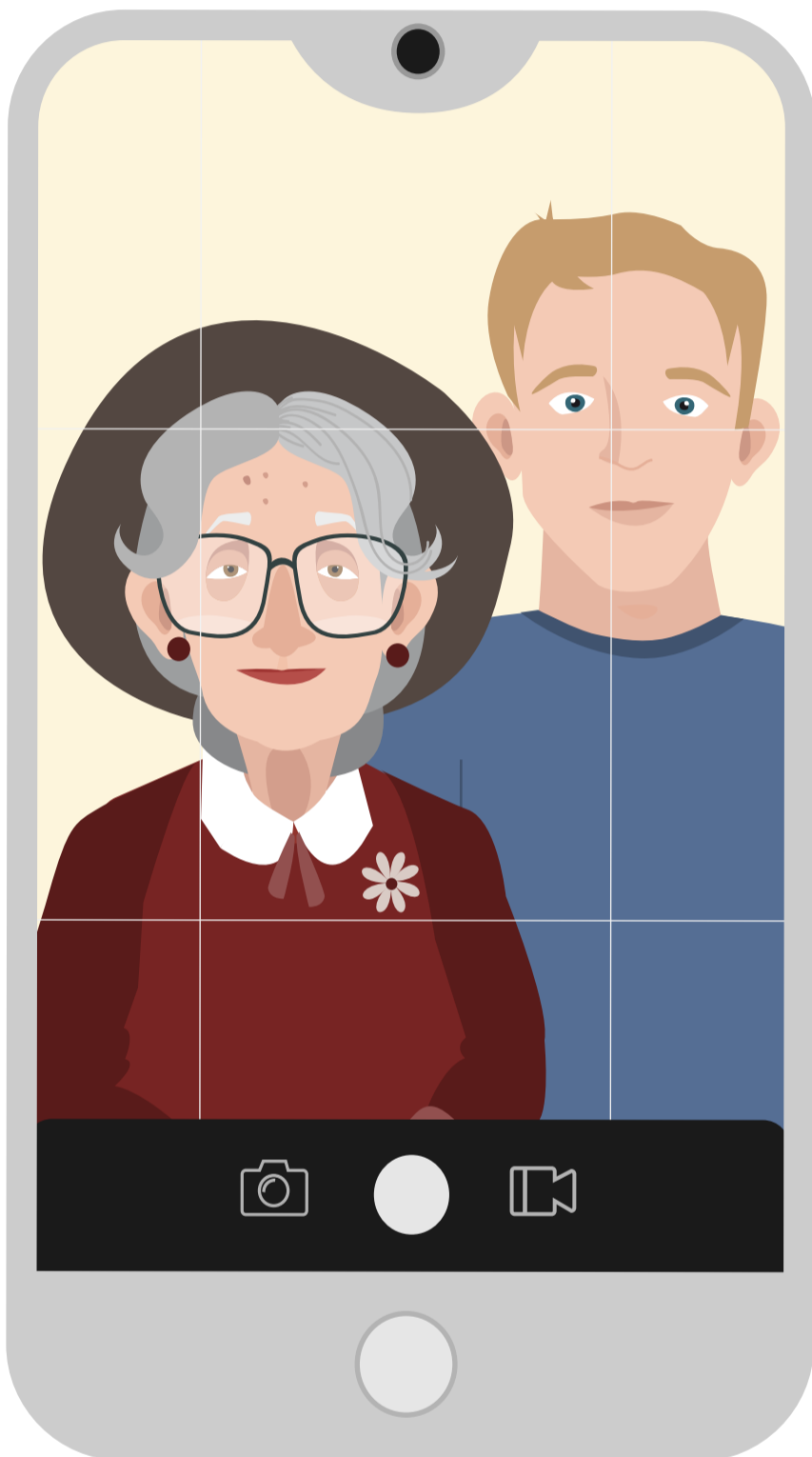


Older consumers closing smartphone gap

Reaching guests on mobile is an increasingly important task for hoteliers, and new research shows smartphone usage continued to grow even among older consumers.



Smartphone ownership continued to grow from 2015 to 2018



U.S.: Ownership among adults 18-34 went from 92% to 95%. Ownership among those 50+ went from 53% to 67%.



U.K.: Ownership among adults 18-34 went from 91% to 93%. Ownership among those 50+ went from 44% to 60%.

Marketers targeting mobile channels

45% of travel marketers surveyed by Sojern said they plan to increase ad spend on mobile in 2019.

54% of larger advertisers plan to increase mobile ads.