

ONLINE BOOKING INFOGRAPHICS: TRAVEL CONSUMER PREFERENCES



The travel booking industry goes through a continuing transformation, due to the dramatic technological development. Whatever specific trip motivation - the consumer's journey will most probably start with an online researching and booking.

The competition in the online booking has evolved over the last years. Travel search engines for showing hotel or flight availability and comparing pricing across multiple sources, and OTAs (Online Travel Agencies) are more popular, as travel consumers compare different brands, travel services, and accommodation options. OTAs developed or acquired many of the currently competing booking sites. It creates tension in the industry, as the interests of meta-search engines and OTAs more and more collide with direct booking facilities developed by hoteliers and other providers.

Tourism Review introduces new infographics illustrating the most important influencing factors for winning new travel consumers online:

http://www.tourism-review.com/infographics/online_booking.jpg

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