**Abstract**

Mobile devices are more present in our everyday lives than ever before and as such have also become an important factor in modern travel behaviour. This paper argues that in particular the onsite travel experience is influenced by smart phones at large. The aim of this study is to identify how users can benefit from an enhanced on the go travel experience and how companies can explore yet widely untapped opportunities by examining current travel patterns of international travellers and challenging industry experts with the findings. As such, the results reveal that travellers are increasingly shifting travel related activities that were usually conducted before or after the trip towards the experience stage, happening during the trip. The behavioural change of travellers being empowered to acquire information on the spot due to increased connectivity implies huge potential for a greater travel experience and new business models alike.