TrainingAid's infographic, "Online Travel Booking Trends: Why Analytics Matters," explores how today's travelers find and book travel online. More and more travelers around the world are using the Internet as a main source of travel information, inspiration, and planning. In many markets, this trend is also increasingly shifting from desktop to mobile and tablet devices.

In addition, online travel booking patterns follow diverse and complex paths as many different marketing channels - social media, email, peer
reviews, online advertising, search, etc. influence customer's journey towards purchase. Faced with these online travel booking trends and the unique challenges they present, tourism businesses need smart, data-driven approaches to their digital marketing and sales strategy. And that's where web analytics comes in.

Learn more about today's online travel booking trends and how you can use analytics to make the most of digital marketing data for your tourism business [10]. You can click on the image below to see the full-sized infographic. For a more in-depth look, check out our blog post on analytics and online booking trends [11].