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:

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

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