

Booking in the US

September 2024

Table of Contents

Booking in the US - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers search for value when booking travel Consumers increasingly value experiences

PROSPECTS AND OPPORTUNITIES

Google AI and other advanced search features increasingly threaten travel intermediaries Airlines, credit cards, and hotels will look to drive bookings

CATEGORY DATA

Table 1 - Booking Sales: Value 2019-2024Table 2 - Business Travel Sales: Value 2019-2024Table 3 - Leisure Travel Sales: Value 2019-2024Table 4 - Travel Intermediaries NBO Company Shares: % Value 2019-2024Table 5 - Forecast Booking Sales: Value 2024-2029Table 6 - Forecast Business Travel Sales: Value 2024-2029Table 7 - Forecast Leisure Travel Sales: Value 2024-2029

Travel in the US - Industry Overview

EXECUTIVE SUMMARY

Travel in 2024 Airlines: Key trends Hotels: Key trends Booking: Key trends What next for travel?

MARKET DATA

Table 8 - Surface Travel Modes Sales: Value 2019-2024Table 9 - Surface Travel Modes Online Sales: Value 2019-2024Table 10 - Forecast Surface Travel Modes Sales: Value 2024-2029Table 11 - Forecast Surface Travel Modes Online Sales: Value 2024-2029Table 12 - In-Destination Spending: Value 2019-2024Table 13 - Forecast In-Destination Spending: Value 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

• Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/booking-in-the-us/report.