Travel Booking - US - February 2020

Report Price: £3695 | $4995 | €4400

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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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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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