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GLOBAL ONLINE TRAVEL MARKET 2024

PUBLICATON DATE: OCTOBER 2024

OBJECTIVE   UP-TO-DATE   RELIABLE

A LIST OF ADVANTAGES

▌ yStats.com provides secondary market research: By using various sources of information we ensure maximum objectivity for all obtained data. As a result companies get a precise and unbiased impression of the market situation.

▌ Only reliable sources such as national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries and news portals are used as a basis for the analyses, statistical reports and forecasts.

▌ Our international employees research and filter all sources and translate relevant information into English. This ensures that the content of the original studies is correctly interpreted.

▌ yStats.com delivers all research results as PowerPoint files. All data can therefore be used directly for board presentations or be individually adapted.

▌ If required, yStats.com provides in-depth analysis for all research projects. Simply send us a request.

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GENERAL METHODOLOGY OF MARKET REPORTS

Secondary Market Research

- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources. Our reports are based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity for reported data. As a result, companies gain a precise and unbiased impression of the market situation.

- Cross referencing of data is conducted in order to ensure validity and reliability.

- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.

- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions

- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types

- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure

- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values

- If available, additional information about the data collection, for example the time of survey and number of people surveyed, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.

- When providing information about amounts of money, local currencies are most often used. When referencing currency values in the Action Title, the EUR values are also provided in brackets. The conversions are made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used.

METHODOLOGY OF THE CURRENT REPORT

Report Coverage

- The report provides a comprehensive overview of the global online travel market, highlighting key trends, consumer behaviors, and growth forecasts through 2032. It covers the increasing influence of digital platforms, including Online Travel Agencies (OTAs), social media, and mobile technologies, in shaping travel decisions. The report also examines emerging trends such as AI integration, data-driven personalization, and cross-selling strategies that are transforming the travel industry.

Report Structure

- The report begins with an executive summary that highlights the key trends and growth projections of the global online travel market, providing a snapshot of the industry's current state and future trajectory. Following this, a section on the management summary, offering a concise overview of the key findings and insights.

- A detailed analysis of market segmentation follows, covering the roles of Online Travel Agencies (OTAs), mobile platforms, and social media in the travel planning and booking process. The report delves into consumer behaviour insights, focusing on the shift toward personalization, cross-selling of travel experiences, and the growing reliance on data-driven strategies by travel companies. The final sections of the report explore emerging technologies like artificial intelligence (AI) and automation, as well as their impact on customer service, pricing strategies, and overall travel experience optimization.

DEFINITIONS

The following expressions and definitions are used in this Online Payment market report*:

- **ARTIFICIAL INTELLIGENCE (AI)**   AI is used in ecommerce marketing to help ecommerce businesses understand their customers and identify new purchasing behaviours and trends.

- **GROSS TRAVEL BOOKINGS**   Total retail value of transactions booked via travel booking websites (of agencies or suppliers) or via offline channels, minus cancellations.

- **ONLINE TRAVEL AGENCIES**   Abbreviated as OTAs, travel websites which act as intermediaries between suppliers and buyers, allowing to book various travel services, such as flight tickets, train tickets, hotel rooms and others.

- **ONLINE TRAVEL SALES**   The sales of leisure and unmanaged business travel services (e.g. transportation tickets, accommodation, holiday tours) transacted online; usually refers to gross online travel bookings

- **TRAVEL BOOKERS**   individuals who booked travel services via different channels (e.g. online travel bookers if booked via the Internet), usually refers to individuals who booked within the previous 12 months.

- **TRAVEL WEBSITES**   Websites with a focus on travel content, such as travel information websites, travel review websites and travel booking websites.

Note: *the definitions from the original sources may differ from those in this chart; exact definitions, where available, are included in the respective charts.

The global online travel market is driven by digital platforms, OTAs, mobile usage, and seamless, tech-driven experiences.

Global: Key Takeaways of the Online Travel Market, October 2024 (1 of 2)

Artificial Intelligence and Automation Streamline the Global Travel Experience
➢ The integration of artificial intelligence (AI) and automation is transforming the online travel industry, making it more efficient and user-friendly. AI is becoming a valuable tool for both travelers and travel companies, enabling personalized recommendations, automated customer service, and real-time data analysis. In Q1 2024, travelers in South Korea and Germany reported using AI tools for travel planning, among others, with the majority finding these tools helpful in comparing flight options, finding accommodations, and even getting travel inspiration. As AI technologies continue to evolve, they are expected to play a greater role in simplifying the travel planning process. AI-powered chatbots, for example, can assist customers in finding the best travel deals, answering queries, and providing tailored recommendations based on user preferences. Moreover, AI algorithms are helping travel brands optimize their pricing strategies by analyzing market demand, competitor prices, and historical data to set dynamic prices that maximize revenue.
➢ Travelers are also showing increasing interest in using AI to streamline their travel experience. By October 2023, 4 in 10 global travelers expressed curiosity about using AI when planning a trip. AI is particularly useful for simplifying complex decisions, such as finding the best hotel or vacation rental, comparing travel options, and suggesting activities based on personal preferences.

Personalization, Cross-Selling, and Data-Driven Strategies Shape Global Online Travel
➢ The global online travel market is marked by an increasing emphasis on personalization and cross-selling of exclusive experiences. Much like the airline industry's unbundling of services, hotels and travel providers are now offering customizable experiences that allow customers to pay for only the features they want. This level of flexibility not only enhances customer satisfaction but also provides companies with an opportunity to increase revenue through personalized offerings. For example, travelers can choose to upgrade their rooms, add amenities, or book curated experiences tailored to their preferences.
➢ Cross-selling is another emerging trend, where accommodation and transportation providers partner with local attractions and experiences to offer combined packages. These partnerships allow travel companies to deepen their relationship with customers by offering unique and enriching experiences. This strategy also taps into additional revenue streams by providing customers with a more holistic travel experience that extends beyond transportation and lodging.
➢ Data is playing an increasingly important role in the online travel market as companies leverage insights from customer behavior to create targeted offerings. By analyzing booking patterns, social media trends, and travel preferences, businesses can better understand their customers and provide more personalized services.

Additionally, the global online travel market emphasizes personalization, cross-selling, AI-driven automation, and data-driven strategies.

<u>Global</u>: Key Takeaways of the Online Travel Market, October 2024 (2 of 2)

Online Travel Platforms Drive Consumer Behavior and Decision-Making Globally

➤ The global online travel market is heavily driven by the increasing reliance on digital platforms for travel planning and booking. Today's travelers use a variety of online resources, including Online Travel Agencies, search engines, social media, and meta-search websites like Google Flights and Kayak, to research, compare, and book travel experiences. On average, a traveler views 141 pages of travel-related information over the 45 days leading up to a trip, with the number of page views spiking just before booking. This indicates the complexity of the modern traveler's digital path to purchase, as they actively engage with multiple platforms and seek the best options across different channels.

➤ OTAs remain crucial in both research and booking phases, with a significant share of travelers visiting an OTA at some point during their journey. These platforms not only facilitate bookings but also serve as essential tools for price comparison, trip planning, and even inspiration. Additionally, social media platforms have become a major influence in the decision-making process, with three-quarters of travelers relying on social media for inspiration and recommendations. Influencer marketing and user-generated content are particularly important in shaping travel preferences, making it critical for travel brands to maintain a strong digital presence across multiple platforms.

Mobile Technology Grows in Travel Research and Bookings Worldwide

➤ Mobile technology has become increasingly important for the global online travel market. Consumers are progressively using mobile devices to research travel options, check availability, and make quick decisions. This trend underscores the need for travel brands to optimize their websites and apps for seamless mobile experiences. As mobile usage grows, particularly for on-the-go travel research and bookings, companies must ensure that their digital platforms offer a user-friendly experience that meets the expectations of a mobile-first audience.

➤ In 2023, mobile accounted for over two thirds of traffic to travel and hospitality websites, reflecting the shift toward mobile as a primary research and booking tool. This rise in mobile usage is particularly significant as travelers increasingly use their devices for last-minute decisions and activities, such as checking availability or booking accommodations. For travel brands, offering an optimized mobile experience is no longer optional—it's a necessity for staying competitive in this evolving market. Additionally, digital advancements such as mobile check-ins and digital room keys are becoming more prevalent in the travel industry. In 2024, close to two thirds of global travelers expressed interest in using digital room keys, highlighting the demand for innovative, tech-driven solutions that streamline the travel experience.

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Management Summary (1 of 2)

Global Online Travel Market Insights

➤ The **global online travel market** is expected to grow significantly, with a projected compound annual growth rate (CAGR) of +10.4% from 2024 to **2032**. The market is forecasted to reach a total value of **EUR 1,168.6 billion by 2032**. This growth highlights the increasing importance of digital travel bookings and platforms.

➤ In **2023**, **online travel bookings accounted for 61% of all travel bookings worldwide**. This percentage is expected to rise to **65% by 2026**, emphasizing the growing reliance on online platforms for travel planning and bookings.

➤ The **online travel market** is set to outpace the overall travel market, with a projected **CAGR of +9.8% from 2023 to 2026**, compared to a +7.6% growth rate for the total travel market. This shows that online travel channels are gaining a larger share of the travel market.

➤ By **2030**, the **online travel market** is expected to grow to **EUR 5.4 trillion**, registering a **CAGR of +11.4% from 2024.** This highlights the vast potential for growth in the industry, driven by increasing consumer demand for online travel solutions.

➤ The **online travel agency market** is also projected to see significant growth, with a market value expected to reach **EUR 1.1 trillion by 2027, at a CAGR of +12.27% from 2023.** This highlights the crucial role of OTAs in facilitating travel bookings and services.

➤ **Domestic travel** dominates the **online travel agency market**, accounting for **71% of the market's value in 2023**. This share is expected to rise to **72% by 2027**, with domestic trips expected to hit **EUR 804 billion** of the market value in **2027**.

➤ The **U.S.** was the largest **contributor to the global online travel agency market in 2023**, making up **46%** of the total market value.

➤ In 2023, **38%** of global online travel consumers reported that they were **always or frequently influenced by digital advancements in travel services or products when making purchasing decisions**. This underscores the growing impact of technological innovations on consumer choices.

➤ **Mobile usage** continues to rise in the online travel space. In 2023, mobile accounted for **68.6% of traffic to travel and hospitality websites**, up from 65.1% in 2022. This trend highlights the need for businesses to optimize their platforms for mobile users.

➤ **Artificial intelligence (AI)** is playing an increasing role in the travel industry, with 21% of travelers in South Korea and 20% in Germany using AI tools for travel planning in Q1 2024. AI is particularly useful for comparing flight options and finding accommodations.

➤ More than half of the users on global travel and hospitality websites experienced **frustration** during their sessions, with slow page loads being the top frustration factor. This highlights the need for improvements in website performance to enhance user experience.

Management Summary (2 of 2)

Global Online Travel Market Insights (Cont.)

➢ **Social media** is a major source of travel inspiration for global travelers, with **39%** using it for **trip planning in 2024**. Additionally, **63%** of travelers **cited content from loved ones on social media as their top source of inspiration**.

➢ In 2024, **63%** of global travelers expressed a **desire to use digital hotel room keys**, reflecting the increasing demand for digital solutions that streamline the travel experience.

➢ **Travel apps** are valued for reducing the friction and stress of travel, with **76% of global travelers in 2023 appreciating apps that simplify their travel experiences**. This preference is especially strong among Millennials and Gen Z travelers.

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Travelers worldwide increasingly rely on digital platforms like OTAs, social media, and mobile for research, inspiration, and booking.

<u>Global</u>: Overview of Online Travel Market And Trends, October 2024 (1 of 2)

➢ The global online travel industry in 2024 is characterized by a growing reliance on digital platforms and data-driven decision-making throughout the travel booking journey. One of the key insights is that travelers consume significant amounts of online content before making any bookings. On average, a traveler views 141 pages of travel-related information in the 45 days leading up to a trip, with a spike in page views in the final days before booking, according to Expedia. The digital path to purchase is becoming more complex, as travelers utilize multiple online resources, including online travel agencies (OTAs), search engines, social media platforms, and meta-search websites like Google Flights and Kayak.

➢ OTAs play a crucial role in the research and booking phases. Four out of five travelers visit an OTA at some point during their booking journey, as found by Expedia. This highlights the importance of OTAs not only as booking platforms but also as key tools for price comparison and trip planning. Travelers spend an average of 303 minutes engaging with travel content across various platforms, with OTAs accounting for a significant portion of this time.

➢ Social media platforms are also influential in the traveler's decision-making process. Three-quarters of travelers who use social media in their path to purchase rely on it for inspiration and recommendations. According to Expedia, this trend underscores the growing importance of user-generated content, influencer marketing, and authentic experiences shared via social platforms. Many travelers use these platforms to seek destination ideas, lodging options, and even travel deals, making it essential for travel brands to have a strong digital presence.

➢ Another notable trend is the growing preference for short-term travel planning, with an increasing number of travelers searching for trips within 0-30 days of departure. This shift is evident across North America, Europe, and other regions, where last-minute getaways around holidays and special events have become more popular. As found by Expedia, this short-term focus requires travel brands to be agile, offering real-time promotions and deals to capture last-minute bookings.

➢ Data from digital travel behavior also reveals that travelers are not only using desktop platforms but are increasingly engaging with mobile devices to research and book trips. While desktop remains dominant, mobile web usage is growing, especially for activities such as checking availability and making quick decisions, according to Expedia. This shift toward mobile underscores the need for travel brands to optimize their websites and apps for seamless mobile experiences.

Source: Expedia, February 2024; Expedia, August 2024

Global online travel thrives through unbundling services, cross-selling experiences, data-driven strategies, and home-sharing platforms.

Global: Overview of Online Travel Market And Trends, October 2024 (2 of 2)

➢ The online travel industry has experienced significant transformation over the past decade, driven by shifts in consumer preferences, technology advancements, and innovative business models. As found by McKinsey, one major development is the increasing focus on unbundling services. Similar to the airline industry, hotels and travel providers now offer customizable experiences, allowing customers to pay only for the features they want, such as room upgrades or added amenities. This flexibility enhances customer satisfaction and boosts revenue by offering personalized options.

➢ Another key trend is the rise of cross-selling exclusive experiences, according to McKinsey. Accommodation and transportation companies are partnering with local attractions, such as museums or historical sites, to offer combined packages that enrich the travel experience. By doing so, companies deepen their relationship with customers while tapping into additional revenue streams.

➢ Data is also playing an increasingly pivotal role in the travel sector. Companies hold valuable insights that, when combined, can unlock new opportunities, as stated by McKinsey. For example, hotels might notice trends in booking patterns, while social media can reveal up-and-coming tourist destinations. By leveraging this data, businesses can create more targeted offerings and improve overall customer satisfaction. Additionally, the rise of home-sharing platforms like Airbnb has redefined the accommodation market. These platforms are not only competing with traditional hotels but also serving as distribution channels for boutique hotels and smaller businesses, offering them more control over inventory and fees.

➢ Online travel agencies and experience aggregators have also gained significant traction. Platforms such as Viator and GetYourGuide have grown rapidly, helping travelers discover and book unique experiences that cater to their specific interests, according to McKinsey. This growth reflects the increasing demand for curated, memorable travel experiences, rather than just transportation and lodging.

➢ In conclusion, the online travel sector is rapidly evolving, with customization, cross-selling, data-driven strategies, and new distribution models shaping its future. Companies that can adapt to these trends and leverage their data will be well-positioned to thrive in this competitive landscape.

Source: McKinsey, May 2024

The global online travel market is expected to grow at a +10.4% CAGR from 2024, reaching USD 1,267.1 bil. (EUR 1,168.6 bil.) by 2032.

Global: Online Travel Market Size, in USD billion, 2023 & 2024e & 2032f
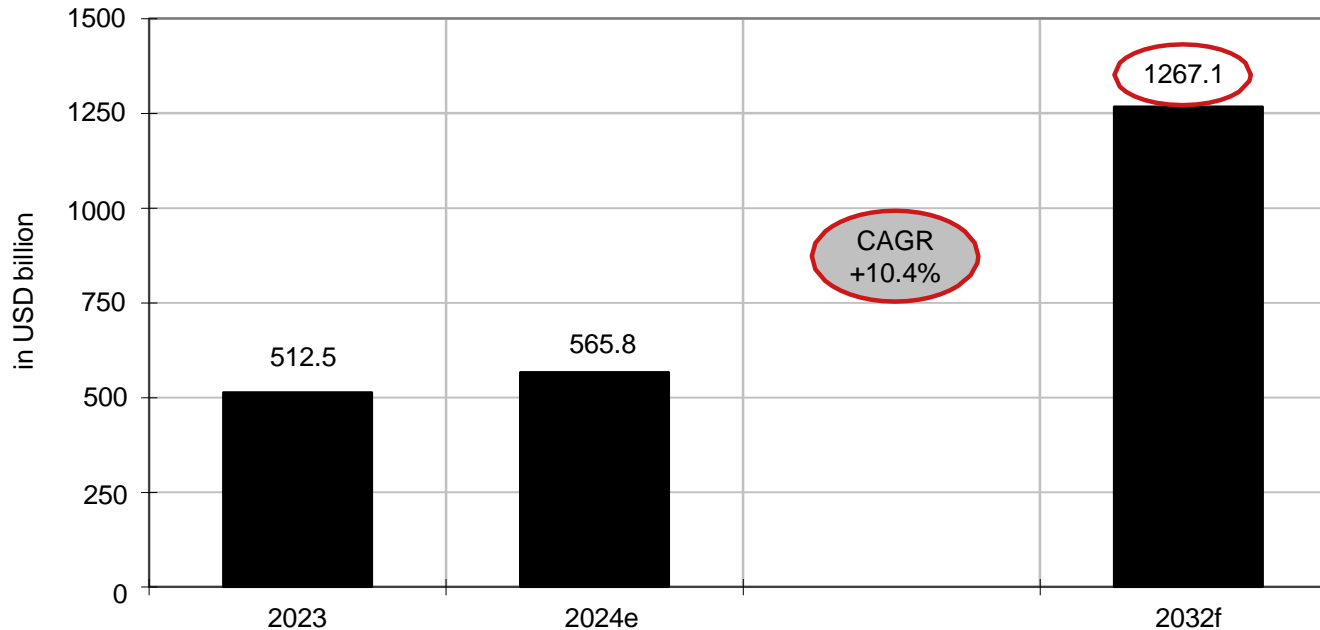
Note: the exchange rate applied in the action title is the average rate for the past 12 months to October 2024: USD 1 = EUR 0.9223
Source: IMARC group, May 2024

Online travel bookings worldwide are expected to increase from 61% in 2023 to 65% of all travel bookings by 2026.

Global: Share of Online Travel Bookings Making Up Total Travel Bookings, in %, 2023 & 2026f

2023

Other
39%

Online travel
bookings
61%

2026f

Other
35%

Online travel
bookings
65%

The global online travel market is projected to show a CAGR of +9.8% from 2023 to 2026, outpacing the total travel market CAGR of +7.6%.

Global: CAGR of Online Travel Market Bookings, in %, 2023-2026f

Online travel market — 9.8%

Total travel market — 7.6%

projected CAGR, in % 2023-2026

Source: Phocuswright cited by TravelDailyNews, September 2024

Growing at a CAGR of +11.4% from 2023, the global online travel market is projected to reach a value of USD 5.8 tril. (EUR 5.4 tril.) by 2030.

<u>Global</u>: Online Travel Market Size, in USD trillion, 2023 & 2030f
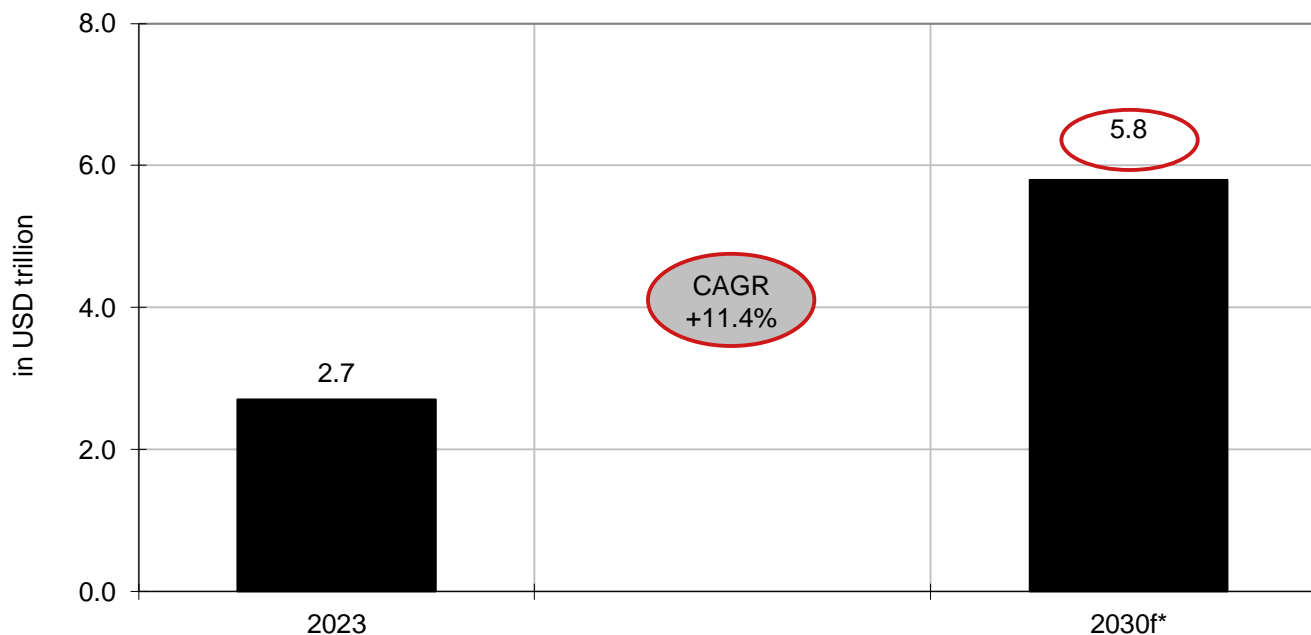
Note: *value was calculated using the data provided by the source; the exchange rate applied in the action title is the average rate for the past 12 months to October 2024: USD 1 = EUR 0.9223

Source: GlobalData, April 2024

The global online travel agency market value is projected to reach USD 1.2 tril. (EUR 1.1 tril.) by 2027, growing at a +12.27% CAGR from 2023.
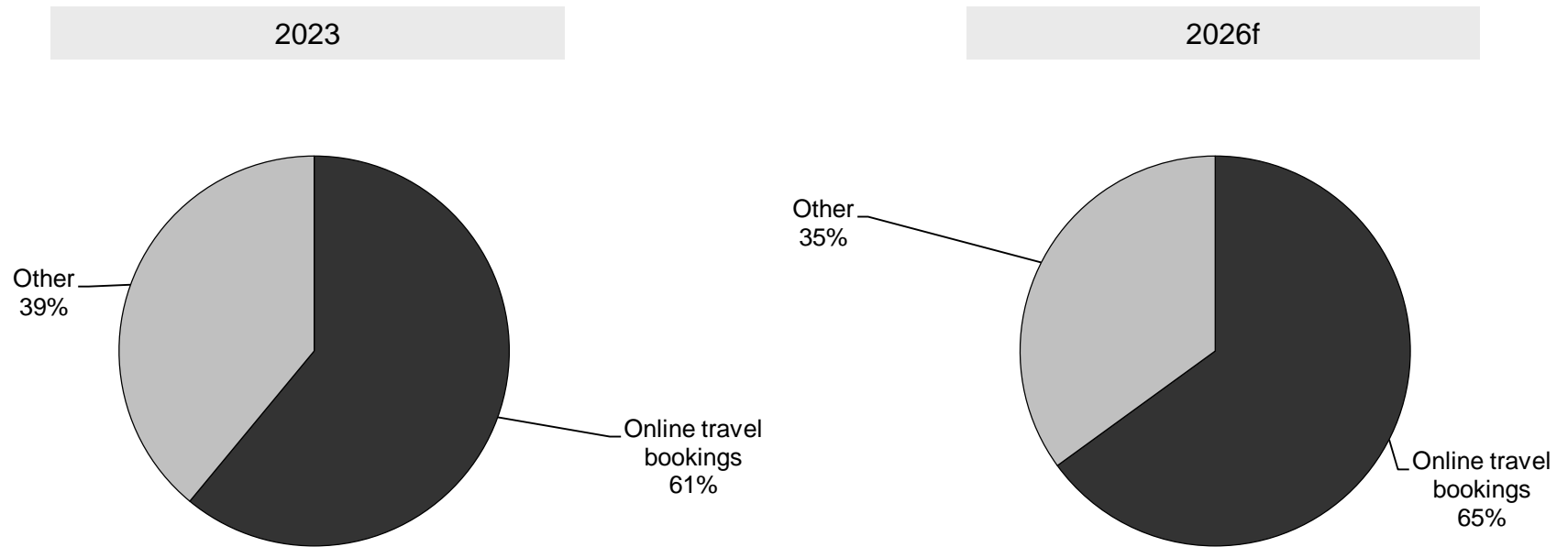
Global: Online Travel Agency Market Value, in USD trillion, 2023 & 2027f
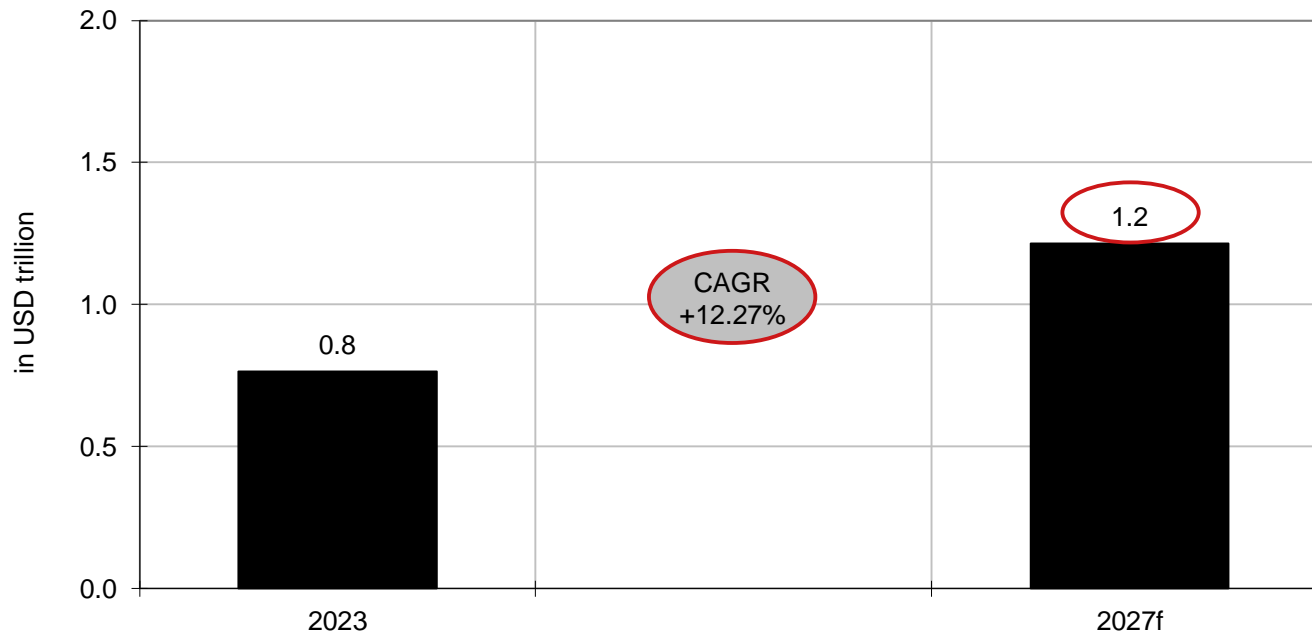
Note: the exchange rate applied in the action title is the average rate for the past 12 months to October 2024: USD 1 = EUR 0.9223
Source: GlobalData, February 2024
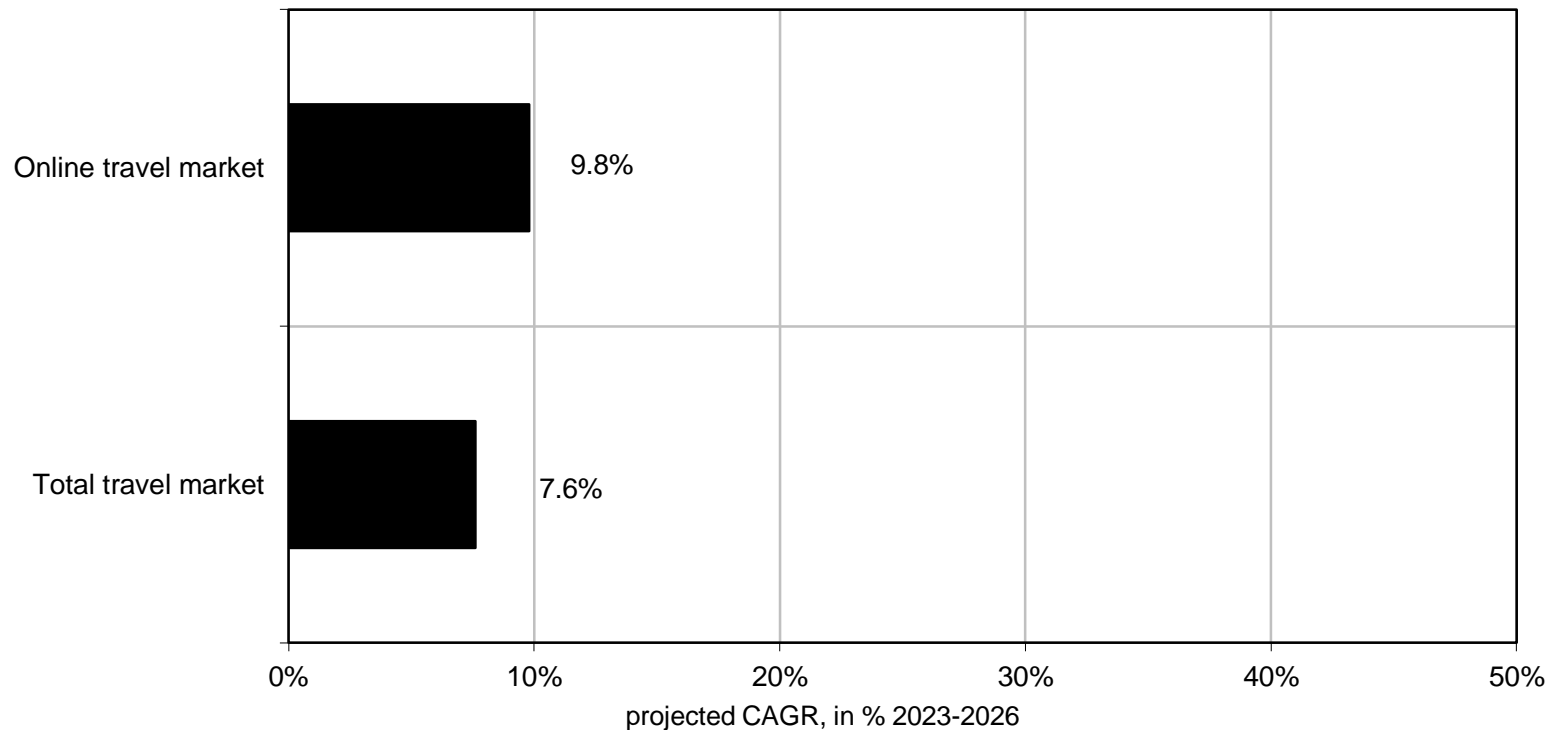
Worldwide, the online travel agency expenditure is projected to reach USD 404.8 bil. (EUR 373.4 bil.) in 2027, with a +12.52% CAGR from 2023.

Global: Online Travel Agency Market Expenditure, in USD billion, 2023 & 2027f
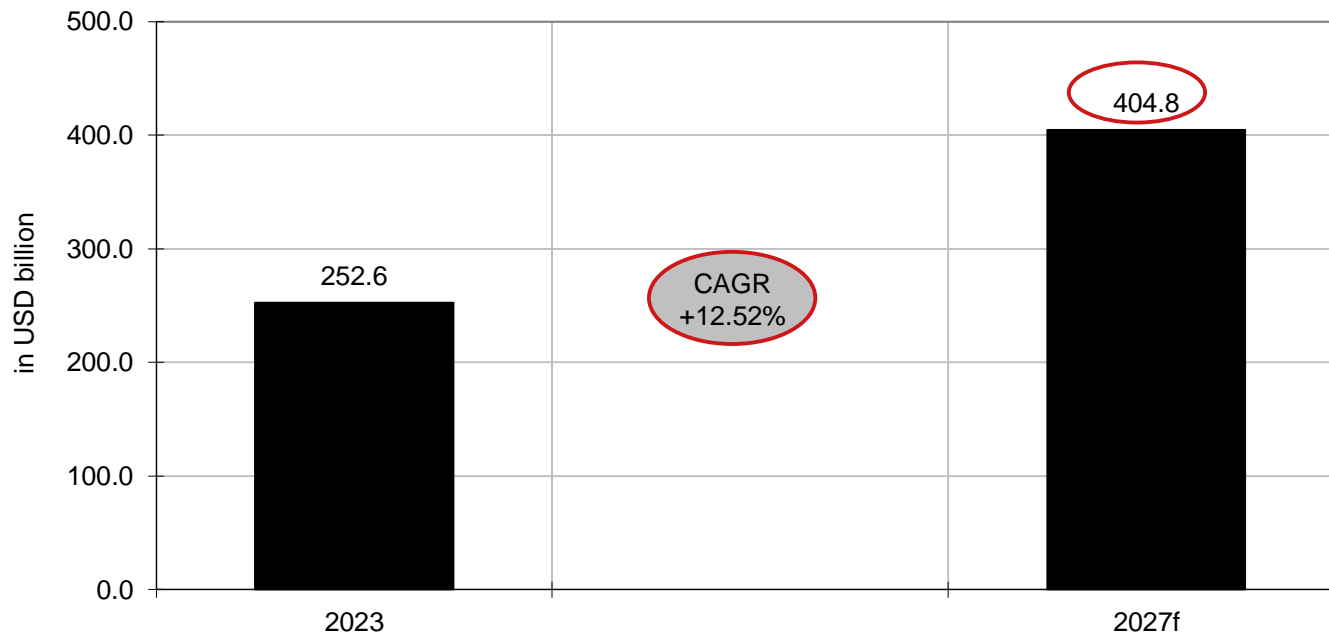
Note: the exchange rate applied in the action title is the average rate for the past 12 months to October 2024: USD 1 = EUR 0.9223
Source: GlobalData, February 2024

71% of the global online travel agency market value was made up by domestic trips in 2023, projected to reach 72% by 2027.

Global: Breakdown of Online Travel Agency Market Value, by Domestic vs Inter. Trips, in %, 2023 & 2027f

2023

International trips
29%

Domestic trips
71%

2027f

International trips
28%

Domestic trips
72%

Source: GlobalData, February 2024

In 2023, domestic trips made up USD 543.7 bil. (EUR 501.5 bil.) of the global OTA market, expected to hit USD 871.7 bil. (EUR 804 bil.) by 2027.

Global: Online Travel Agency Market Value, by Domestic vs International Trips, in USD billion, 2023 & 2027f
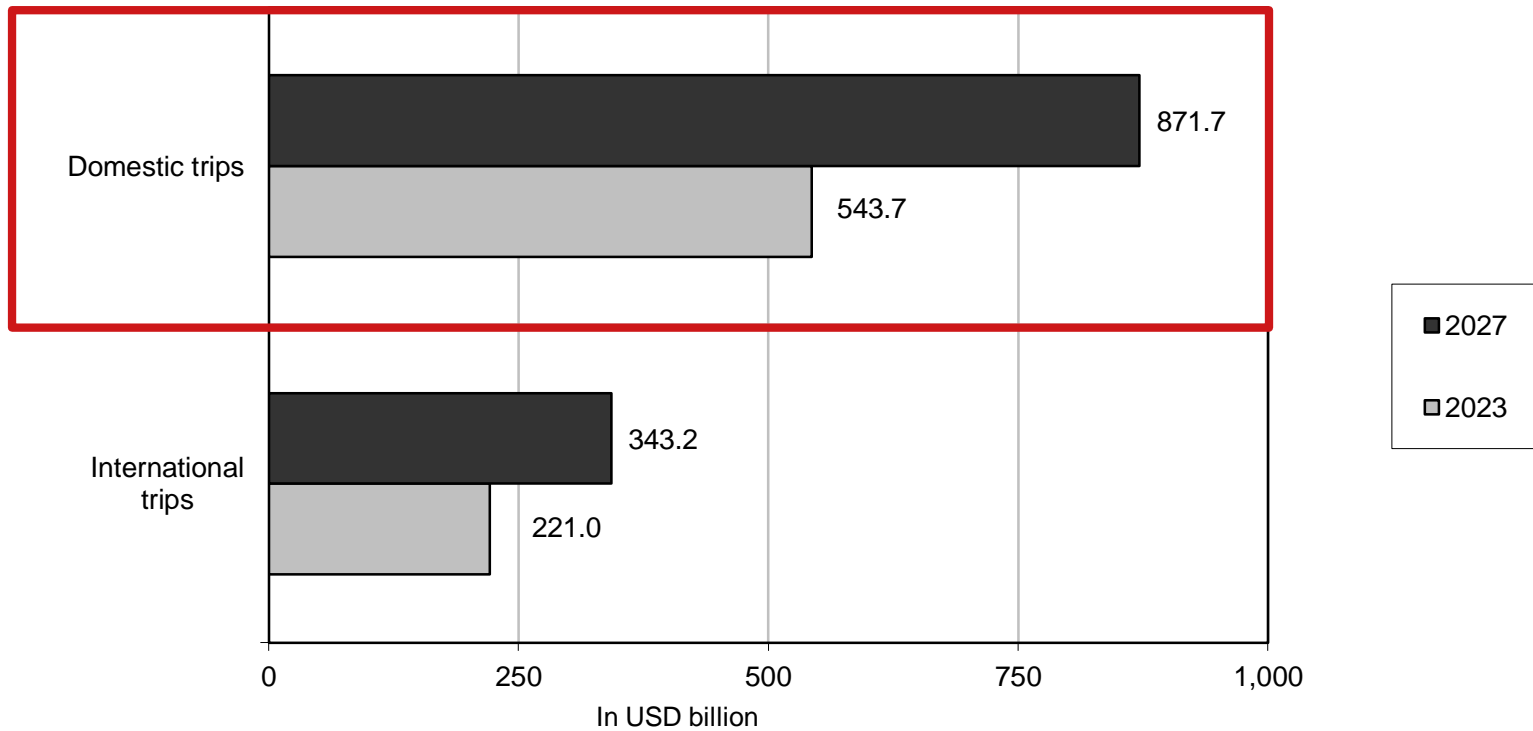
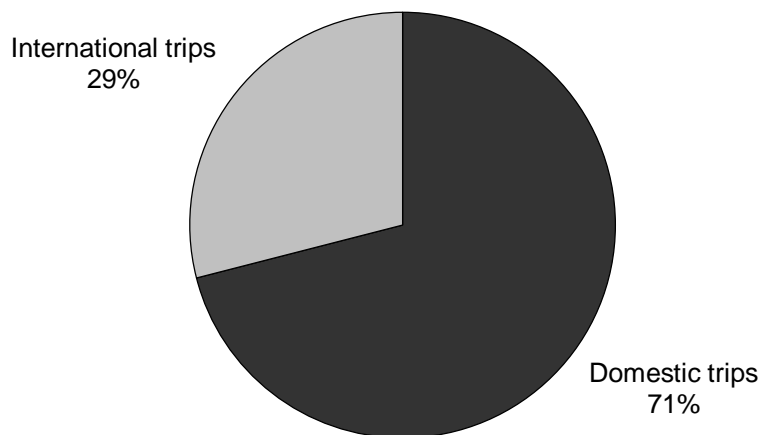Note: the exchange rate applied in the action title is the average rate for the past 12 months to October 2024: USD 1 = EUR 0.9223
Source: GlobalData, February 2024
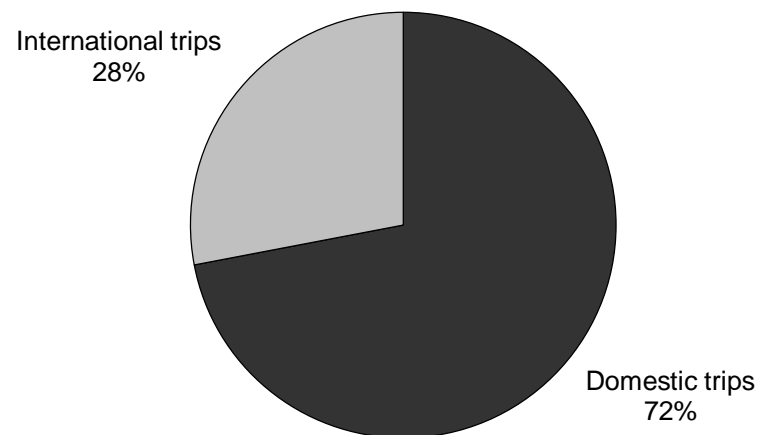
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With 46%, the U.S. was the biggest contributor to the total global online travel agency market value as of 2023.

Global: Share of the U.S. Contributing to Online Travel Agency Market Value, in %, 2023

U.S.
46%

Other
54%
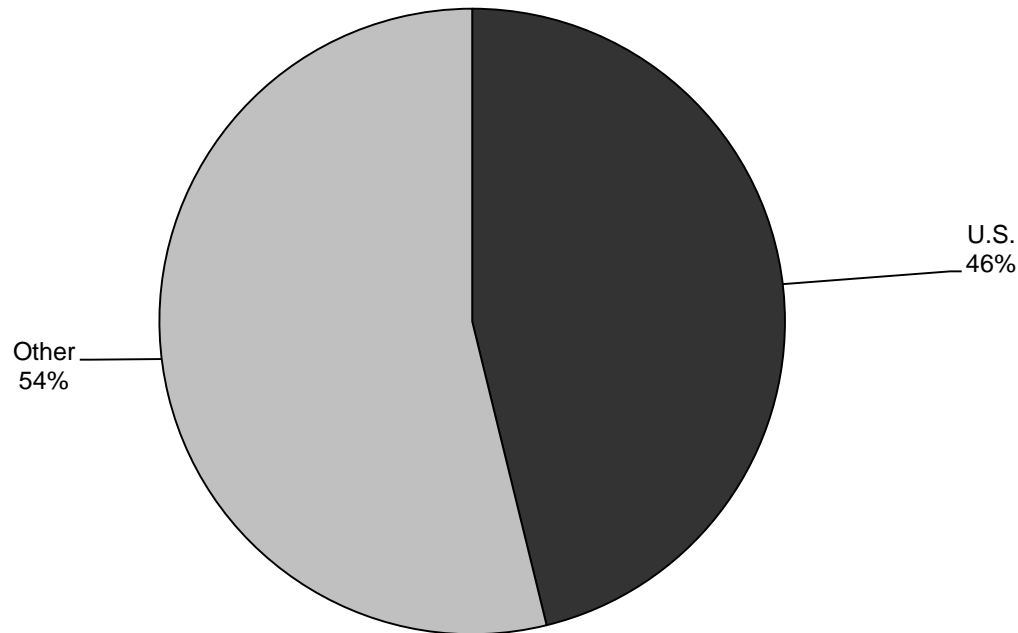
In 2023, 38% of global online travel consumers were always/frequently influenced by digital advancements of a travel service or product when making purchasing decisions.

Global: Share of Online Travel Consumers Who Are Always/Frequently Influenced by Digital Advancements of a Travel Service Or Product, in %, 2023

Online travel consumers who are always/frequently influenced by digital advancementsf a travel service or product when making purchasing decisions
38%

Other
62%
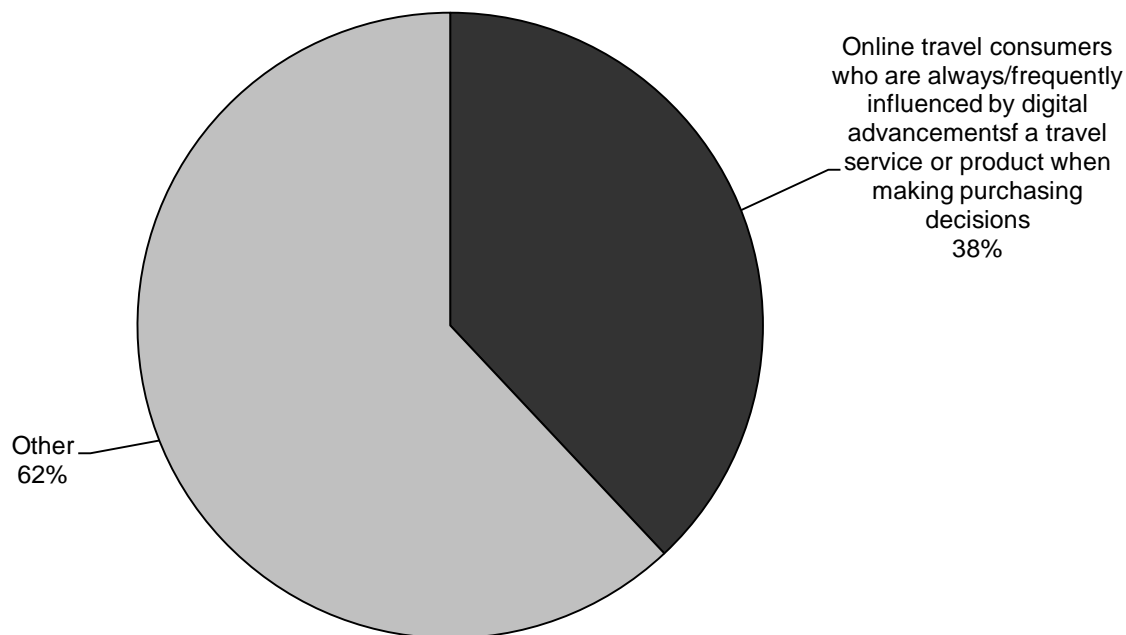
OTAs, accounting for an est. 40% of the global travel market, are set to influence all sectors, including airlines, hotels, and cruises in 2024.

<u>Global</u>: Share of OTA's Making Up the Total Travel Market, in %, 2024e

Online travel agencies
40%

Other
60%

Source: Electronic Payments International, May 2024

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28
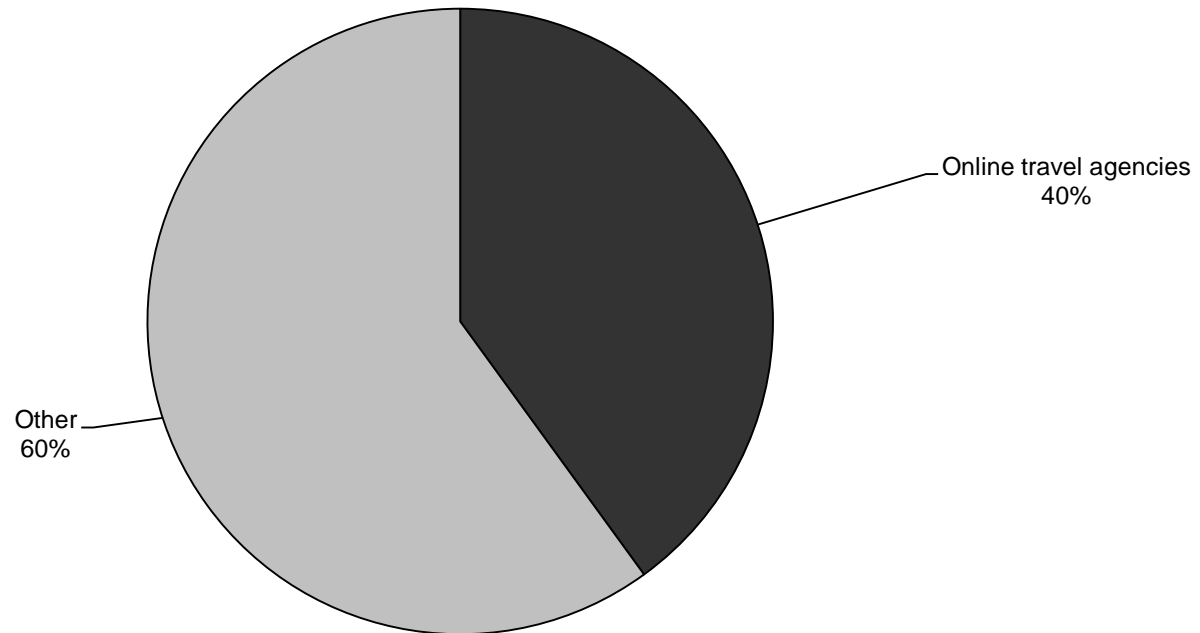
78% of global travelers found it important to have the option to book their entire trip online, as of June 2024.

<u>Global</u>: Share of Travelers Who Find It Important to Have the Option to Book Their Entire Trip Online, in %, June 2024
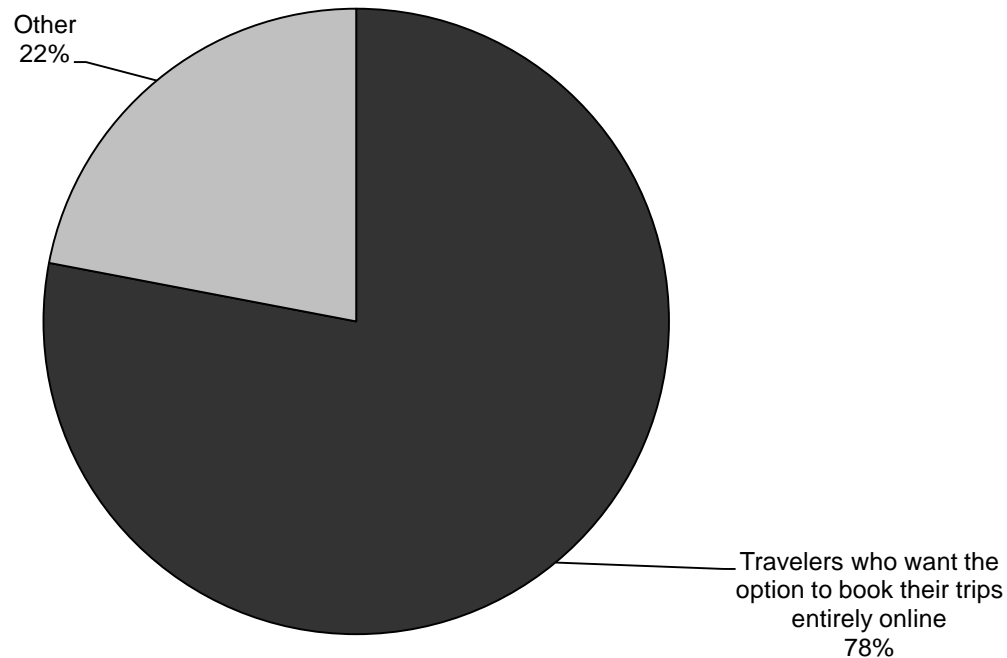
Other
22%

Travelers who want the
option to book their trips
entirely online
78%

Survey: based on a survey of 13,001 adults who plan to travel in the next 12 months
Source: Hilton & Ipsos, September 2024

As of a 2023 estimation, 86% of global Millennial travelers found it important to be able to book their entire trip online.

Global: Share of Travelers Who Feel That It Is Important to Be Able to Book Their Entire Trip Online, by Generation, in % of Travelers, 2023e
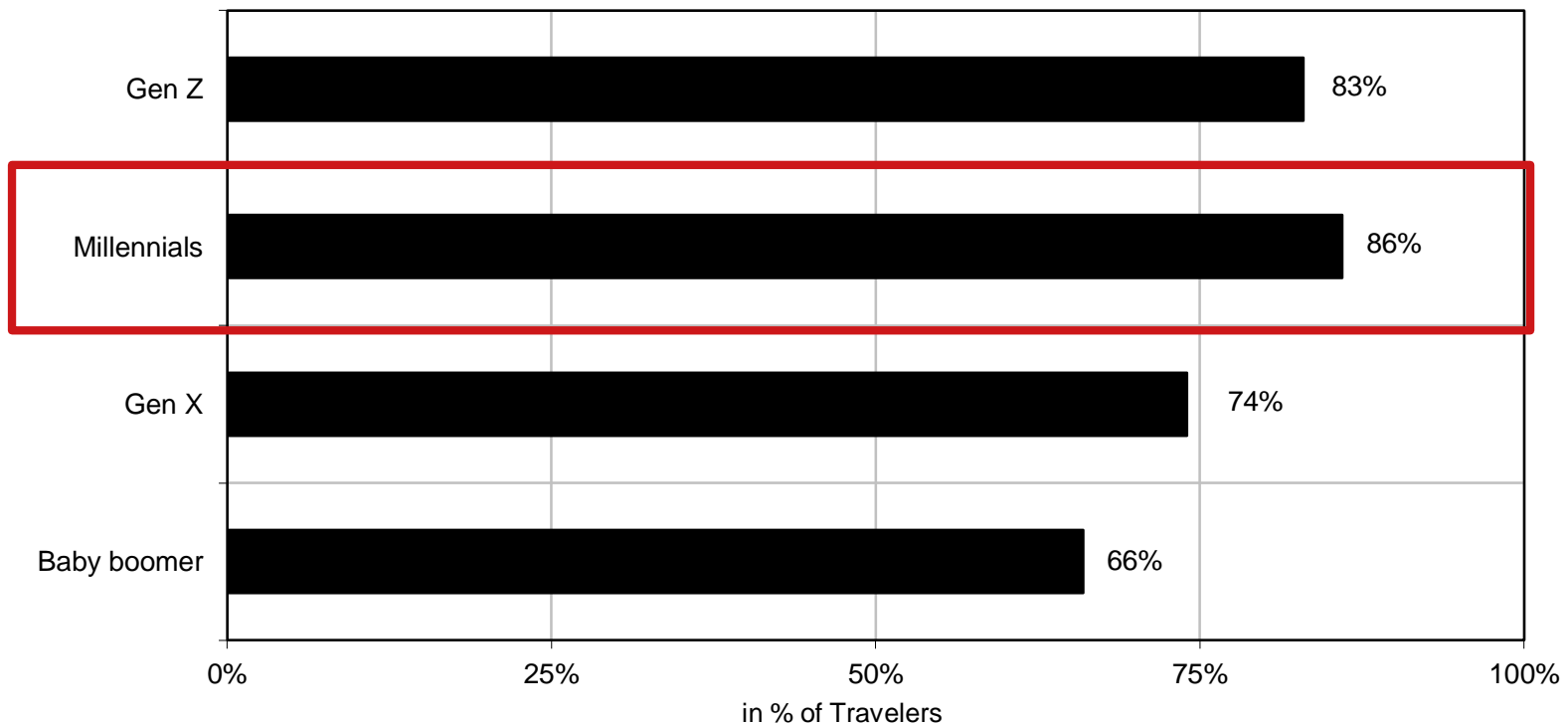
Note: does not add up to 100% due to the nature of the data
Survey: based on a survey of 10,000 travelers from 9 countries
Source: Hilton & Ipsos, October 2023

The global number of "Hilton" hotel check-ins through app reached 9.7 million in June 2023, up by +17% year-on-year.

<u>Global</u>: Number of "Hilton" Hotel Check-Ins Through App, in millions, June 2022 & June 2023
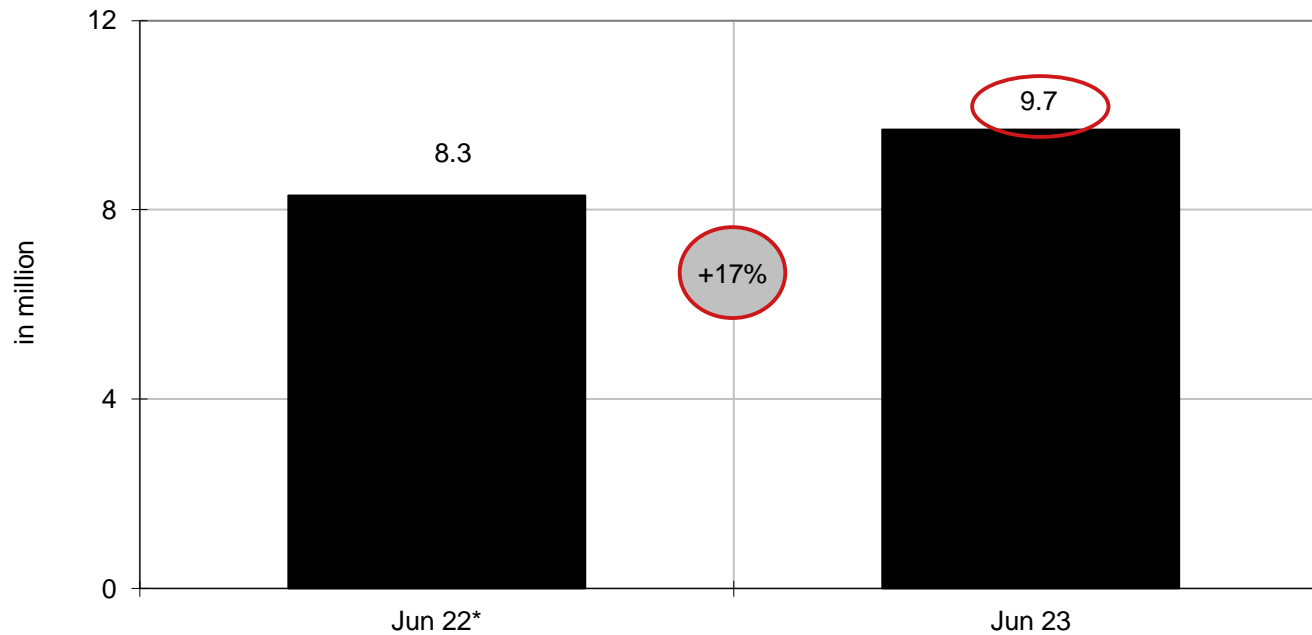
Note: *value was calculated using the data provided by the source
Survey: based on a survey of 10,000 travelers from 9 countries
Source: Hilton & Ipsos, October 2023

More than 6 in 10 (63%) of global travelers wanted to use a digital hotel room key in June 2024.

<u>Global</u>: Share of Travelers Who Want to Use a Digital Hotel Room Key, in %, June 2024
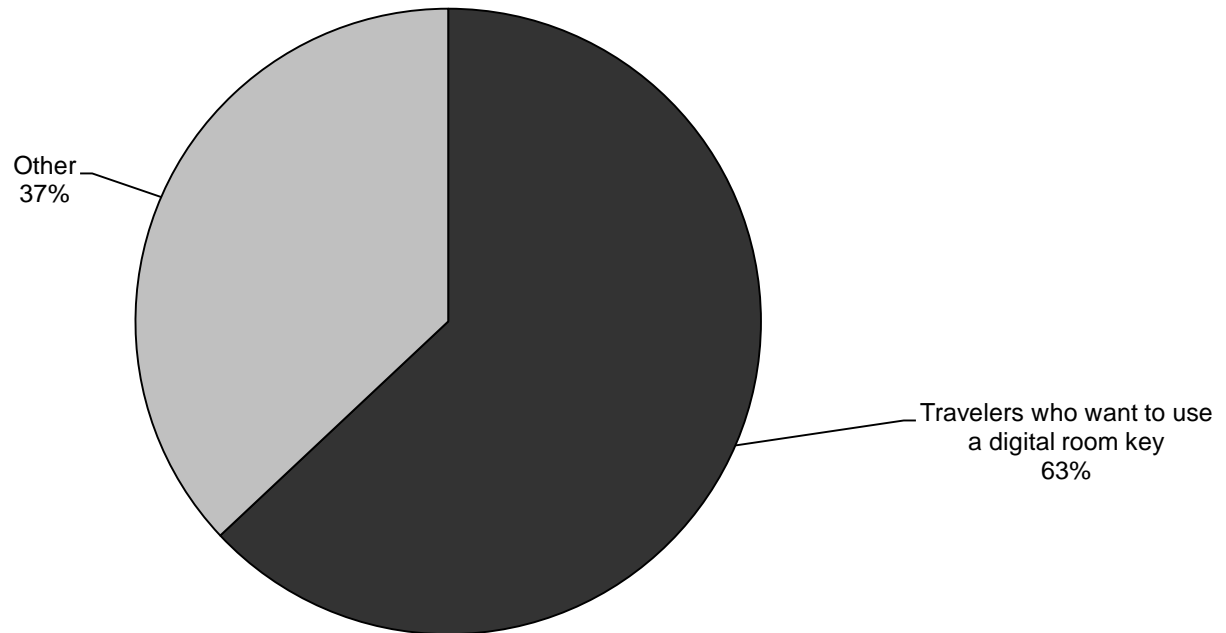
Other
37%

Travelers who want to use
a digital room key
63%

Survey: based on a survey of 13,001 adults who plan to travel in the next 12 months
Source: Hilton & Ipsos, September 2024

As estimated in 2023, 76% of global travelers stated that they appreciate travel apps that reduce the friction and stress of travel.

Global: Share of Travelers Who Appreciate Travel Apps That Reduce the Friction And Stress of Travel, in %, 2023e
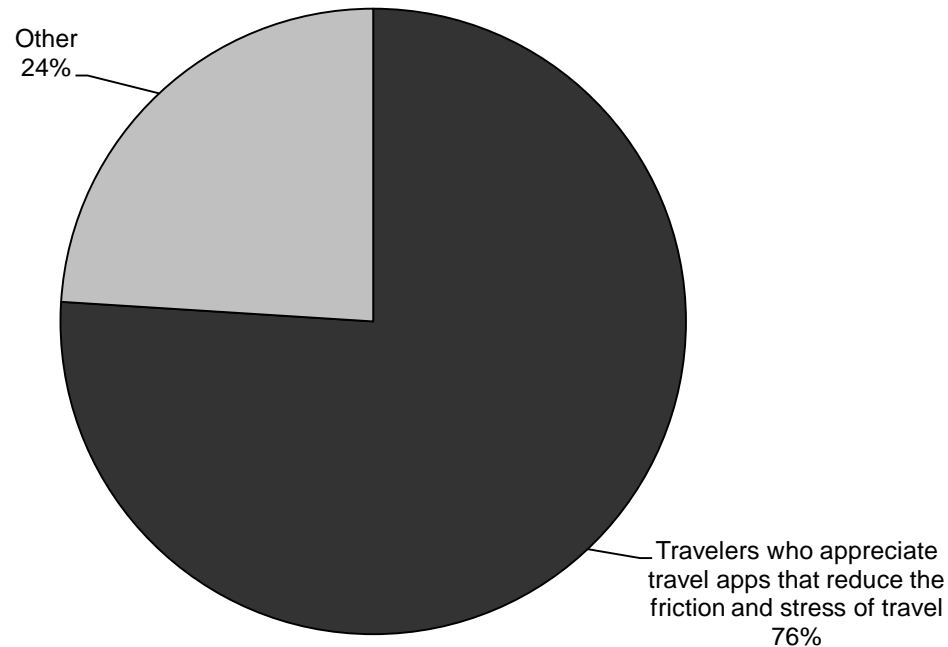
Other
24%

Travelers who appreciate
travel apps that reduce the
friction and stress of travel
76%

Survey: based on a survey of 10,000 travelers from 9 countries
Source: Hilton & Ipsos, October 2023

84% of Millennial global travelers appreciated travel apps that reduce the friction and stress of travel, as estimated in 2023.

Global: Share of Travelers Who Appreciate Travel Apps That Reduce the Friction And Stress of Travel, by Generation, in % of Travelers, 2023e
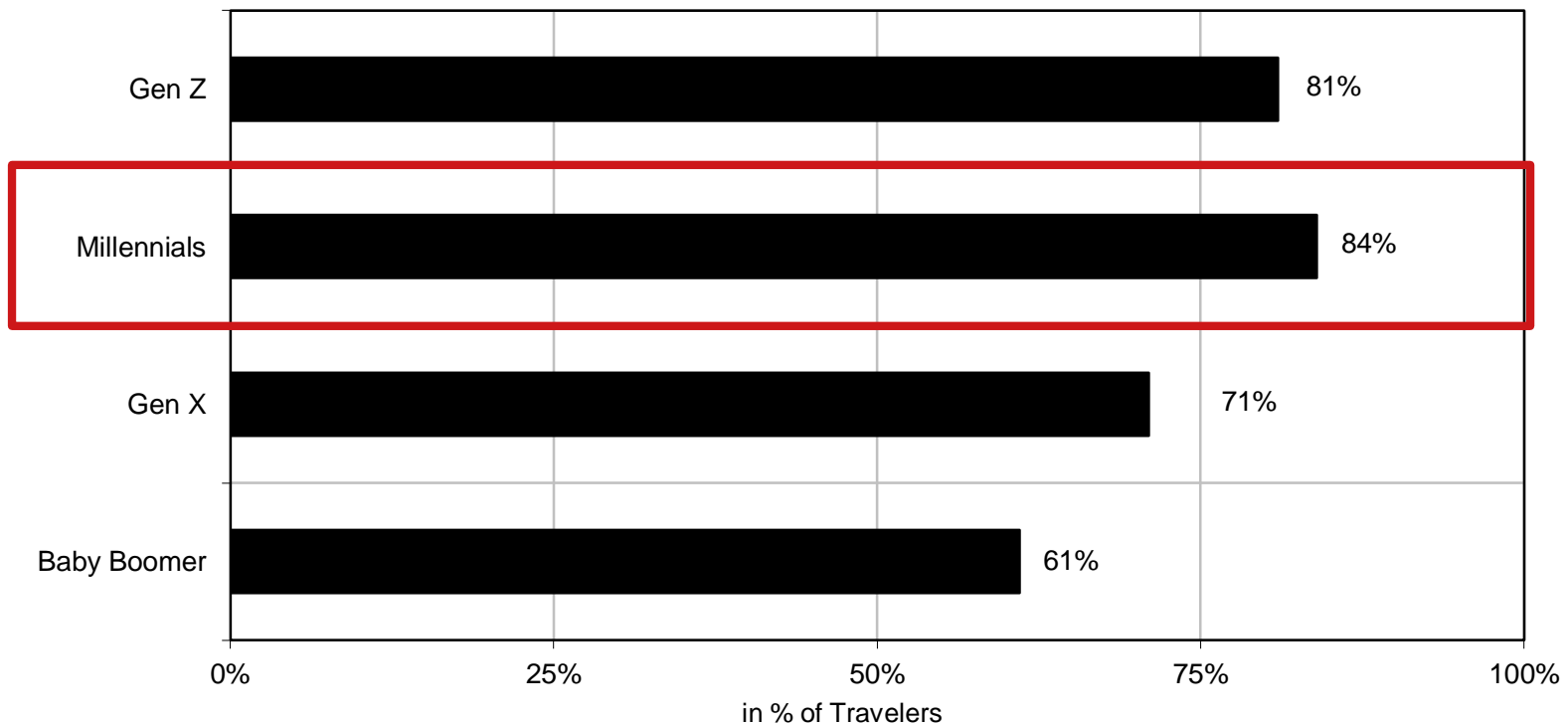
Generation	%
Gen Z	81%
Millennials	84%
Gen X	71%
Baby Boomer	61%

in % of Travelers

Note: does not add up to 100% due to the nature of the data
Survey: based on a survey of 10,000 travelers from 9 countries
Source: Hilton & Ipsos, October 2023

77% of global travelers wanted the ability to utilize personal devices seamlessly while traveling, as of June 2024.

<u>Global</u>: Share of Travelers Who Find the Ability to Utilize Personal Devices Seamlessly While Traveling Important, in %, 2024e
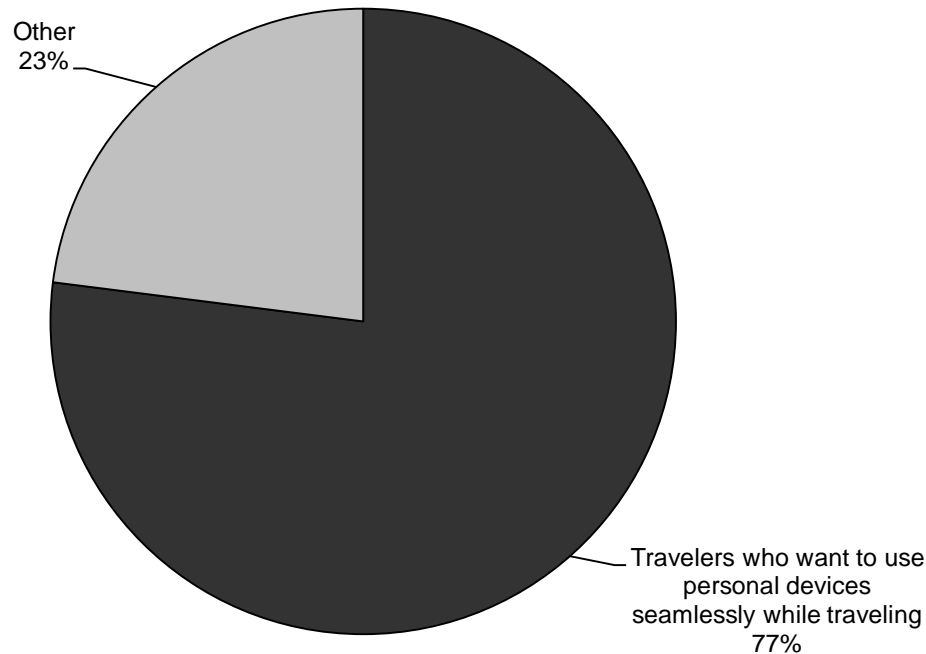
Other
23%

Travelers who want to use
personal devices
seamlessly while traveling
77%

Survey: based on a survey of 13,001 adults who plan to travel in the next 12 months
Source: Hilton & Ipsos, September 2024

84% of global Gen Z travelers found it important to utilize personal devices seamlessly with on-property technology as estimated in 2023.

<u>Global</u>: Share of Travelers Who Find the Ability to Utilize Personal Devices Seamlessly With On-Property Technology Important, by Generation, in % of Travelers, 2023e
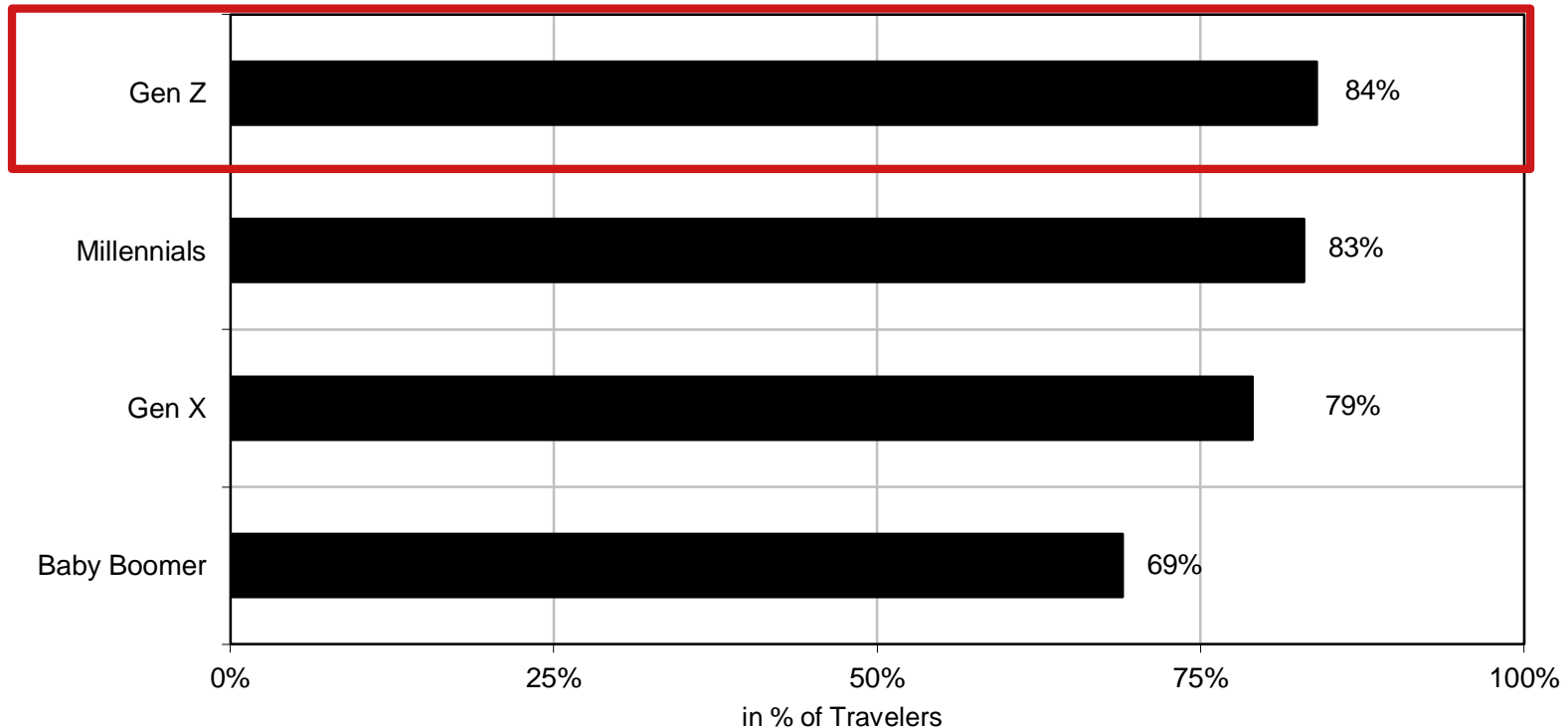
Note:	does not add up to 100% due to the nature of the data
Definition:	"on-property technology" refers to Wi-Fi and streaming apps in hotels, among others
Survey:	based on a survey of 10,000 travelers from 9 countries
Source:	Hilton & Ipsos, October 2023

Globally, almost one quarter (24.5%) of Internet users visited travel websites and used travel apps in Q3 2023.

Global: Share of Internet Users Who Visited Travel Websites And Used Travel Apps, in %, Q3 2023
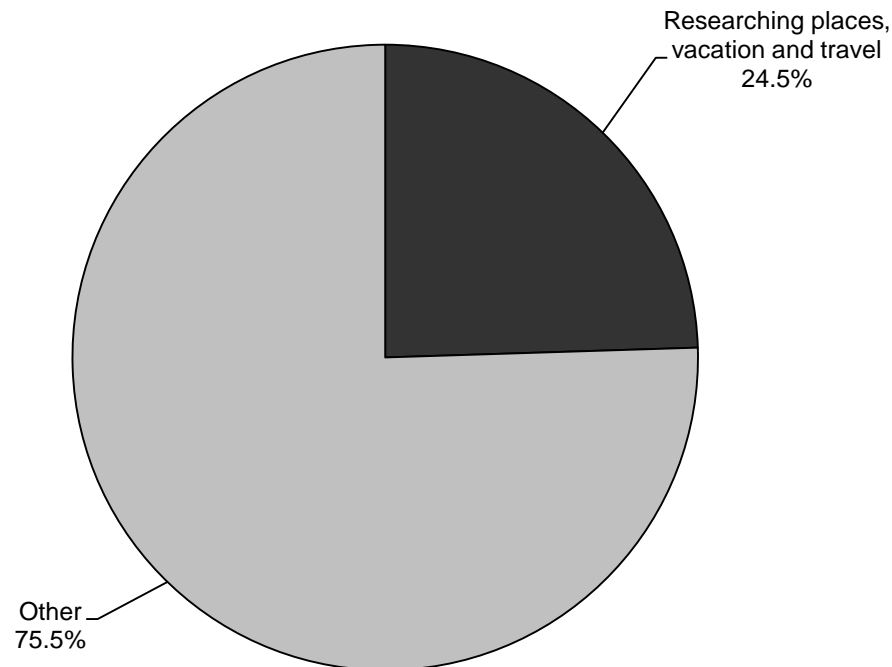
Researching places,
vacation and travel
24.5%

Other
75.5%

Survey: based on a survey of Internet users aged 16-64, conducted in Q3 2023
Source: GWI cited by We Are Social & Meltwater, January 2024

yStats.com

35.2% of global Internet users used the Internet to research places, vacation and travel in Q3 2023.

Global: Share of Internet Users Who Use the Internet to Research Places And Travel, in %, Q3 2023
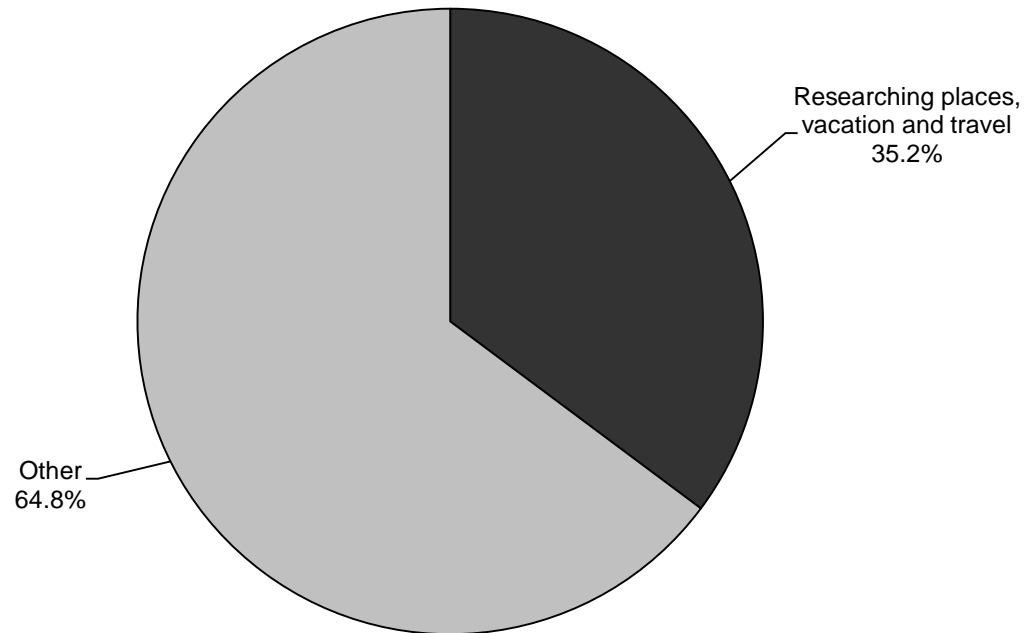
Researching places, vacation and travel
35.2%

Other
64.8%

Survey: based on a survey of Internet users aged 16-64, conducted in Q3 2023
Source: GWI cited by We Are Social & Meltwater, January 2024

Internet users worldwide aged 55-64 used the Internet to research places and travel the most (40.7%) among all age groups, as of Q3 2023.

Global: Share of Internet Users Who Use the Internet to Research Places And Travel, by Age, in % of Internet Users, Q3 2023

in % of Internet Users

35-44	39.1%
45-54	38.9%
55-64	40.7%
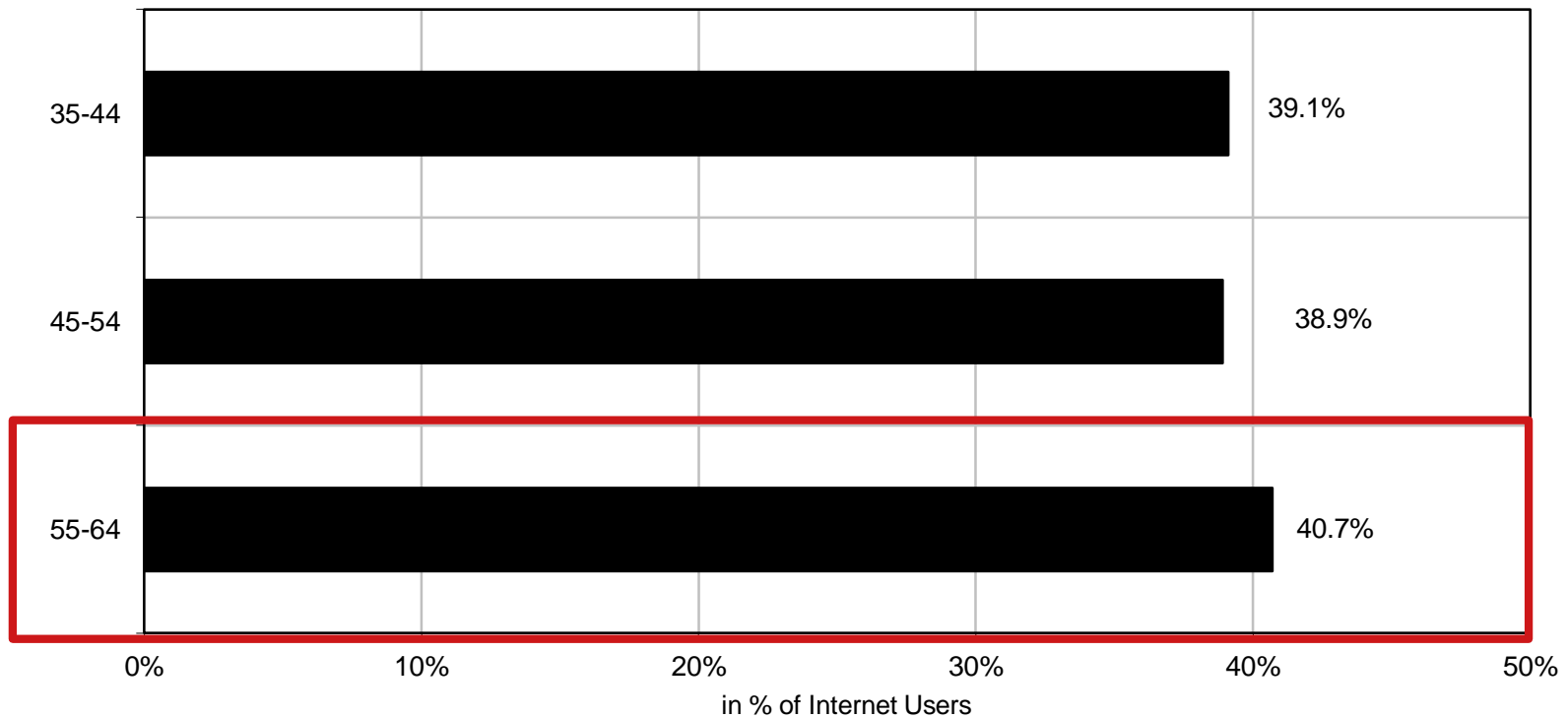
Note: does not add up to 100% due to the nature of the data; data for age 16-34 was not revealed by the source, but is lower than the displayed shares
Survey: based on a survey of Internet users aged 16-64, conducted in Q3 2023
Source: GWI cited by We Are Social & Meltwater, January 2024

Globally, 39% of travelers found their trip inspiration on social media, as of February 2024, followed by other online sources.

<u>Global</u>: Top Sources of Trip Inspiration, in % of Travelers, February 2024
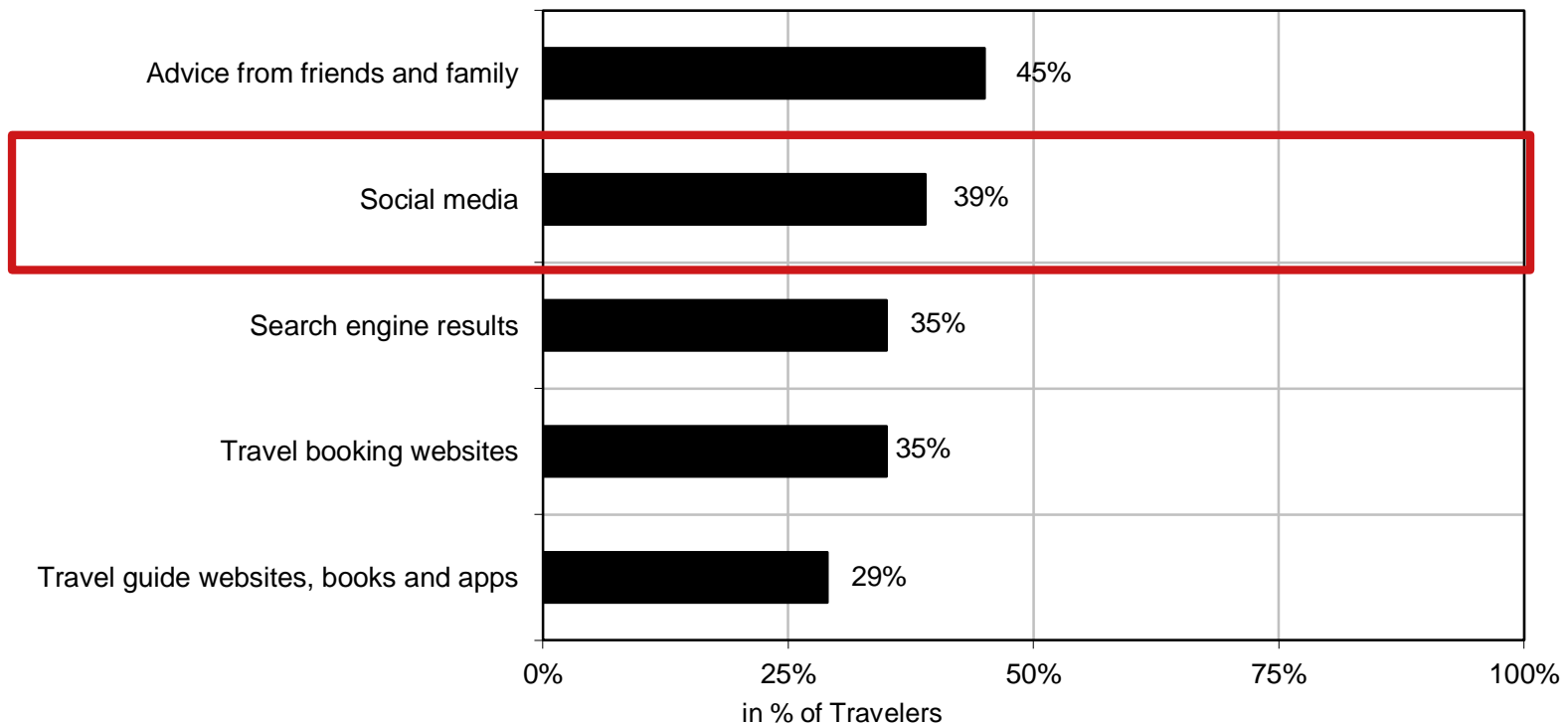
Source	% of Travelers
Advice from friends and family	45%
Social media	39%
Search engine results	35%
Travel booking websites	35%
Travel guide websites, books and apps	29%

in % of Travelers

Note: does not add up to 100% due multiple answers possible
Survey: based on a survey of 32,300 adults who had taken a trip in the last 12 months and planned to take a trip in 2024, conducted in January-February 2024
Source: Booking.com, July 2024

63% of global travelers finding travel inspiration on social media cited their loved ones' content as top inspiration source, as of Feb. 2024.

Global: Top Origins of Social Media Travel Inspiration, in % of Travelers, February 2024
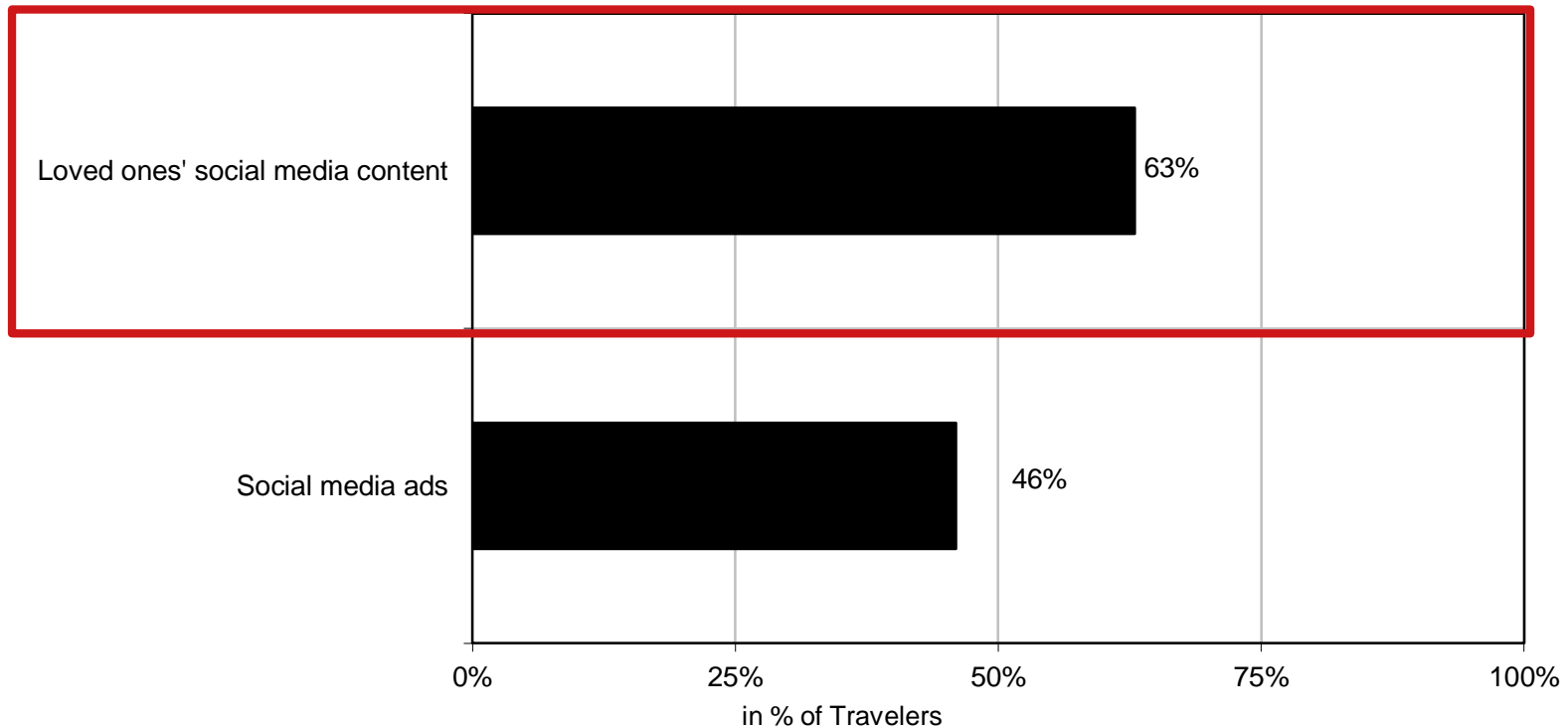
in % of Travelers

Note: does not add up to 100% due multiple answers possible
Survey: based on a survey of 32,300 adults who had taken a trip in the last 12 months and planned to take a trip in 2024, conducted in January-February 2024
Source: Booking.com, July 2024

In February 2024, 35% of travelers worldwide stated that search engine results play a key part in their trip planning journey.

Global: Share of Travelers Who State That Search Engine Results Play A Key Part In Their Trip Planning Journey, in %, February 2024
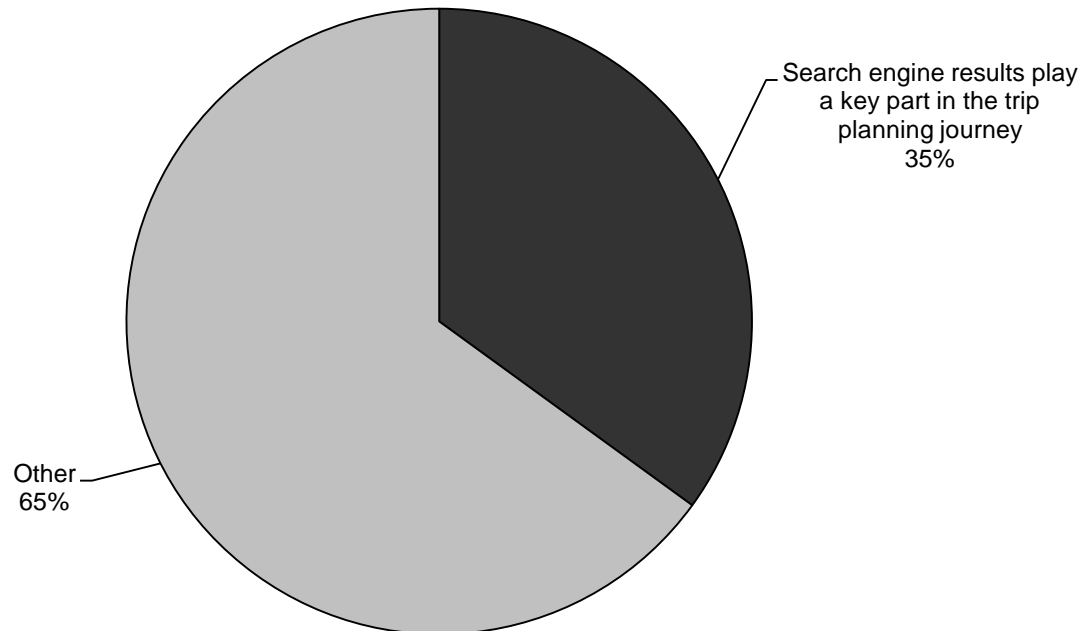
Search engine results play
a key part in the trip
planning journey
35%

Other
65%

The EMEA region witnessed an annual +14% growth of online bookings from global airline travel providers in Q1 2024.

Global: Year-on-Year Growth of Online Bookings From Global Air Travel Providers, by Region, in % of Year-on-Year Growth, Q1 2024
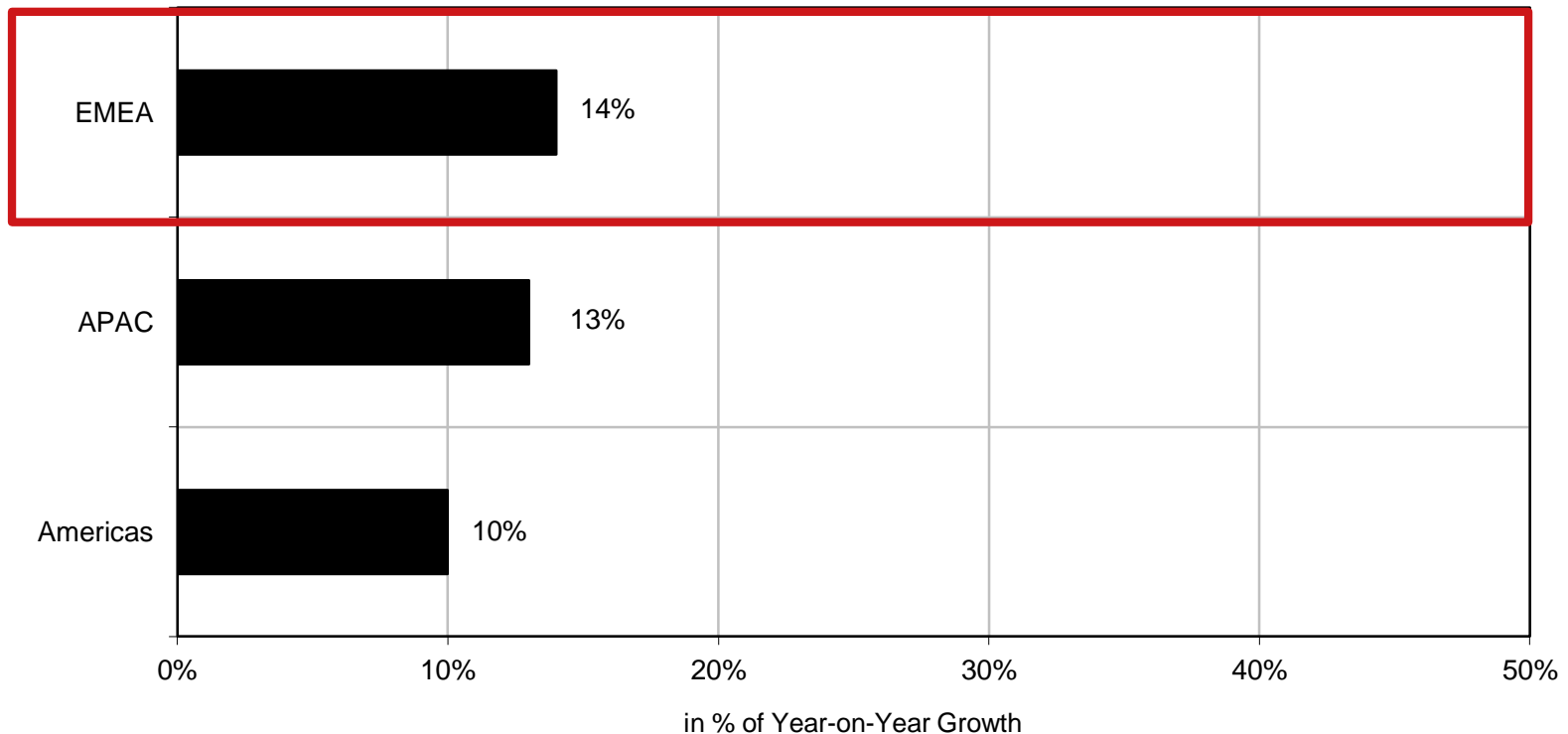
Region	
EMEA	14%
APAC	13%
Americas	10%

0%   10%   20%   30%   40%   50%

in % of Year-on-Year Growth

Note: does not add up to 100% due to the nature of the data
Survey: based on a survey of 10,000 travelers, conducted in Q1 2024
Source: Criteo, August 2024

In South Korea, 21% of travelers have used AI and found it helpful when planning for travel, followed by Germany (20%) in Q1 2024.

Global: Share of Travelers Who Have Used AI And Found It Helpful When Planning for Travel, by Country, in % of Travelers, Q1 2024
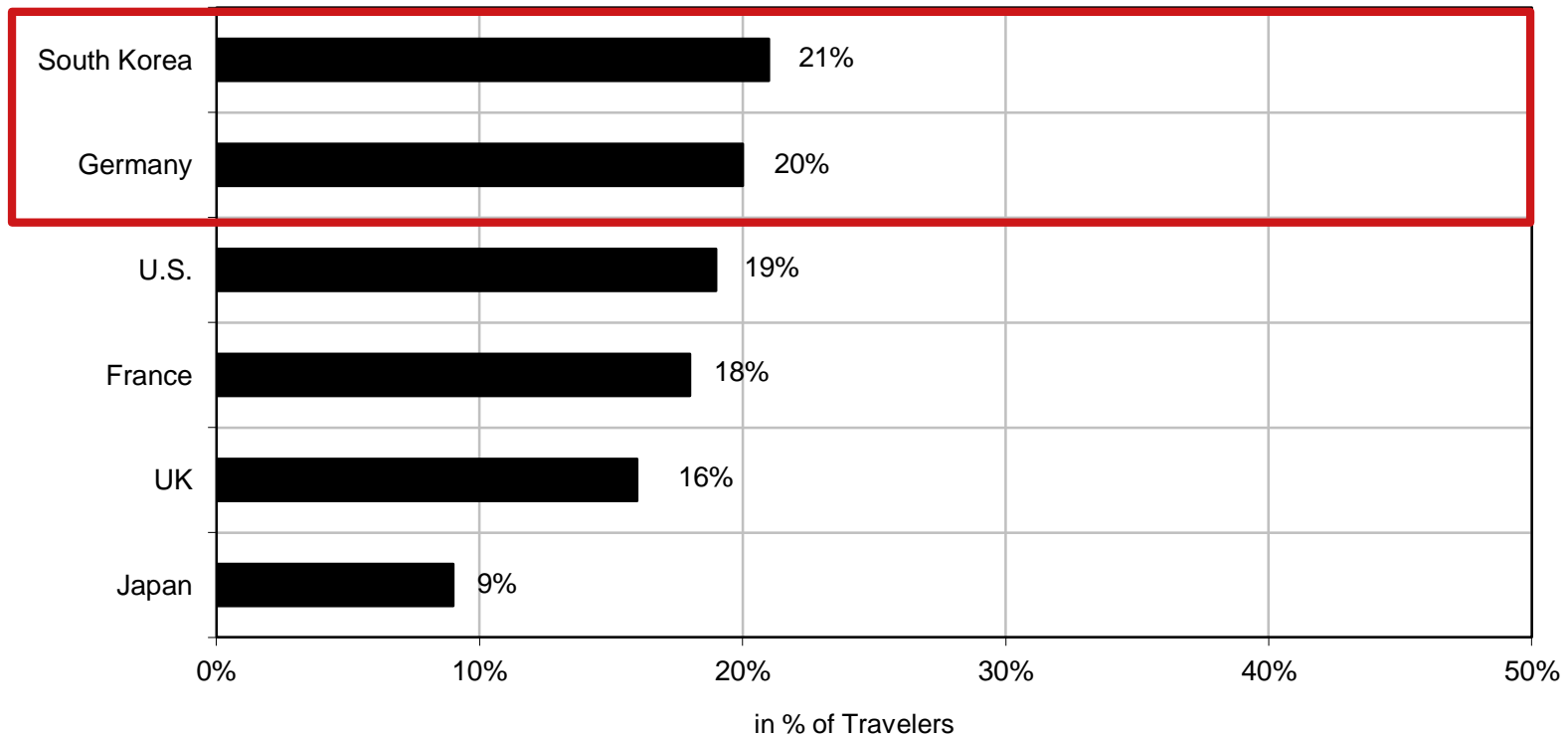
South Korea — 21%
Germany — 20%
U.S. — 19%
France — 18%
UK — 16%
Japan — 9%

in % of Travelers

Note: does not add up to 100% due to the nature of the data
Survey: based on a survey of 10,000 travelers; France (N=)1,309; Germany 1,021; Japan 1,227; S. Korea 1,008; UK 1,116; US 1,074; conducted in Q1 2024
Source: Criteo, August 2024

Globally, 40% of travelers stated that they would use AI to help find a hotel or vacation rental, as of October 2023.

Global: AI Use Cases in Travel, in % of Travelers, October 2023
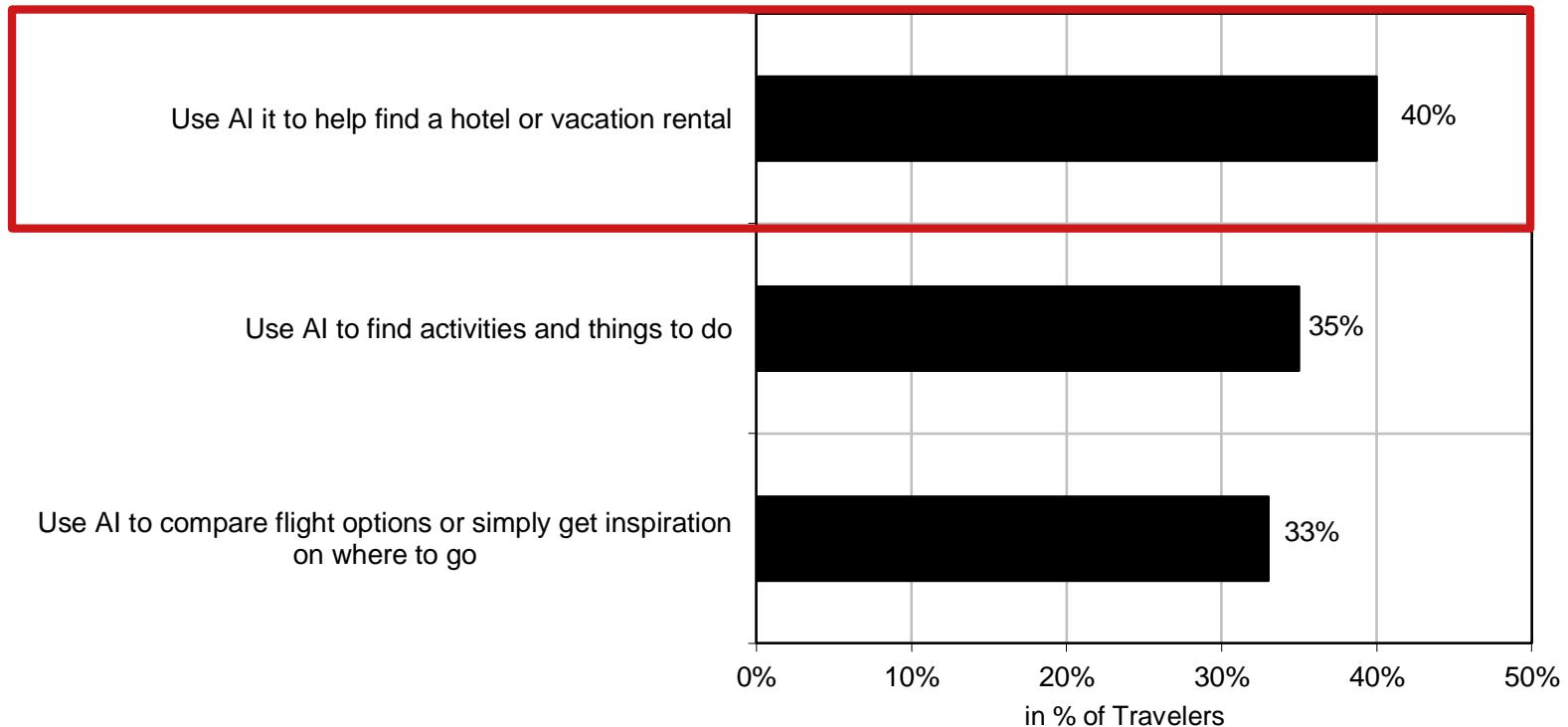
Use AI it to help find a hotel or vacation rental	40%
Use AI to find activities and things to do	35%
Use AI to compare flight options or simply get inspiration on where to go	33%

in % of Travelers

Note: does not add up to 100% due to multiple answers possible

Survey: based on a survey of 20,000 respondents, among adults who are planning domestic or international travel in the next 3 years, conducted September 2023 – October 2023

Source: Expedia & OnePoll, November 2023

Close to half (40%) of surveyed adults globally were curious to use AI when planning a trip, as of October 2023.

Global: Share of Travelers Who Are Curious to Use AI When Planning a Trip, in %, October 2023
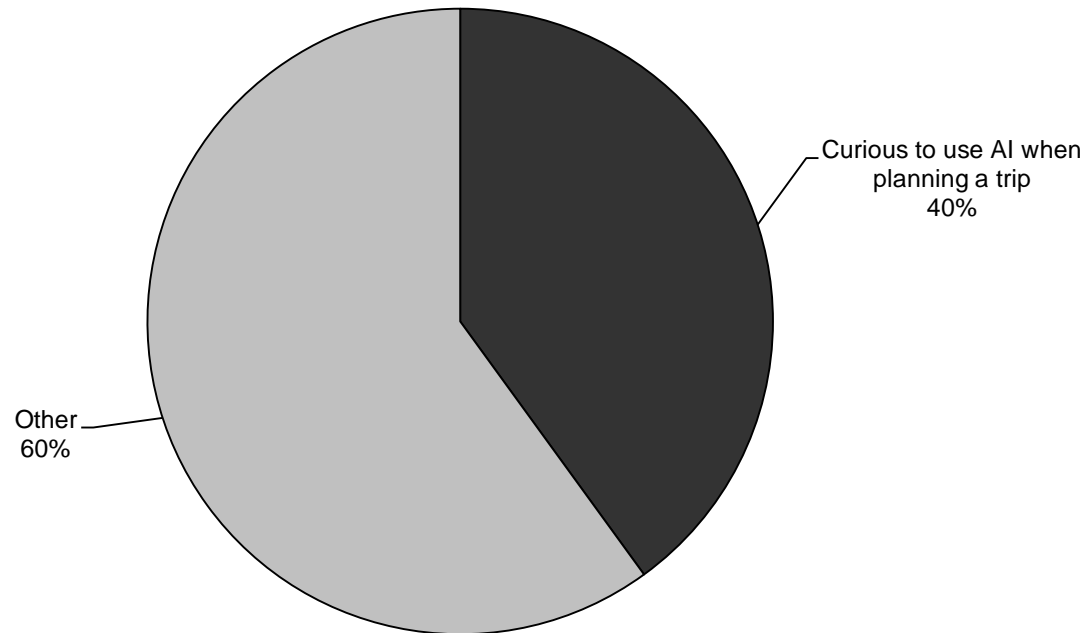
Curious to use AI when planning a trip
40%

Other
60%

Survey:	based on a survey of 20,000 respondents, among adults who are planning domestic or international travel in the next 3 years, conducted September 2023 – October 2023
Source:	Expedia & OnePoll, November 2023

80% of global travelers used OTAs in the 45 days leading up to booking travel, followed by search engines (61%), as of April 2023.

Global: Top 5 Resources Used in the 45 Days Leading Up To Booking Travel, in % of Travelers, April 2023
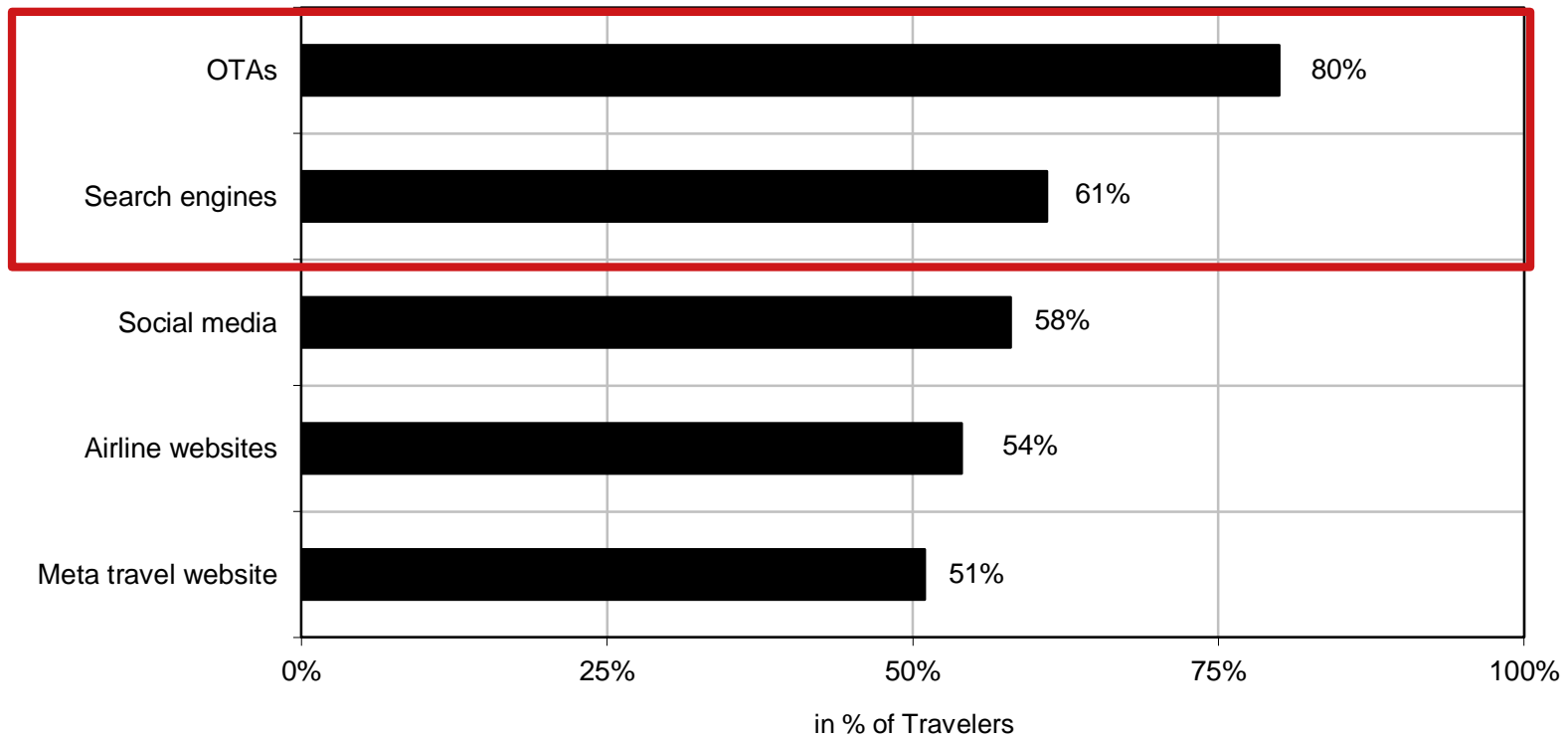
Resource	% of Travelers
OTAs	80%
Search engines	61%
Social media	58%
Airline websites	54%
Meta travel website	51%

in % of Travelers

Note: does not add up to 100% due to multiple answers possible
Survey: based on a survey of 5,713 adults, conducted March 24-April 19, 2023
Source: Expedia, February 2024

Global travelers spent the longest amount of time with OTAs, airline websites, & meta travel websites before a travel purchase in April 2023.

<u>Global</u>: Average Time Travelers Spent With Resources Used on the Path to Travel Purchase, in Minutes, April 2023
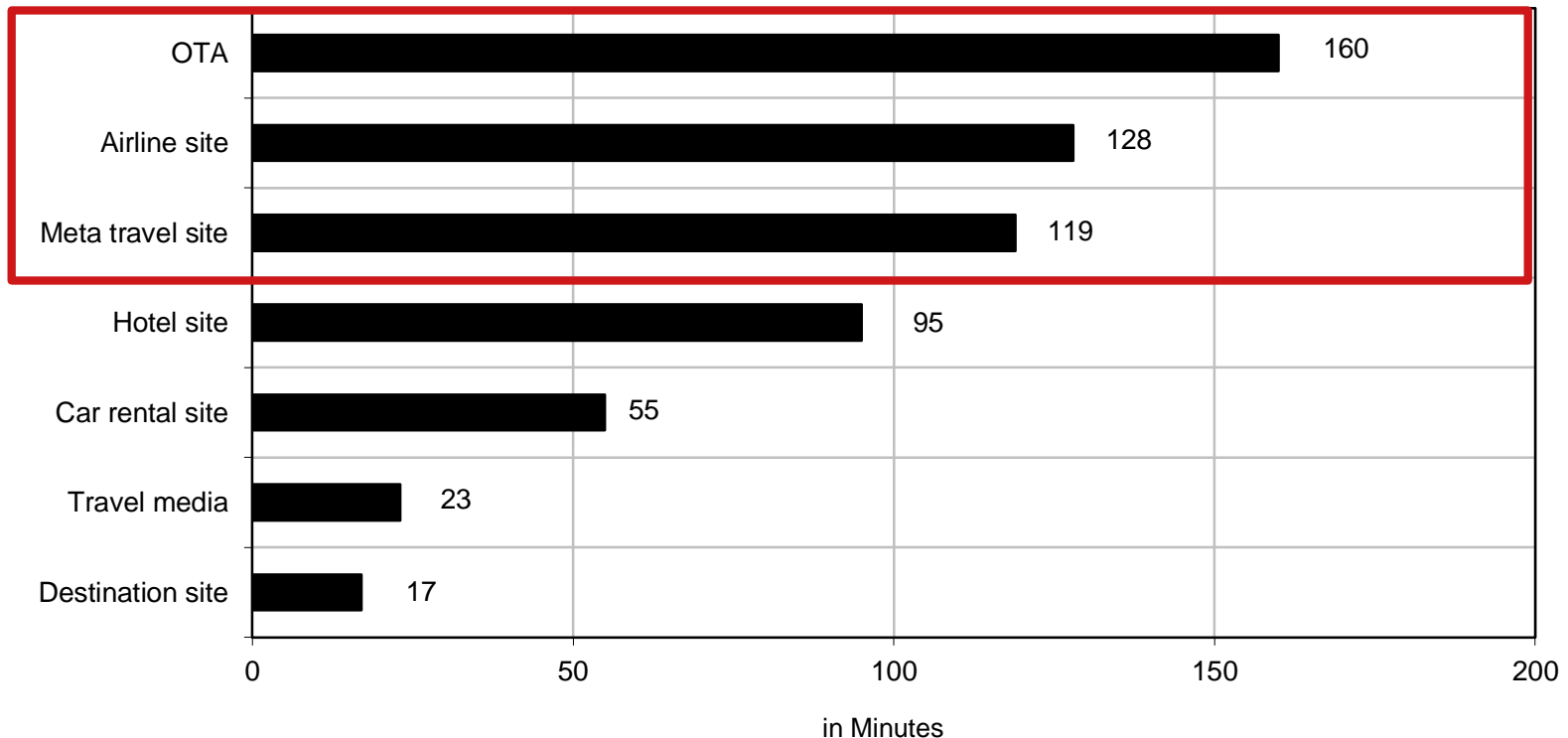
Resource	Minutes
OTA	160
Airline site	128
Meta travel site	119
Hotel site	95
Car rental site	55
Travel media	23
Destination site	17

in Minutes

Survey: based on a survey of 5,713 adults, conducted March 24-April 19, 2023
Source: Expedia, February 2024

65% of travelers worldwide using social media prior to booking a trip were using it for destination inspirations, as of April 2023.

Global: Top 5 Use Cases of Social Media in the Path to Travel Purchase, in % of Travelers, April 2023
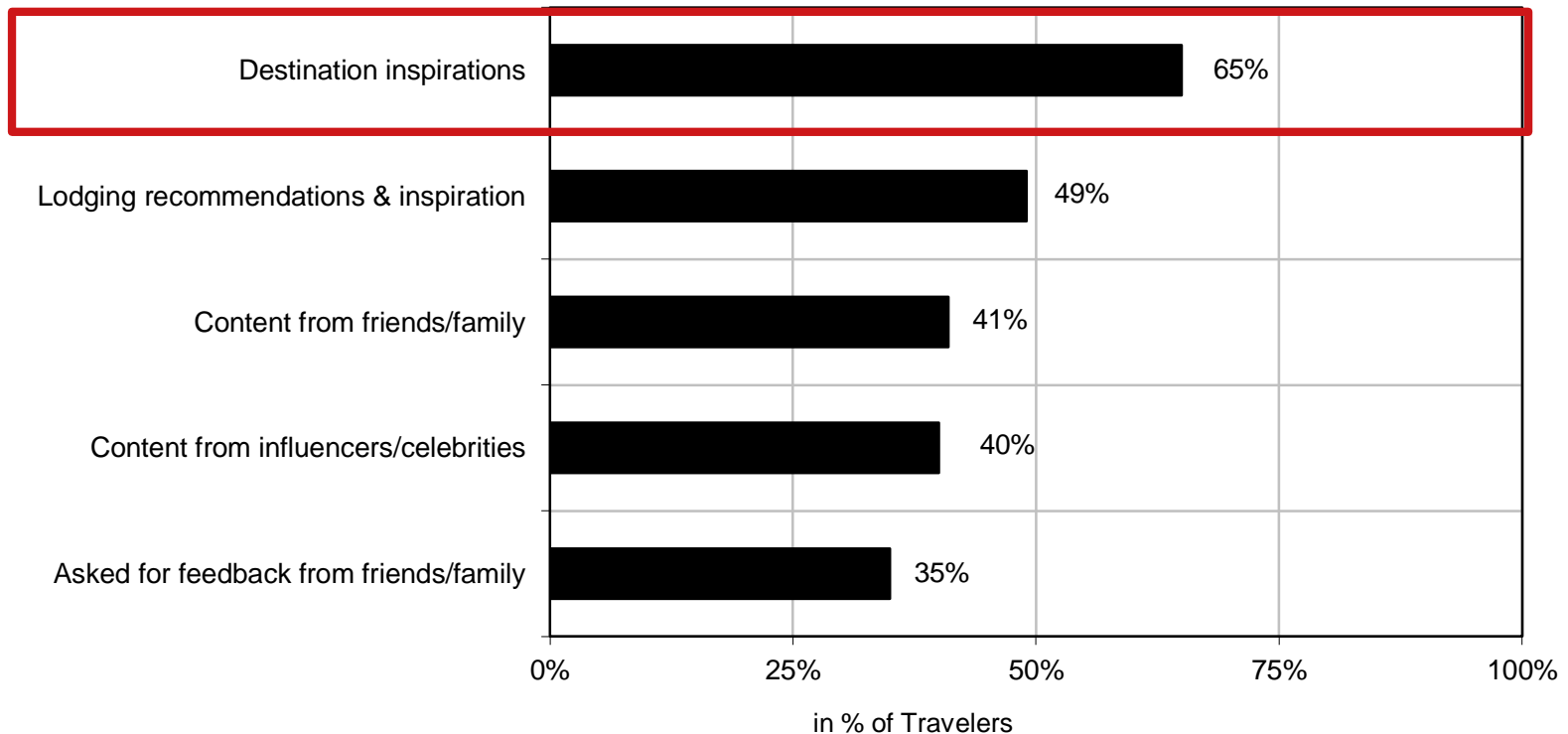
| Category	Value
Destination inspirations	65%
Lodging recommendations & inspiration	49%
Content from friends/family	41%
Content from influencers/celebrities	40%
Asked for feedback from friends/family	35%

in % of Travelers

Note: does not add up to 100% due to multiple answers possible
Survey: based on a survey of 5,713 adults, conducted March 24-April 19, 2023
Source: Expedia, February 2024

In the travel & hospitality industry, 51.4% of global sessions caused users to experience frustration, as of December 2023.

Global: Share of Frustration Experienced by Users During Sessions, by Industry, in %, October 2023

| Travel & Hospitality | All Industries |
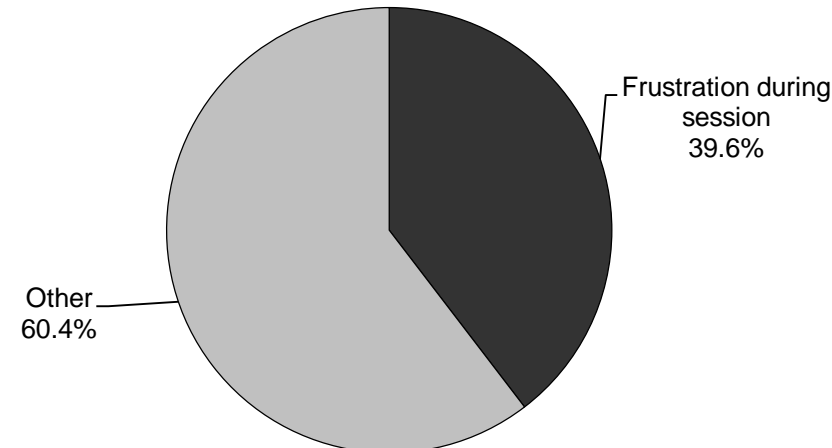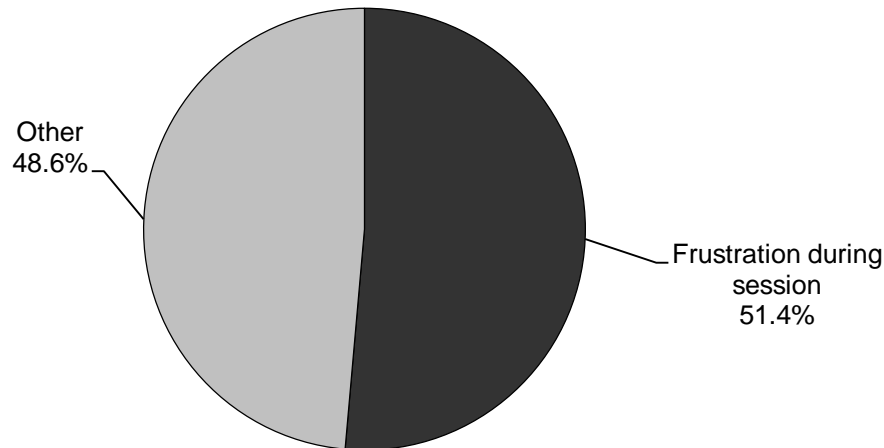
Other
48.6%

Frustration during
session
51.4%

Frustration during
session
39.6%

Other
60.4%

Survey: based on a survey of 43 billion user sessions (website visits) and 200 billion page views across 3,590 websites, conducted from October 2022 – October 2023
Source: Contentsquare, February 2024

51.4% of global travel & hospitality website visitors felt frustration during their visit in Oct. 2023, with slow page loads being the top factor.

Global: Frustration Factors Experienced While Visiting Travel & Hospitality Websites, in % of Website Visitors, October 2023

Factor	Percentage
Any frustration factor	51.4%
Slow page loads	23.4%
Javascript errors	18.1%
Multiple button clicks	15.2%
Rage clicks	14.0%
Multiple use targets	12.3%
Multiple field clicks	5.4%
Low page activity	0.8%

in % of Website Visitors

Note: does not add up to 100% due to multiple answers possible
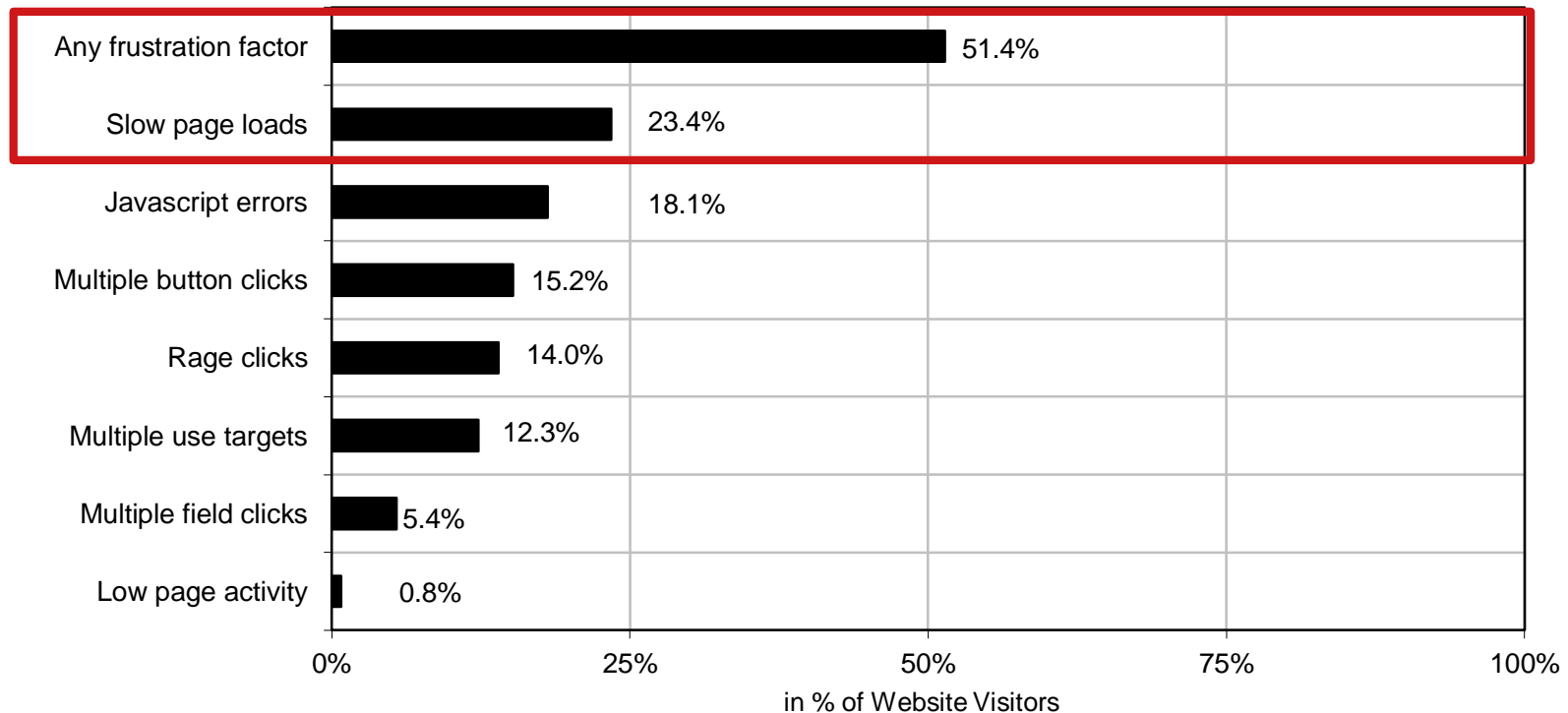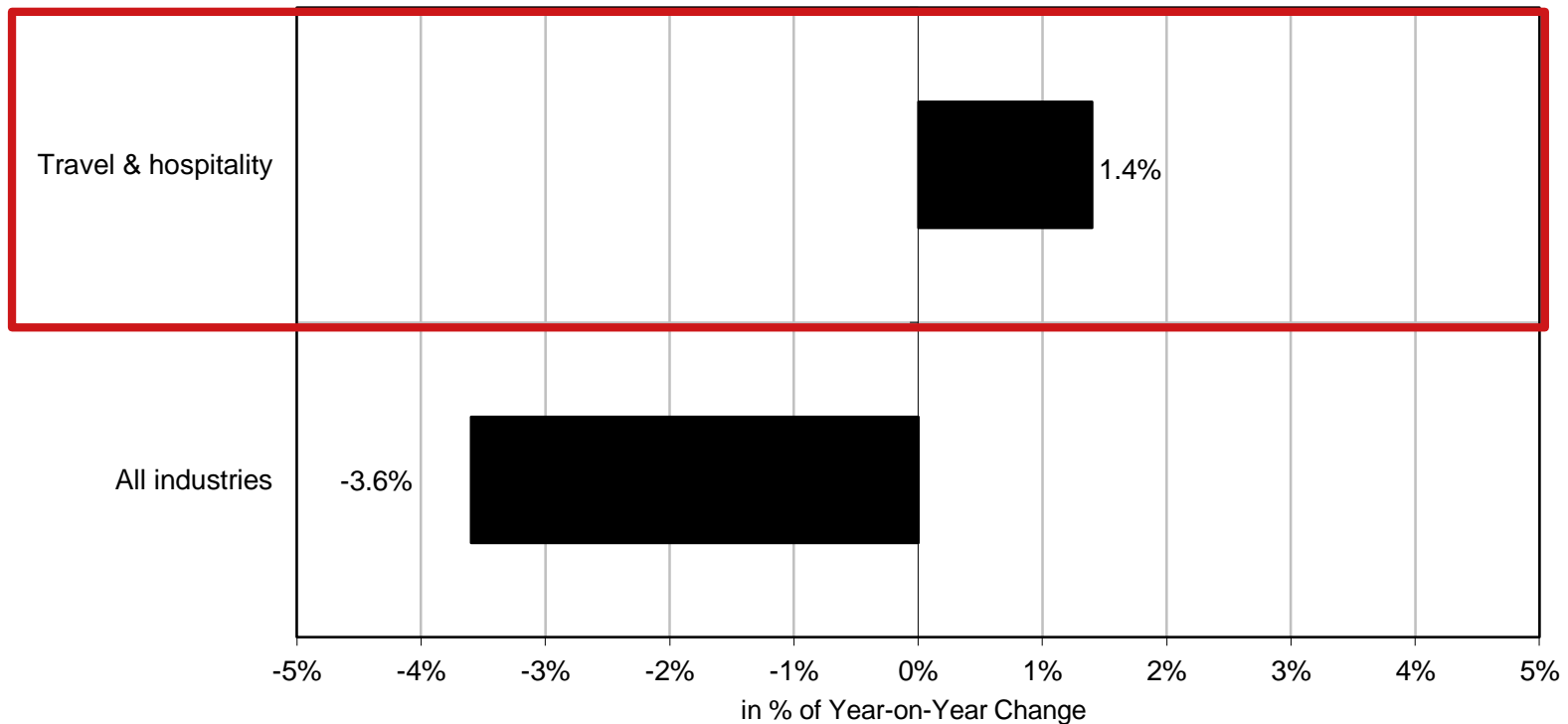Survey: based on a survey of 43 billion user sessions (website visits) and 200 billion page views across 3,590 websites, conducted from October 2022 – October 2023
Source: Contentsquare, February 2024

yStats.com

The global travel & hospitality industry saw a + 1.4% website traffic increase from Q4 2022 to Q4 2023, while all industries declined.

Global: Internet Traffic Change, by Industry, in % of Year-on-Year Change, Q4 2023

Travel & hospitality — 1.4%

All industries — -3.6%

in % of Year-on-Year Change

(X-axis: -5%, -4%, -3%, -2%, -1%, 0%, 1%, 2%, 3%, 4%, 5%)

Note: does not add up to 100% due to the nature of the data
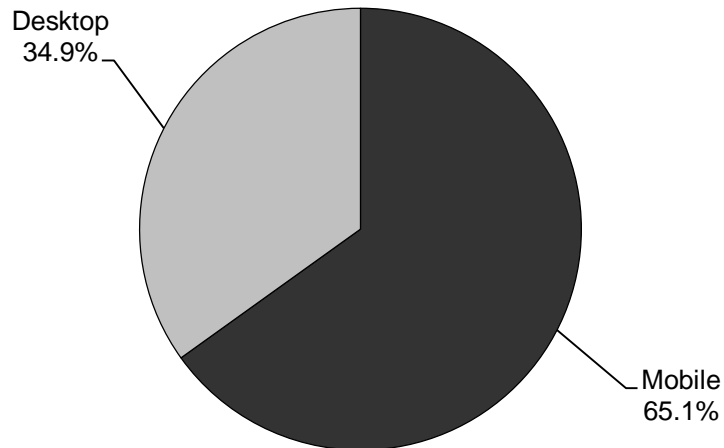Survey: based on a survey of 43 billion user sessions (website visits) and 200 billion page views across 3,590 websites, conducted from October 2022 – December 2023
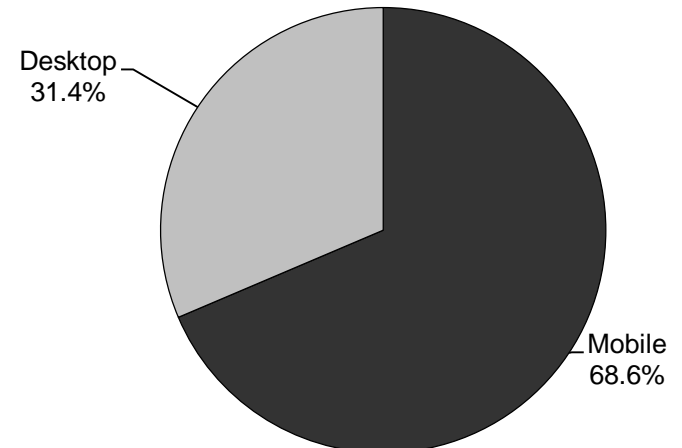Source: Contentsquare, February 2024

Worldwide, the share of mobile making up the travel & hospitality websites traffic increased from 65.1% in 2022 to 68.6% in 2023.

Global: Breakdown of Travel & Hospitality Websites Traffic, by Device, in %, 2022 & 2023

2022

Desktop
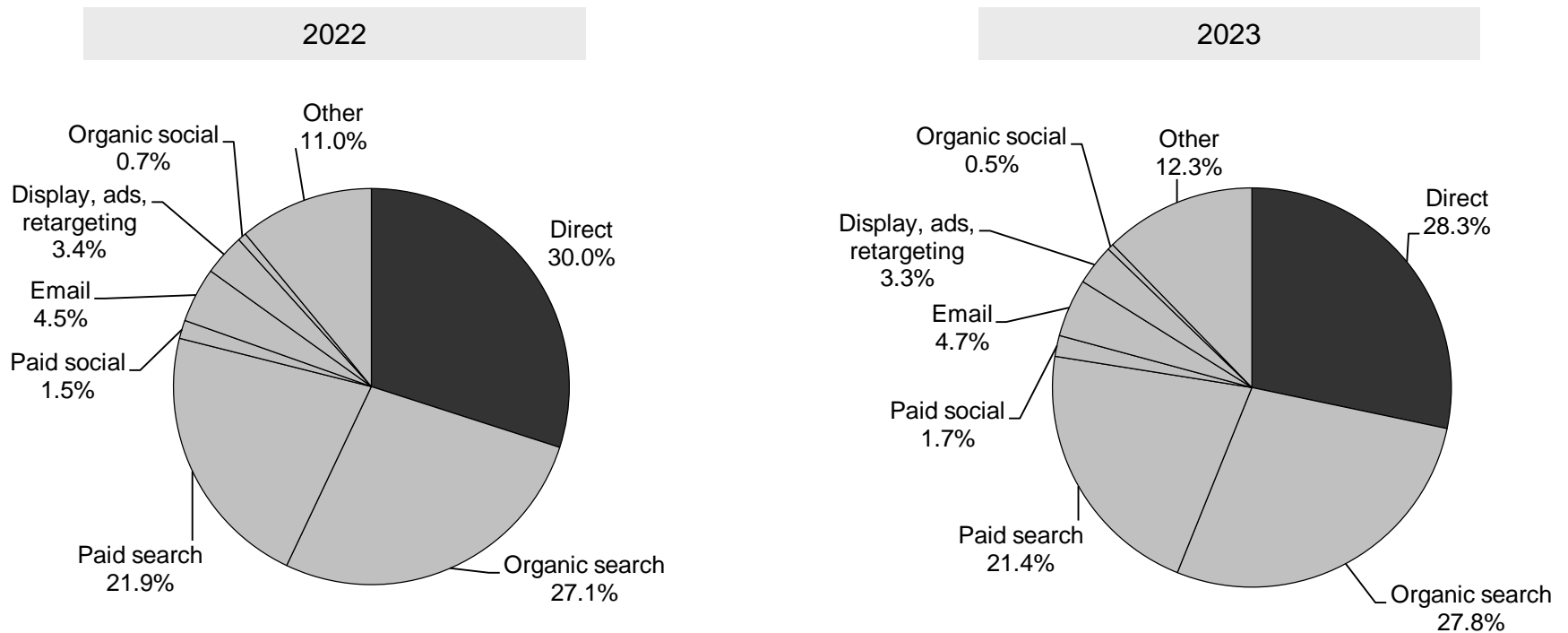34.9%

Mobile
65.1%

2023

Desktop
31.4%

Mobile
68.6%

Survey: based on a survey of 43 billion user sessions (website visits) and 200 billion page views across 3,590 websites, conducted from October 2022 – December 2023
Source: Contentsquare, February 2024

The share of "direct" marketing channels of travel & hospitality websites globally decreased from 30% in 2022 to 28.3% in 2023.

<u>Global</u>: Breakdown of Travel & Hospitality Websites Traffic, by Marketing Channel, in %, 2022 & 2023

2022

Organic social 0.7%
Other 11.0%
Display, ads, retargeting 3.4%
Email 4.5%
Paid social 1.5%
Direct 30.0%
Paid search 21.9%
Organic search 27.1%

2023

Organic social 0.5%
Other 12.3%
Display, ads, retargeting 3.3%
Email 4.7%
Paid social 1.7%
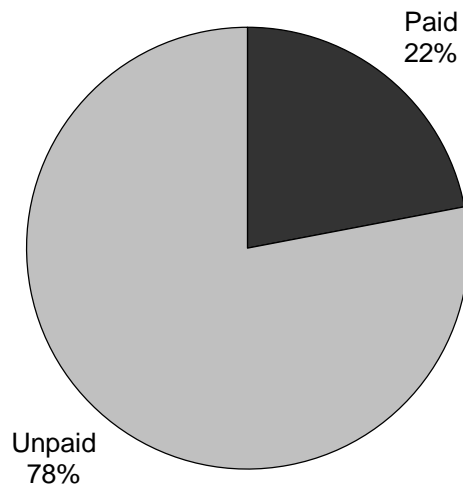Direct 28.3%
Paid search 21.4%
Organic search 27.8%

Survey: based on a survey of 43 billion user sessions (website visits) and 200 billion page views across 3,590 websites, conducted from October 2022 – December 2023
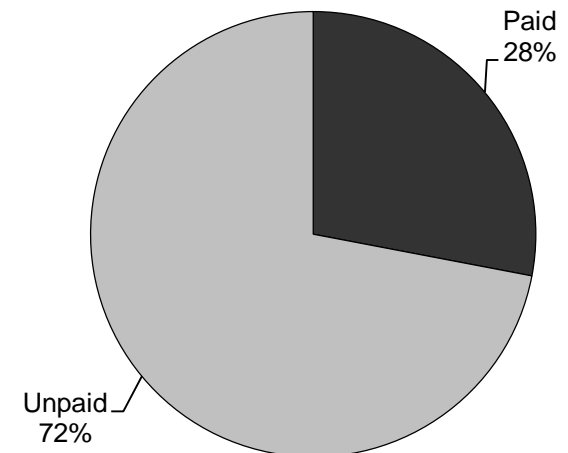Source: Contentsquare, February 2024

yStats.com

The share of paid traffic share of travel & hospitality websites globally reached 22% on desktop and 28% on mobile devices in Dec. 2023.

Global: Breakdown of Paid vs Unpaid Travel & Hospitality Websites Traffic, by Device, in %, December 2023
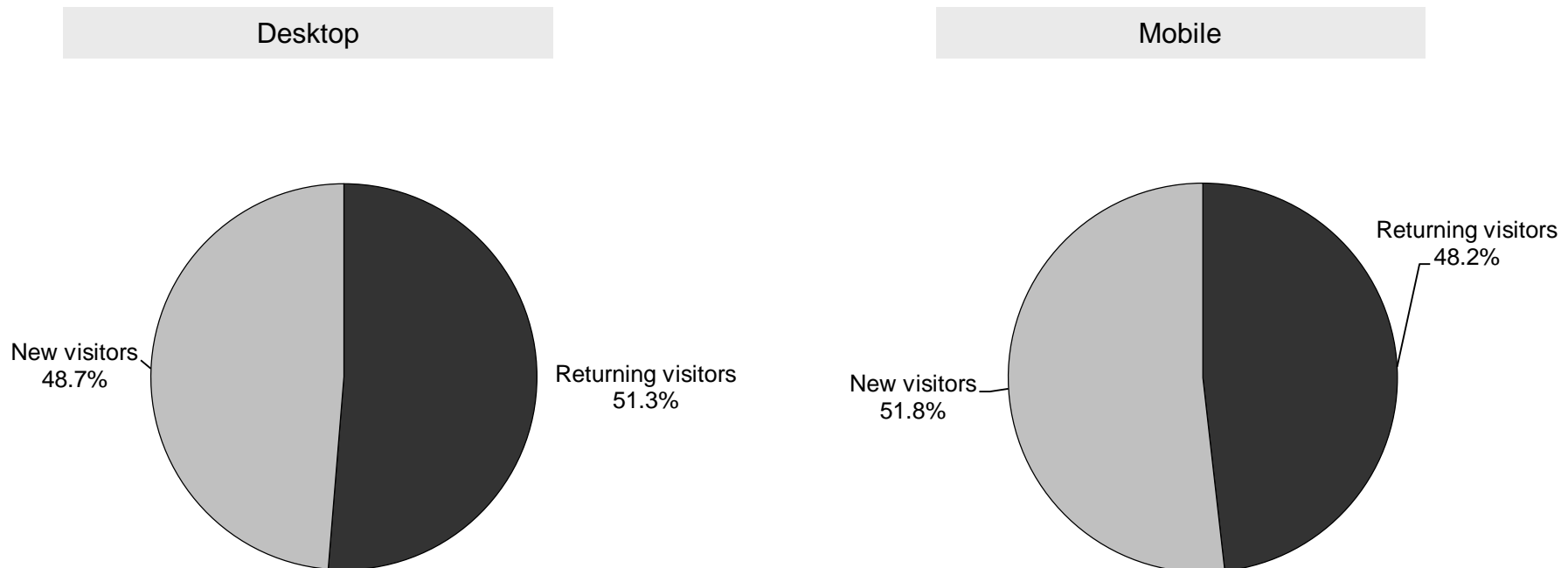
Desktop	Mobile

Desktop

Paid
22%

Unpaid
78%

Mobile

Paid
28%

Unpaid
72%

51.3% of global travel & hospitality traffic share on desktop was from returning visitors in Dec. 2023, while for mobile the share was 48.2%.

Global: Breakdown of New vs Returning Travel & Hospitality Websites Traffic, by Device, in %, December 2023

Desktop	Mobile

New visitors
48.7%

Returning visitors
51.3%

Returning visitors
48.2%

New visitors
51.8%

Survey: based on a survey of 43 billion user sessions (website visits) and 200 billion page views across 3,590 websites, conducted from October 2022 – December 2023
Source: Contentsquare, February 2024

The global scroll rate of travel & hospitality websites reached 52.6% on desktop, followed by 48.8% on mobile.

<u>Global</u>: Scroll Rate of Travel & Hospitality Websites, by Device, in %, December 2023
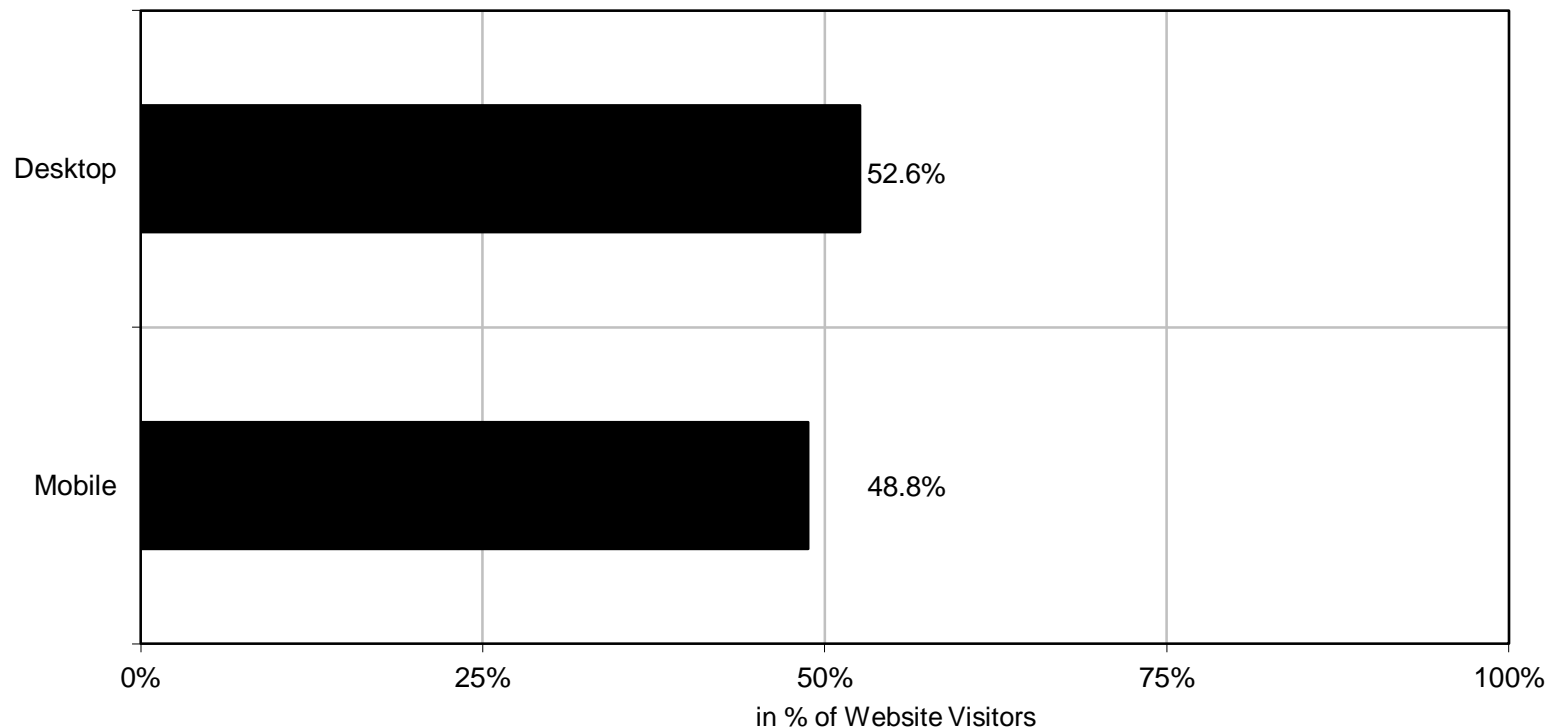
in % of Website Visitors

Note: does not add up to 100% due to multiple answers possible

Survey: based on a survey of 43 billion user sessions (website visits) and 200 billion page views across 3,590 websites, conducted from October 2022 – December 2023

Source: Contentsquare, February 2024

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