

# North America Online Travel Bookings Market (2017 - 2023)

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## Abstracts

The North America Online Travel Bookings Market is expected to grow at a CAGR of 9.1% during the forecast period. Online travel providers seek to make the process of travel planning and bookings simple and easy for customers. The age group of 20 – 30 has truly revolutionized the online travel industry. Technology has significantly transformed the travel world, with extensive use of Smartphones and other mobile devices. Social media platforms are optimally used to check reviews of various travel service providers, destinations, transportation, and accommodations. Online reviews play a major role in the decision-making process of the age group. Leading players in the market are focused on offering travel services through different platform such as mobile websites and apps to attract young and professional crowd. The online travel market would witness growth due to rising disposable incomes in the masses within the emerging regions, easy comparison of travel options, and others.

Based on Service Types, the market is segmented into Transportation, Accommodation, and Others. Based on Mode of Bookings, the market is segmented into Online Travel Agencies and Direct Travel Facilitators. Based on Platform Types, the market is segmented into Mobile Based and Desktop Based. Based on Age Groups, the market is segmented into 30-45, 46 – 56, 20 – 30, and 57 & above. Based on countries, the market is segmented into US, Canada, Mexico and Rest of North America.

The report covers the analysis of key stake holders of the Online Travel Bookings Market. Key companies profiled in the report include Expedia, Inc., Priceline Group Inc., TripAdvisor LLC, MakeMytrip Limited, Hostelworld Group, Thomas Cook Group Plc., Fareportal (Cheapoair.Com), Airbnb, Inc., and Ctrip.Com International, Ltd.

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