

# How leisure travelers book online

## Online Travel Agency



## Hotel Websites & Apps

**75%**

of travelers do hotel price research in OTAs



Hotel price research

**25%**

of travelers do hotel price research directly at hotel websites

**30%**

of travelers do hotel booking in OTAs



Hotel Booking

**20%**

of travelers do hotel booking directly at hotel websites and apps

**73%**

of travelers do flight price research in OTAs



Flight price research

**47%**

of travelers do flight price research at airline websites and apps

**22%**

of travelers do flight booking in OTAs



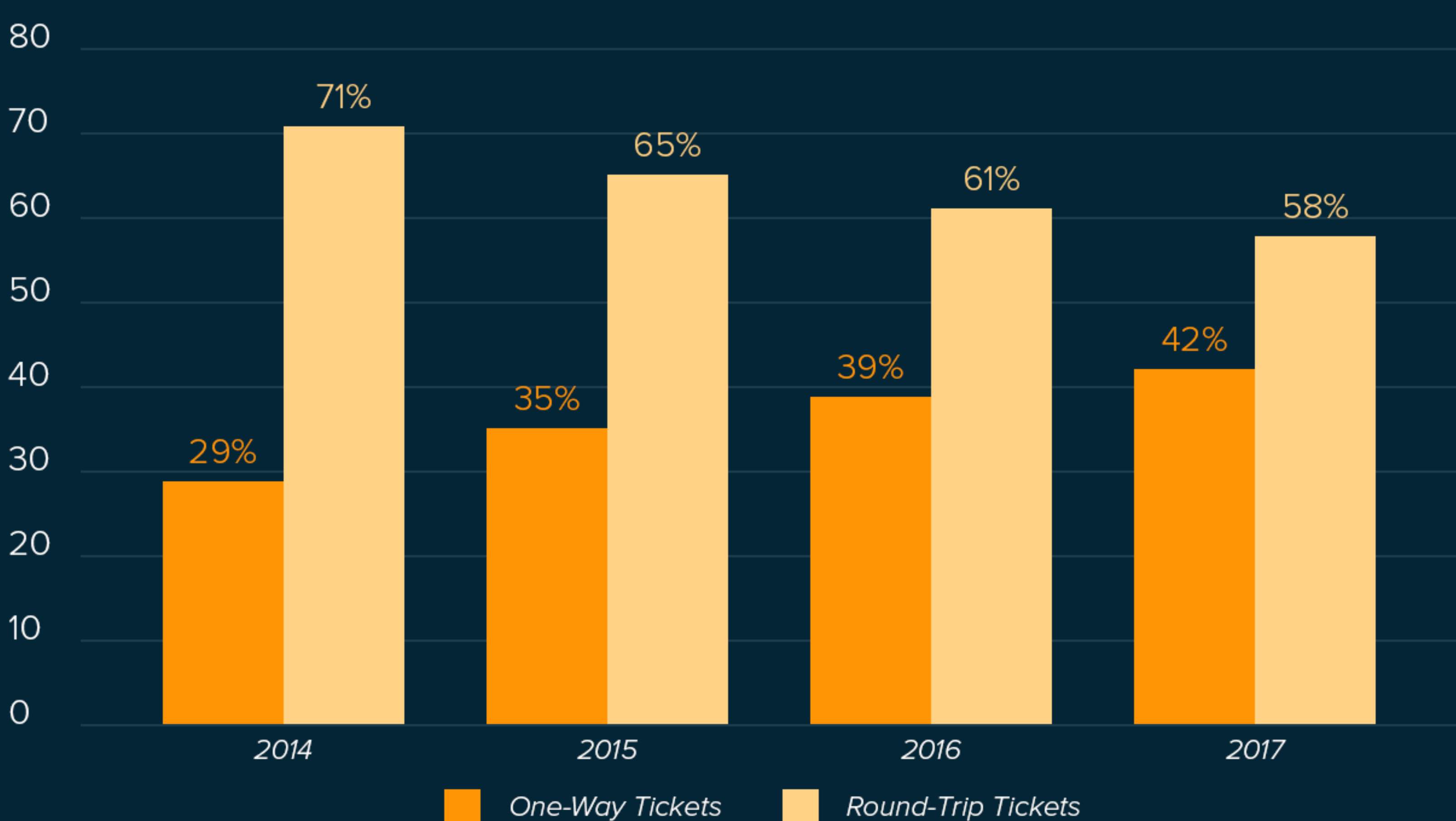
Flight Booking

**35%**

of travelers do flight booking at airline websites and apps

*\*all numbers are approximate and aggregated across multiple markets*

## One-Way & Roundtrip Ticketing



separate websites are visited by travelers prior to making a purchase

**4.4**

**38**

web sessions are needed for a traveler to make a purchase

**90%**

of US travelers share their trip experiences online



**2 in 5** Smartphone owners booked a hotel stay or flight on their smartphone in 2016

**69% to 75%**

of people appreciate travel experience personalization



**37%**

of business travelers add leisure activities to their trips

**78%**

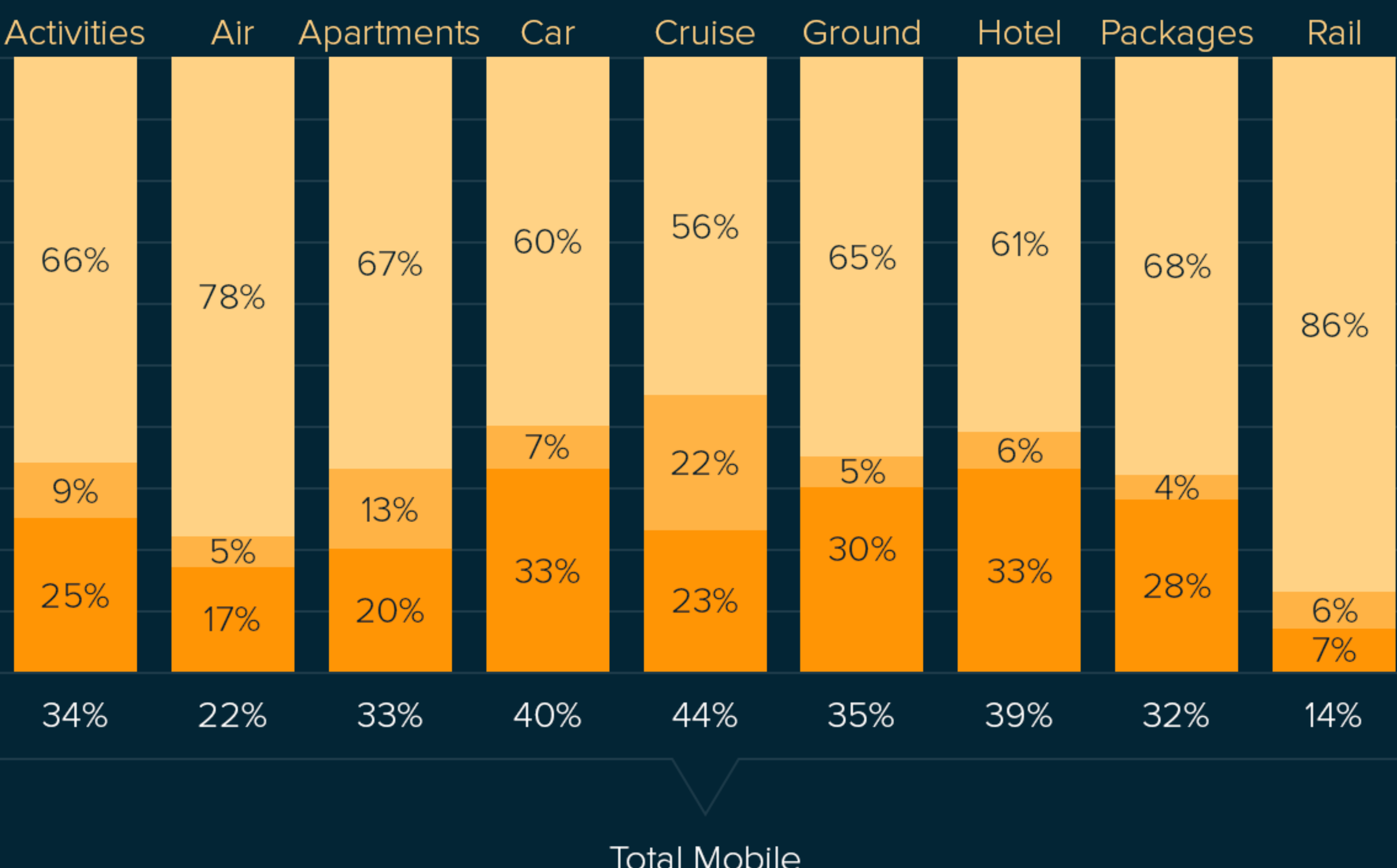
of heavy travelers are

members of either a hotel or airplane loyalty program

## Members of Either a Hotel or Airplane Loyalty Program

## Share of Bookings by Device

Most travel categories generate more than one-third of bookings on mobile devices\*



Total Mobile

\*Share of bookings by device among travel advertisers, worldwide, Q4 2017. Excludes apps and comparators.

Desktop Tablet Smartphone

**60%**

of transactions are made on mobile at travel providers that have a booking app



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