

Mobile Travel Tracker

Sunbathing, sightseeing or smartphone:
How do we really spend our vacation time?

The global traveler spends 3 hours per day on their mobile device compared to just 2 hours sunbathing.



travel key
how many hours spent each day...



sightseeing



sunbathing



on mobile



on social media



Americas

	Sightseeing	Sunbathing	On mobile	On social media
Canada	5	3.2	2.3	2.2
US	4.3	2.5	2.7	2
Mexico	5.3	2.7	3.3	2.6
Argentina	5.2	1.7	4.2	2.6
Brazil	4.7	3	4.1	3.3
Colombia	4.7	1.5	4.1	2.7

Main mobilers
Argentina
(4.2hrs per day)

Asia

	Sightseeing	Sunbathing	On mobile	On social media
Japan	3.9	1.3	1.9	1.6
China	5.3	2.3	3.1	2.8
Taiwan	4.2	1.1	2.8	2.4
Hong Kong	4.6	1.6	2.5	2.1
Malaysia	4.2	1.4	3.2	2.7
Thailand	3.8	1.6	4	3.5
Korea	4.8	1.5	2.7	1.8
Singapore	4.8	1.6	2.7	2.4
India	4.3	2	3.3	2.5

Biggest sightseers
China & Spain
(5.3hrs per day)

Most searched for
Restaurants



Europe

	Sightseeing	Sunbathing	On mobile	On social media
UK	4.7	2.8	1.5	1.5
France	3.7	2.5	1.9	1.9
Spain	5.3	2	2.5	1.9
Germany	3.5	3	2.1	2.1
Italy	3.9	3.1	2.2	2
Norway	3.2	2.8	2	2.2
Denmark	4.1	2.1	1.7	1.9
Sweden	3.2	2.4	2.3	2.5
Netherlands	3.1	3.6	2.5	2.6
Turkey	4.1	2.4	3.1	2.5
Russia	3.7	3.2	2.6	2
Finland	3.4	2.3	2.3	2.4

Top-tanners
Netherlands
(3.6hrs per day)

Australasia

	Sightseeing	Sunbathing	On mobile	On social media
Australia	4.5	1.4	2	1.9
New Zealand	4.3	1.7	2.6	2.2

