

## Tourism and Technology

How does a senior business audience feel towards the latest developments in technology related to the travel sector? We spoke to our CNBC Catalyst Connect research community to understand more – here are the key takeouts:

### #1 Tech Innovation: Smart city technology to make destinations less crowded



Asian cities are embracing technology to improve the tourist experience. Singapore is working with the Massachusetts Institute of Technology as part of their Smart Nation programme.

### #2 Tech Innovation: Biometric technology to reduce waiting times at passport control



Facial recognition is seen as a solution to pain points. Delta Airlines have introduced facial scanners at check-in with the hope to improve efficiency and reduce waiting times.

### #3 Tech Innovation: Baggage services that take your luggage from home and check it in at the airport



Airport picks up luggage from anywhere in London and drops it off at major airports in London and allows customers to check in bags remotely whilst working with strict security standards

## An audience that embraces technology

**26%**

CNBC viewers are 26% more likely to be interested in these innovations compared to viewers of competitor channels

## 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