

## Travel Booking - US - August 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“The market for travel booking in the US is growing due to a relatively stable and improving economy that, in turn, boosts both businesses and leisure travel.”

- Fiona O'Donnell, Category Manager – Multicultural, Lifestyles, Travel and Leisure

### This report looks at the following areas:

- What is the future for the travel agent model?
- Is there room for new OTAs, or is the market saturated?
- What will be the impact of mobile? Do consumers really want apps

The US travel market is stable and growing. Due to the speed and convenience that online booking provides, it is the preferred method of many consumers. However, despite the dominance of online, about one quarter of consumers still choose offline methods, which demonstrates that there's room for online travel agencies and travel suppliers to command a greater share of the market.

This report builds on the analysis presented in Mintel's *Travel Booking – US, December 2012*. Readers may also be interested in Mintel's *Airlines – US, August 2014*.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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What will be the impact of mobile? Do consumers really want apps?

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Trend: FSTR HYPR

Trend: Guiding Choice

Trend: Access All Areas

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Booking.com

Kayak.com

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Expedia.com

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Orbitz Rewards

CheapCash

Meta-searches get personal with SuperFly

Friends of a feather fly together using TripCommon

Peek transforms visual bookmarks into real-life travel experiences

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