

# 6 Quick Facts on U.S. Online Travel

## 1. Air

By 2020, six in 10 dollars of U.S. airlines' passenger revenue will be made via online channels.



## 3. Ground

The U.S. car rental market will grow 3-4% for the next five years and surpass \$20 billion by 2018.



## 5. Rail

Online penetration is projected to gain just one percentage point from 2015 through 2020, when it will reach 59%.



## 2. Lodging

Total U.S. hotel gains are expected to slow in 2016, though year-over-year increases of 5-6% are expected through 2020.



## 4. Cruise

The cruise segment posted its second consecutive year of 3% growth in 2015, and the segment will continue to accelerate in 2016.



## 6. OTAs

Smartphone and tablet devices will more than double as a share of OTA bookings from 2014 to 2020.



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