

Travel Booking - US - February 2020

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This report looks at the following areas:

- **Booking with a travel brand is more popular than booking with an OTA.**
- **Booking windows are getting shorter.**
- **Travelers want booking platforms to help them optimize their vacation plans.**

Travel is an important component of leisure spending and is forecast for further growth; however, aggregators that facilitate search and booking are seeing a lot of competition from direct providers and metasearch engines, which will likely dampen revenues for OTAs in the future. Booking habits are changing, most notably in that booking lead times are getting shorter, and OTAs appear to have been slower than direct booking competitors in addressing these changes.

"With travel continuing to be popular, the travel arrangement and reservations industry hit nearly \$56 billion in revenue in 2019."

- **Mike Gallinari, Travel & Leisure Analyst**

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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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Table of Contents

Overview

What you need to know

Executive Summary

Market overview

Figure 1: Travel arrangement and reservation services revenues and forecast, at current prices, 2014-24

Top takeaways

Key trends

Booking with a travel brand is more popular than booking with an OTA

Figure 2: Direct vs OTA booking, November 2019

OTAs aren't a first stop for most traveler bookers

Figure 3: Initial booking site visitation, by age and by HHI, November 2019

More specialized booking sites are gaining on the big OTAs

Figure 4: Brand usage, by age group, November 2019

Short-notice booking is the future

Figure 5: Booking lead time of less than one month, by age group, November 2019

Travelers want sites to help them optimize and personalize

Figure 6: Desired booking site features, November 2019

What it means

The Market – What You Need to Know

Growth in reservations market will continue

OTA duopoly status is called into question

Mobile adoption forces OTAs to update

Hotel growth streak stalls

Google squeezes OTAs

Market Size and Forecast

Travel booking market slowing, but stable

Figure 7: Travel arrangement and reservation services revenues and forecast, at current prices, 2014-24

Figure 8: Travel arrangement and reservation services' revenues and forecast, at current prices, 2014-24

Market Breakdown

Key market players

Booking Holdings

Expedia Group

TripAdvisor

Airbnb

Figure 9: OTA global revenues, 2017-18

Hotels, flights the most-booked offerings

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Figure 10: Travel verticals booked on last trip, November 2019

Market Perspective

The booking process is important

Figure 11: Attitudes toward negative booking experiences, February 2019

Mobile ownership is on par with PC ownership

Figure 12: PC and smartphone ownership, 2015-19

Increase in wearables foretells a new frontier in booking

Figure 13: Appeal of wearables for travel purposes, by age group, August 2019

Market Factors

Hotel upcycle ends

Google's expansion disrupts the OTA landscape

Booking Trends – What You Need to Know

Direct platforms are using their loyalty programs effectively

OTAs are being spread thin

Booking providers are accommodating the practices of younger travelers

Overtourism could disrupt OTA practices

The future of booking is seamless experience

What's Happening

Hotels effectively leverage perks to encourage direct booking

OTAs punish properties with resort fees

Megabus leverages the old-fashioned giveaway

The hotel/homeshare blur forces OTAs to widen their net

Foursquare/TripAdvisor partnership is good for younger travelers

Personalization is coming to travel search results

What's Next

Overtourism threatens to disrupt OTA supply

Instagram going beyond inspiration

Data vulnerability can hit OTAs hard

In five years we'll book with a glance

Figure 14: easyJet Look&Book how-to video, retrieved January 2020

The Consumer – What You Need to Know

Most vacations are 1-3 nights

Younger travelers book closer to their departure date

Direct booking is winning

New players threaten the duopoly

Larger parties turn to TripAdvisor

Bookers want sites to give them guidance

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Travelers see direct booking more favorably than OTAs

Number and Length of Vacations Booked

Three quarters of Americans book leisure travel

Figure 15: Number of leisure trips booked, November 2019

Vacation incidence high across age groups

Figure 16: Booked a trip in last 12 months, by age group, November 2019

Most people can manage two leisure trips

Figure 17: Number of trips booked, by HHI and by parental status, November 2019

Short vacations offer multiple customer opportunities

Figure 18: Length of last booked vacation, November 2019

Three-day weekends are the sweet spot

Figure 19: Length of last trip booked, by HHI, November 2019

Booking Time Frames

Booking is most popular within a month of the vacation date

Transportation

Accommodations

Figure 20: Transportation booking time frames, November 2019

Figure 21: Accommodation booking time frames, November 2019

Younger travelers comfortable with shorter booking windows

Figure 22: Booking lead time of less than one month, by age group, November 2019

Booking Platforms

Direct providers are ahead of aggregators in ease of use

Figure 23: Platform used to book, brand vs aggregator, November 2019

Direct is winning with everyone

Figure 24: Direct vs OTA booking, by age group and HHI, November 2019

Desktop booking will lose its dominance soon

Figure 25: Method used for OTA booking, November 2019

Apps capture the highest-income bookers

Figure 26: App usage for booking, by HHI, November 2019

Bookers want to go it alone

Figure 27: Booking through assistants, by age group, November 2019

Booking Companies Used

OTA "duopoly" faces threats

Figure 28: OTA brands used in booking last trip, November 2019

Airbnb's flexibility allows it to thrive

Figure 29: Homeshare brands booked, November 2019

Big umbrella sites are losing ground to more specialized booking players

Figure 30: Brand usage, by age group, November 2019

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Specialized OTAs are also making inroads across income groups

Figure 31: Brand usage, by income, November 2019

Larger families find TripAdvisor to be a big help

Figure 32: TripAdvisor usage, by number of children in household, November 2019

Desired Booking Site Features

Travelers are interested in optimization

Figure 33: Desired booking site features, November 2019

Travel expertise will entice travelers to a provider

Figure 34: TURF Analysis – Desired booking website features, November 2019

A suite of advisory solutions appeal to men and women

Figure 35: Desired booking site features – Select items, by gender, November 2019

Age of traveler impacts booking interests

Figure 36: Desired booking site features, by age group, November 2019

Personalization is popular across income levels

Figure 37: Desired booking site features, by HHI, November 2019

Homeshare providers can use travel guidance to build trust

Figure 38: Desired booking site features, by type of reservation, November 2019

Direct vs OTA Characteristics

Direct booking stands out more than OTAs

Figure 39: Descriptions of booking direct vs through OTAs, November 2019

Figure 40: Booking.com “Live Curious” commercial, February 2019

OTAs struggle with older, wealthier travelers

Figure 41: Perceptions of direct booking and OTAs, by age, November 2019

Figure 42: Perceptions of direct booking and OTAs, by HHI, November 2019

OTAs aren't top-of-mind

Figure 43: Initial booking site visitation, by age and by HHI, November 2019

OTAs have trouble retaining onlookers

Figure 44: Option comparison, by age and by HHI, November 2019

Appendix – Data Sources and Abbreviations

Data sources

Fan chart forecast

Consumer survey data

Direct marketing creative

Abbreviations and terms

Abbreviations

Terms

Appendix – The Market

Figure 45: Travel arrangement and reservation services' revenues and forecast, at current prices, 2014-24

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Figure 46: Inclination toward new booking companies

Appendix – The Consumer

Figure 47: Table – TURF analysis – Desired booking website features, November 2019

Methodology

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