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# Expedia User Profile

of the **634,106** users in the **U.S.**



**70%**  
booked hotels = **733,122** bookings  
in 2015



**54.54%**

**57%**

Couple travel



**21.97%**

**1 in 5**

Single travel

**19.3%**

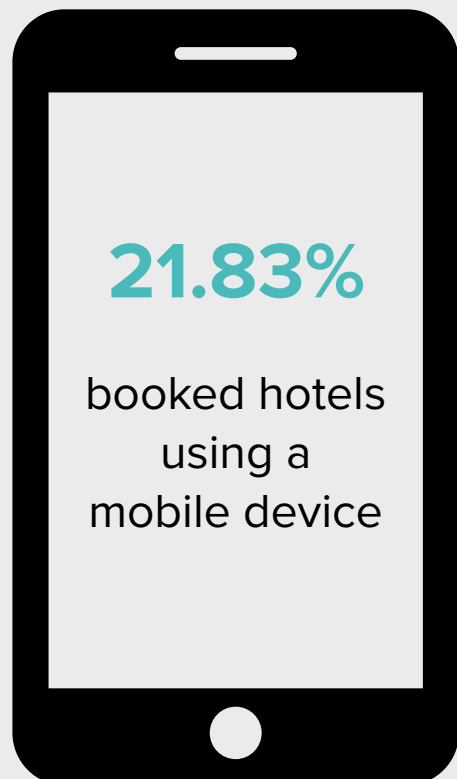
**5.95%**

travelled  
internationally



**80.7%**

**94.05%**  
travelled  
domestically



## Mobile Use

**43.8%**

of travelers who book trips  
via digital means will do  
so using a mobile device,  
according to eMarketer's  
latest estimates of digital  
and travel research and  
booking (2015).

## Booking Days

**<30 days**

**<3 days**

**<7 days**

**<60 days**

