



May 2016

Travel Booking - US

"The US travel market is stable and growing. As spending on leisure travel increases, so too will the market for travel booking. Booking direct with suppliers continues to be the norm, though OTAs (online travel agencies) are aggressively competing for share. As loyalty to travel supplier brands is in question ...

April 2016

Millennial Travelers - US

"Based on their travel behaviors and attitudes, Millennials are emerging as one of the most valuable population segments for the growing US travel industry. Mintel's consumer research data indicates that not only are they leading in leisure travel and business travel spending, but they are also blurring the lines between ...