



# Travel Booking: Direct vs OTAs - US - 2022

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## This report looks at the following areas:

- What features consumers want in a booking service
- How far out travelers book travel, and what contributes to those booking windows
- How booking habits changed during the pandemic, and how platforms have addressed new needs
- The factors driving more people to book direct, and where OTAs can make up ground

Booking through direct providers continues to be more popular than using an online travel aggregator. Mirroring pre-pandemic booking behaviors, 60% of travelers booked their travel directly, compared with just 38% through OTAs. Rising costs pose a threat to travel overall, and thus travel booking. However, this can be a bright spot for OTAs, as travelers will be more likely to bargain hunt, and this is an area in which OTAs can conveniently deliver comparative pricing to travelers.

With privacy laws imminently changing the online advertising landscape, both direct providers and OTAs will likely accelerate pushing consumers toward using their proprietary apps, and away from the mobile websites that are currently popular. This brings travelers into a brand's ecosystem, especially as habits move away from desktop booking and increasingly toward mobile. The ability to build a profile in a booking app will serve providers well, as younger travelers increasingly desire more personalized results in their travel search. This personalization will help keep a booking outlet top-of-mind in the booking journey.



“Some trends present pre-pandemic were undeterred, as booking windows remain short and mobile platforms are ascendant. Other factors – such as guarantees about health and safety and ease of rescheduling/getting a refund – drove consumers into the arms of direct providers, leaving OTAs to figure out how to gain ground in the future.”

– Mike Gallinari, Travel & Leisure Analyst

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- **Ticketmaster**

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