

A person with long hair, wearing a yellow and black plaid shirt, black shorts, and a grey backpack, stands on a rocky cliff edge with their arms outstretched, looking out over a vast valley. The background features rugged, layered rock formations under a blue sky with scattered white clouds. The overall scene is a scenic view of a natural landscape.

USA TRAVEL
TRENDS 2018

HospitalityUnited.Club



78 million

Travelers are expected
to visit USA
in 2018

Sponsored by: HRS Group, Live OS, RateTiger, Sojern

Sources: U.S. National Travel and Tourism Office

USA is the third most popular country to visit

66.1% ↑

Projected Occupancy
in 2018,
up by 0.3% YOY

\$129.77 ↑

Projected ADR
in 2018
up by 2.4% YOY

\$85.82 ↑

Projected RevPAR
in 2018,
up by 2.7% YOY



\$1,036

spent by domestic &
international travelers
in 2017

Sponsored by: HRS Group, Live OS, RateTiger, Sojern

Sources: USTravel.org

Americans like to travel for leisure

37%

Americans expected to increase leisure travel spending in 2018

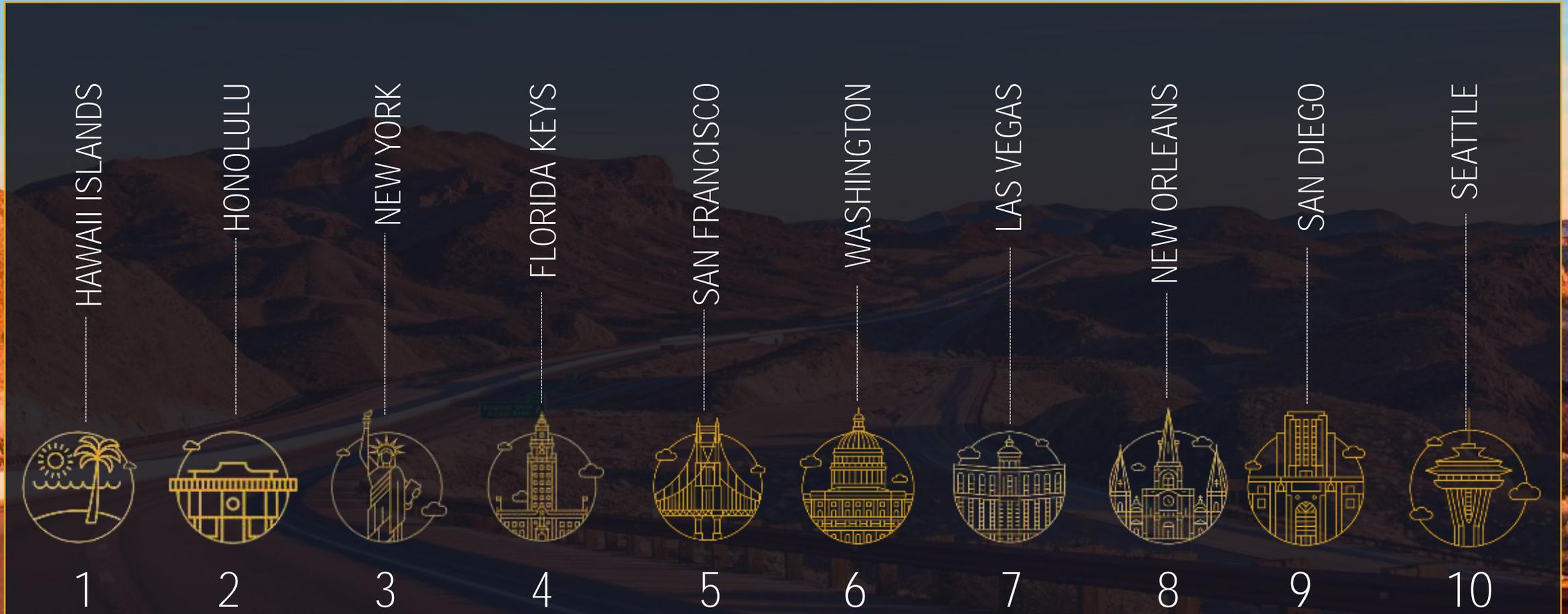
3 out of 4

domestic trips taken are for leisure purposes

85%

total vacations taken by Americans were domestic

Top 10 domestic destinations for Americans



Sponsored by: HRS Group, Live OS, RateTiger, Sojern

Sources: MGYM



\$317^b

direct spending on
business travel by
domestic and
international travelers

Business Travel continues to grow



464^m

overnight trips by US
residents for business
purposes in 2017

Sponsored by: HRS Group, Live OS,
RateTiger, Sojern

Sources: USTravel.org, GBTA

Digital is outpacing traditional channels

44%

hotel sales are made online including OTA & supplier sites

51%

of online hotel bookings are made on brand websites

95%

of OTA bookings are made on Expedia & Booking.com

90%

of travelers are using internet at some part of their travel

Mobile booking matures, yet to match APAC

1 out of 3

still uncomfortable researching and booking travel on their phone

34%

of total online hotel bookings were made on mobile devices

64%

of all mobile bookings were made on smartphone

Metasearch is still relevant

Google

ranks first among travelers
for pricing information

TripAdvisor

leads the hotel search and
referrals

Google

also rules when it comes to
conversion with hotel website

The Role of Loyalty

70%

of hotel reward members have downloaded a hotel app

62%

of business travelers signed up for a hotel's loyalty plan

2/3rd

of elite hotel loyalty program members pick a different hotel for a better price

9%

“always” know which brand they want to book with prior to researching

To know how you can use data to gain incremental revenue and stay on top of the curve, write to us - marketing@erevmax.com

Presented By

HRS GROUP

LiveOS
Keep Life Simple

RateTiger
Save Time Make Money

 **SOJERN**



Sources:

Credit Suisse, eMarketer, GBTA, HRS Group, JD Power, LiveOS, MGMTY, Phocuswright, RateTiger, Sojern, STR, USATravel.org, U.S. National Travel and Tourism Office

Image Credit: Pexel, Unsplash, Pixabay

