Travel Industry and E-commerce stats  
Darcie

<http://www.statisticbrain.com/internet-travel-hotel-booking-statistics/>

Most up to date stats:

|  |  |
| --- | --- |
| **Percent of all travel reservations made on the internet** | **57 %** |
| Percent of same day hotel reservations made from a smartphone | 65 % |

|  |  |
| --- | --- |
| **Online Travel Sales Revenue Breakup (Q1 2012)** |  |
| Hotel Reservations | 39 % |
| Air Ticketing | 37 % |
| **Packaged Tour** | **17 %** |
| Corporate Travel | 4 % |
| Others | 3 % |

|  |  |
| --- | --- |
| Percent of travelers who find user reviews important | 81 % |

<http://www.statista.com/topics/1859/travel-agencies/>

Even though it’s easier than ever to plan your own trip using websites like Kyack, Priceline, HostelWorld, etc., “In 2014, over half of[travel agent users](http://www.statista.com/statistics/296325/satisfaction-with-travel-agents-by-generation-us/) in the U.S reported that travel experiences planned by agents were better than those that they planned themselves. “   
80% of travelers use the internet to plan their trip.

<http://www.statista.com/statistics/298914/us-online-travel-sales-growth-channel/>

Mobile online travel sales in the United States grew 134% in 2013 and 104% in 2014.

<http://www.statista.com/statistics/316906/satisfaction-with-travel-booking-methods-us/> Customers report higher levels of satisfaction when they use online travel agents rather than in-person agents.

<http://www.statista.com/statistics/291216/smartphone-use-travel-related-booking-by-channel/>   
‘During the survey, 58 percent of respondents stated that they used their smartphone browser to book car rental, 40 percent said they used a smartphone app, and 42 percent said they made their car rental booking by telephone call”

Blogging  
Social : Travel is social for many people. Even when people travel alone, they share their pictures with friends and family on SM. Having an effective social media strategy is a good investment.   
Reviews : Percent of travelers who find user reviews important 81 %  
Mobile: has doubled each year since 2012   
  
Sources:  
<http://www.canadaone.com/ezine/briefs.html?StoryID=oct02-3>  
<http://andrewwong.me/2014/02/12/eight-major-drivers-behind-the-travel-e-commerce-industry/>