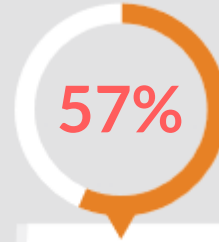


# Global State of Online Travel



**73%** growth in online booking revenue over the past 5 years



Travel reservations are made online



**30%** of all direct online bookings are made on mobile devices



**45%**

Hotel bookings online are through OTAs

**31%**

Smartphone users research travel on their mobile devices

**45%**

Travelers use their smartphone to book travel activities pre-trip

**52%**

Travelers use social media to plan a trip

**70%**

Travelers look at up to 20 reviews in the planning phase

**93%**

Global travelers rely on online reviews for booking decisions