

# Tourism Technology

And Evolving with the Internet

# History of the Internet



INTERNET

The rise of the Internet

The rise of social media

The rise of the Internet of things

Mobilegadon

2001

2010 - 2012

2013 - 2014

2015

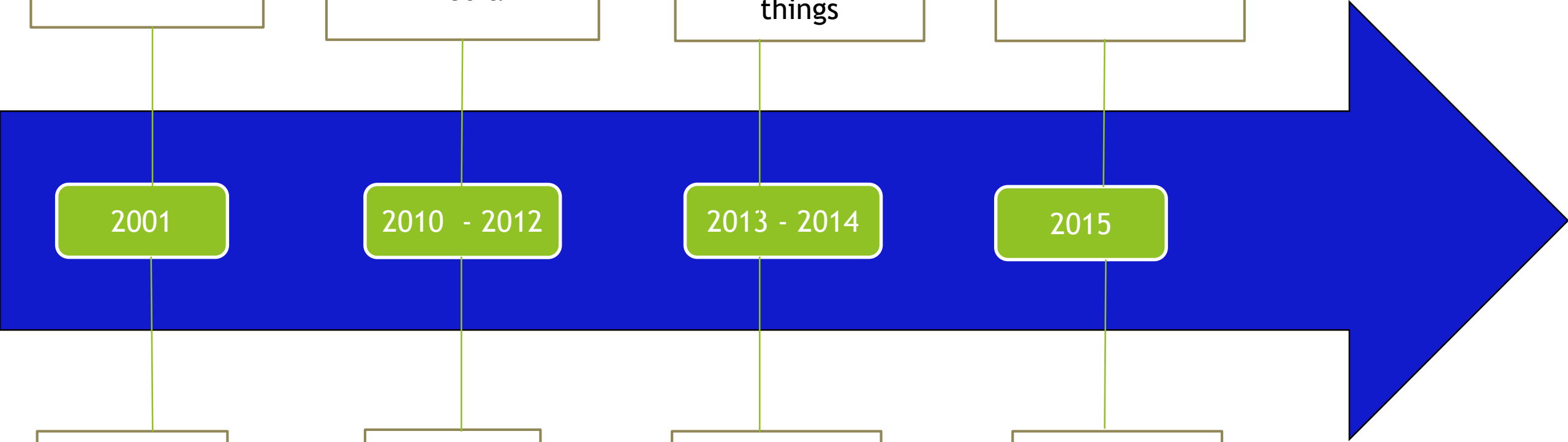
B2B

B2C

Other stakeholders

Digital Marketing

TOURISM TECHNOLOGY



# CHALLENGES

- ▶ Hard to reach places
- ▶ Competitors
- ▶ Google Algorithmic searches
- ▶ Resorts willingness to spend