The Connected Traveller

We asked over 20,000 people across 10 countries about their thoughts on assisted and automated payments in travel, here's what we found.
The Internet of Things (IoT) is the inter-networking of physical devices, vehicles and virtual assistants (also referred to as "connected devices" and "smart devices").
Which of the following connected devices are consumers familiar with globally?

- 44% connected home tech
- 27% automated cars
- 41% virtual assistants
- 17% chatbots
- 12% robot/drone
- 31% None of these

Within airlines & travel the introduction of chatbots is a positive addition to online UX, tackling customer queries and potential issues, as well as upselling services.
If you were running (driving) late to the airport, would you let your virtual travel assistant purchase a fast-track pass?

40% would consider letting their car pre-order airport services.
“Virtual assistants and chatbots will change the way we manage our travel itinerary, they’ll inspire us on-the-go, but also be of assistance when things don’t go to plan”
– Thomas Helldorff, VP Airlines & Travel, Worldpay
Population percentage that would use virtual assistants to book entertainment while on holiday.

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>China</td>
<td>94%</td>
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<tr>
<td>Brazil</td>
<td>89%</td>
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<td>UK</td>
<td>65%</td>
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Consumers in developing countries are more open to virtual assistants taking control of Itineraries.
Globally, the openness to use virtual assistants in airline bookings is strong.

76% would consider allowing virtual assistant to purchase airline or plane tickets

41% of these would probably or definitely consider the option
Percentage of population that would "strongly consider" letting their virtual assistant change their travel itinerary based on the weather or personal preferences

- **UK**: 21%
- **US**: 43%
- **China**: 71%