

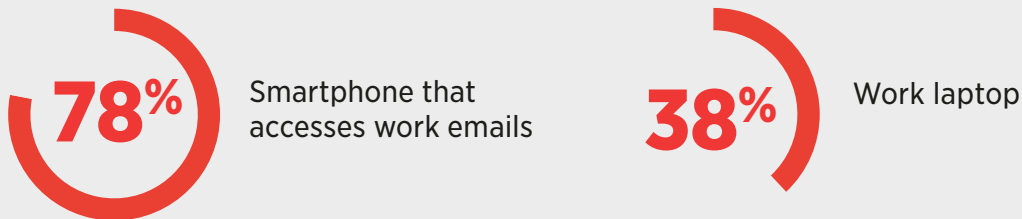
Digital Detox

CNBC Catalyst Tourism Insights: Part 4 of 7

Noun (informal): A period of time during which a person refrains from using electronic devices such as smartphones or computers, regarded as an opportunity to reduce stress or focus on social interaction in the physical world

Does a senior business audience ever switch off when they travel? We spoke to our CNBC Catalyst Connect research community to understand more about their digital behaviour when on holiday – this is what we learnt:

Devices taken on holiday



Detox segmentation

Completely avoid communicating with work:	22%
I avoid communicating with work unless it's urgent:	44%
I try to be connected with work some of the time:	26%
It is essential I am connected at all times:	9%



'Due to the role I am in, my CEO would want me to remain contactable at all times.'
- CFO, SG

'I run a global business that operates in 15 countries and has 12,500 employees. That is always on my mind.'
- CEO, US

CNBC: The Definitive Destination for High-Yield Travellers

CNBC consumers are 2.7x more likely to always travel 1st class for pleasure vs. the average affluent adult