

## Infographic: Online Travel Booking Trends and Web Analytics [1]



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 <sup>[10]</sup>. 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 <sup>[11]</sup>.

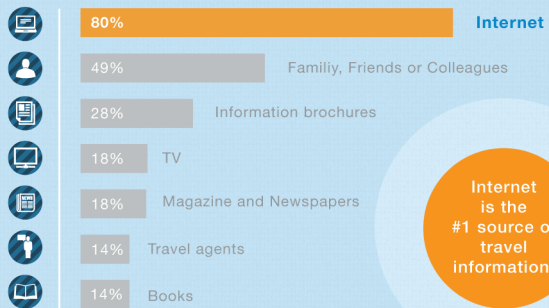
# Online Travel Booking Trends

## Why Analytics Matters



YOU NEED DIGITAL STRATEGIES TO TRACK & IMPROVE MARKETING RESULTS

### ? How do travelers search for travel information?



Internet is the #1 source of travel information.

### ? How do travelers book their trip?

#### Online Booking Is Growing Globally



##### Western Europe

Online travel booking is growing in many European countries.

50% of all UK travelers book travel online.

##### North America

In 2014 the online travel market is expected to generate over

**US\$145 billion**

##### Mobile Sales Is Up

Mobile booking is also growing rapidly: In the US, 38% of travelers used a mobile device to purchase travel in 2014, compared to 23% in 2012.



The fastest growing online travel market is

##### Asia Pacific

20+% growth projected for 2015.

**US\$126.6bn**

**US\$91bn**



### ? How do travelers get to travel decision-making?

There are many different paths travelers take before making the decision to book a trip with you. To make sure that as many of those paths as possible lead to bookings, you need to pay attention to the whole journey, not just where they end up when they book.



Focus not only on what they do right before booking, but also on the journey they take to get there.

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