

Travel Booking - US - June 2018

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The US travel industry looks rosy overall, with Mintel projecting a 4-5% annual increase in the booking industry alone through 2023, reaching revenues of \$57.6 billion in the next five years. With vacationers spending more and looking for more experiential travel, booking providers are trying a variety of tactics in order to close the sale with the consumer.

This report looks at the following areas:

While OTAs (online travel agencies) dominate the landscape, other providers are finding their strengths and playing to them.

- **Move to experiential vacationing**
- **Sharing economy rising in popularity**
- **Differentiation is a problem among OTAs**

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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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