Pokémon Go Has Become a Major Influence on Travel Plans

Thursday 25 August, 2016

Traveling is all about exploring new places, having a pleasurable stay and finding inspiration within new destinations. The way we travel today has changed. Mostly thanks to technology, but also because of changes in lifestyle. This year, millennials represent the fastest growing group of travelers, exploring the world with their smartphones and digitally connecting with new places.

Needless to say, when Niantic Labs released the new app - Pokémon Go - it was pretty clear that the game would become a world´s phenomenon. The app didn´t just impact the gaming industry and its players but has started penetrating many other industries, including travel. A new survey by Hotels.com[1] found out that almost half (48%) of American adults aged 18-30 are choosing their next vacation spot based on locating and catching as many Pokémon's as possible.
Nowadays, hunting a Pokémon or two in **Central Park,** among the **Pyramids of Giza** or by the **London Eye** matter the most and it´s becoming a new way to see the world. Pokémon Go is using real life attractions all over the globe as Pokestops, where each landmark offers a piece of historical and cultural education.

"People are visiting new destinations and exploring landmarks and places they never thought to see – whether it's in your city or across the globe. Our surveys have always shown us how spontaneous travelers can be and Pokémon Go is no exception", said Taylor L. Cole, APR travel expert for Hotels.com.

Could Pokémon Go be the next interactive exploration tool for travelers?Participants in the survey also agreed that they would rather walk for four hours per day, hunting down rare Pokémon's than spend the same amount of time lying on the beach.

35% of them also believe that playing a game could result in exploring and learning more about the destination.

Travel providers are already taking advantages of the game, offering Pokémon adventures around the world. One of the Pokémon expeditions leaves on the 28 August, starting in Lima and will end on the 10 of October in Bangkok.

“As you travel, you will check out some of the most amazing, eye-opening and mind-blowing sights along the way. Imagine the bragging rights you'll have if you catch Pikachu at Machu Picchu, battle Blastoise alongside a giant tortoise in the Galapagos and spot Pidgeot at Angkor Wat” as they said at Geckos Adventures[2].

Official tourist Boards are joining the excitement too. **The city of Basel** released an entertaining video of four adults dressed as Pikachus, targeting people on the phones and attacking them with big poke balls. The hunt is happening all around the beautiful and popular attractions to entice people to visit the city in Switzerland. The video was commissioned by the city of Basel to boost tourism, and in just two days, the video has reached over 60 million views.

Hotels, restaurants, and bars are seeing the benefits of the popular game as well. A London bar, listed as a Pokestop, reported a great increase in revenue thanks to its location. Hotels are encouraging their visitors to search for Pokémon's in their properties. As reported by the Hotels.com survey, players now agree that having free Wi-Fi turn out to be more important than free breakfast.

Expedia[3] recently listed the top Pokémon destinations around the world:

1. Circular Quay, Syndey
2. Central Park, New York
3. State Library of Victoria, Melbourne
4. Big Ben, London
5. Savoy Hotel, London
6. Metropolitan Museum of Art, New York
7. The Colosseum, Rome
8. Stonehenge, Wiltshire
9. Disneyland, Anaheim, California

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10. Meiji Jingu, Tokyo

Undoubtedly, the Pokémon Go game is an excellent way to interact with both familiar and entirely new destinations. **ArrivalGuides is centered on the idea of listing authentic content, Points-of-Interest and inspirational videos that help travelers find a perfect escape and offering destinations the best ways to expose themselves, attract more visitors, and to catch them all.** In collaboration with Field Trip, another successful app from Niantic Lab, ArrivalGuides´ destination content is used to guide travelers to the cool, hidden, and unique things in the world around them. The travelers select the local feeds they like and the information about the location and attractions pops up on their phone automatically, as they walk close to those places. With ArrivalGuides destination content, travelers can learn about local history, the best places to shop, eat, and have fun.

Sources: [1] 500 American adults aged 18-30 were polled by Hotels.com. July 2016[2] www.geckosadventures.com [3] Listopedia: the Pokémon Go Travel Bucket list. 2016.

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