

## DIGITAL NOMADISM AND DESTINATION CHOICE: MOTIVATIONS, PROFILES, AND ACCOMMODATION PREFERENCES

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### Abstract

**Purpose** | This study explores the phenomenon of digital nomadism, focusing on the profiles of digital nomads, the factors influencing their choice of tourist destinations, and their accommodation preferences. The primary objectives are to identify the main characteristics of digital nomads, understand the key determinants guiding their mobility, and analyze the specific attributes of accommodations that appeal to this segment.

**Methodology/Approach** | The research adopts a qualitative methodology, based on semi-structured interviews with digital nomads. The collected data provides insights into their motivations, travel behaviors, and expectations regarding destinations and lodging options. The study examines how factors such as connectivity, cost of living, community engagement, and work-friendly environments shape their decisions.

**Results** | Findings reveal that digital nomads are primarily driven by factors such as high-speed internet access, affordability, safety, and networking opportunities. Accommodation preferences emphasize flexibility, co-living spaces, and access to coworking facilities. While some nomads seek urban environments with strong digital infrastructures, others prioritize locations that offer a balance between work and leisure. This research contributes to the understanding of digital nomads' decision-making processes and provides valuable insights for tourism stakeholders aiming to attract and accommodate this growing segment effectively.

**Results** | The study's limitations include the sample size and the specific focus on interviewed participants, which may not capture the full diversity of the digital nomad community. Future research should expand to different geographic contexts and explore the evolving needs of digital nomads in a post-pandemic landscape.

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