

WHERE CONSUMERS SHOP FOR ONLINE TRAVEL



Online travel agencies (OTAs) allow travelers to compare a wide range of products **in a single space.**



Browse Photos



Read Reviews



Check Pricing



Check Availability



Book



Vacation Rentals



Destination Activities



Car Rentals



Flights



Hotels



Packages



FLIGHTS

Despite industry consolidation, flight shoppers also prefer OTAs, though strong loyalty drives some directly to airline websites.

ONLINE HOTEL SHOPPERS

61-75%

used an OTA

15-44%

used a hotel website



By 2017, **more than 1/4** of online travel transactions in the U.S. will be conducted on mobile devices.



Most travel suppliers now have a **dedicated app or mobile website** that effectively showcases their products. But OTAs' **tech focus and ability to aggregate content** can give travelers more bang for their buck in a single app.

Across all markets, more consumers are turning to **smartphones & tablets** for travel info.

