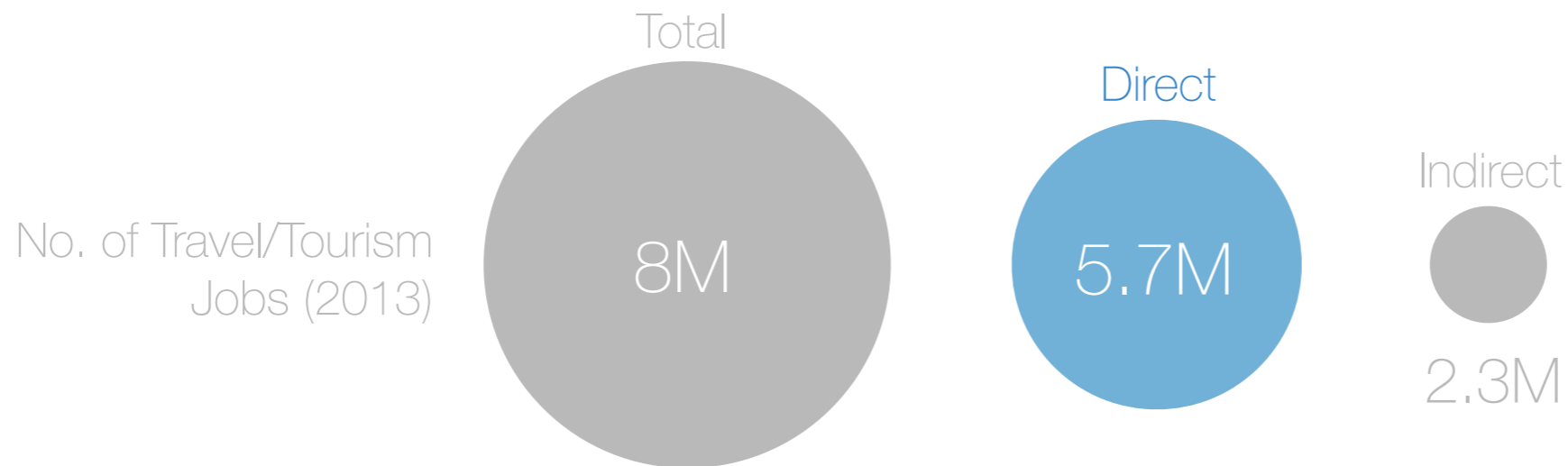
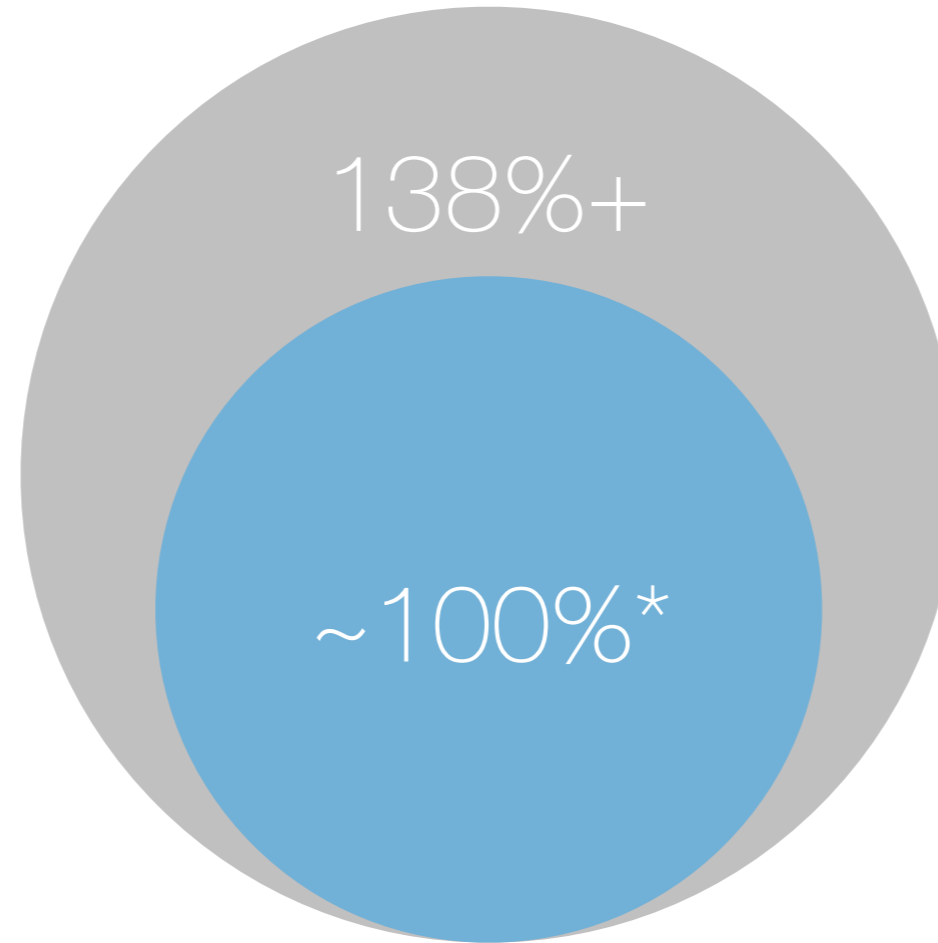


U.S. Travel/Tourism Jobs Rebound

Percentage of U.S. Travel Jobs Lost During Recession that Have Been Recovered (2014):

Percentage of All U.S. Jobs Lost During Recession that Have Been Recovered (2014)



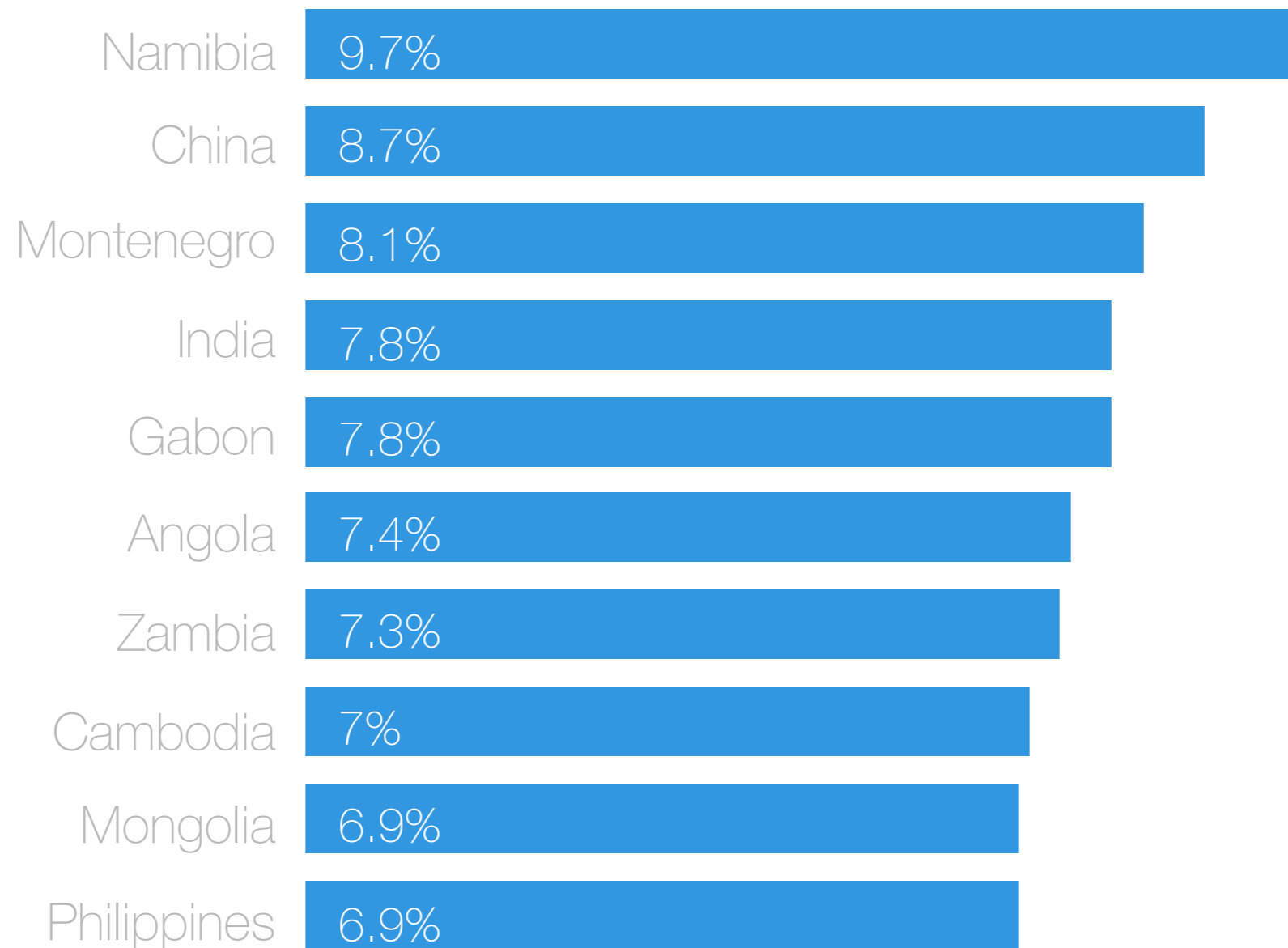
— Key to the boost in travel- and tourism-related jobs: recreation, entertainment, shopping, transportation.

*While the U.S. has recovered at least 100% of the jobs lost in the 2007–2009 recession, the distribution of recovered jobs across states has left some with fewer jobs than before the recession.

SOURCE: [Wall Street Journal](#): June 2014; [Bureau of Economic Analysis](#): 2014; [TravelPulse](#): April 2014; [International Trade Administration](#): 2014



Fastest-Growing Countries in Travel (2013–23)

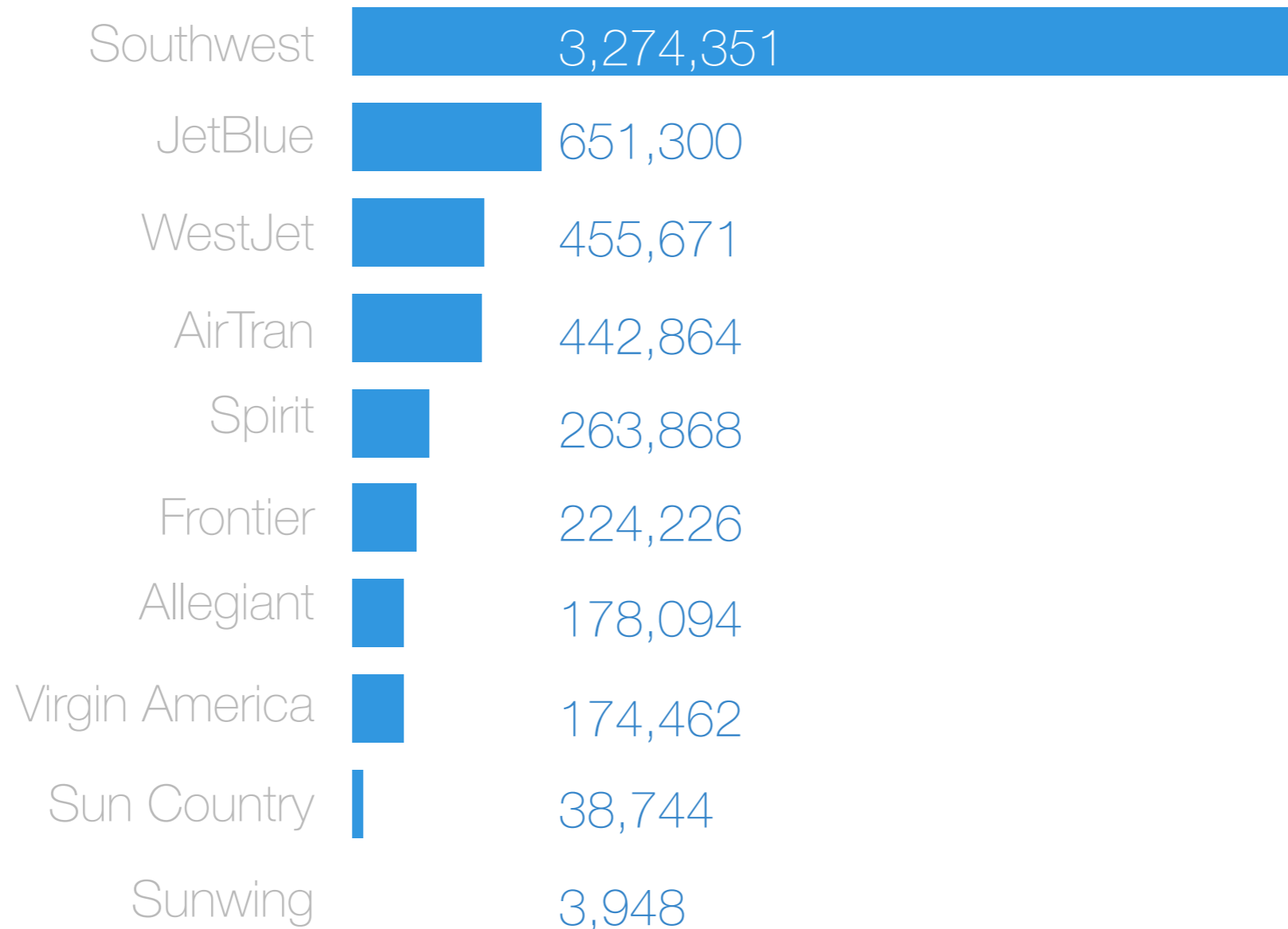


— Key to these stats: the travel industries of many countries represented are growing from relatively early stages.

SOURCE: [WTTTC: 2013](#)



Top 10 North American Low-Cost Airlines, by Seats (2013)



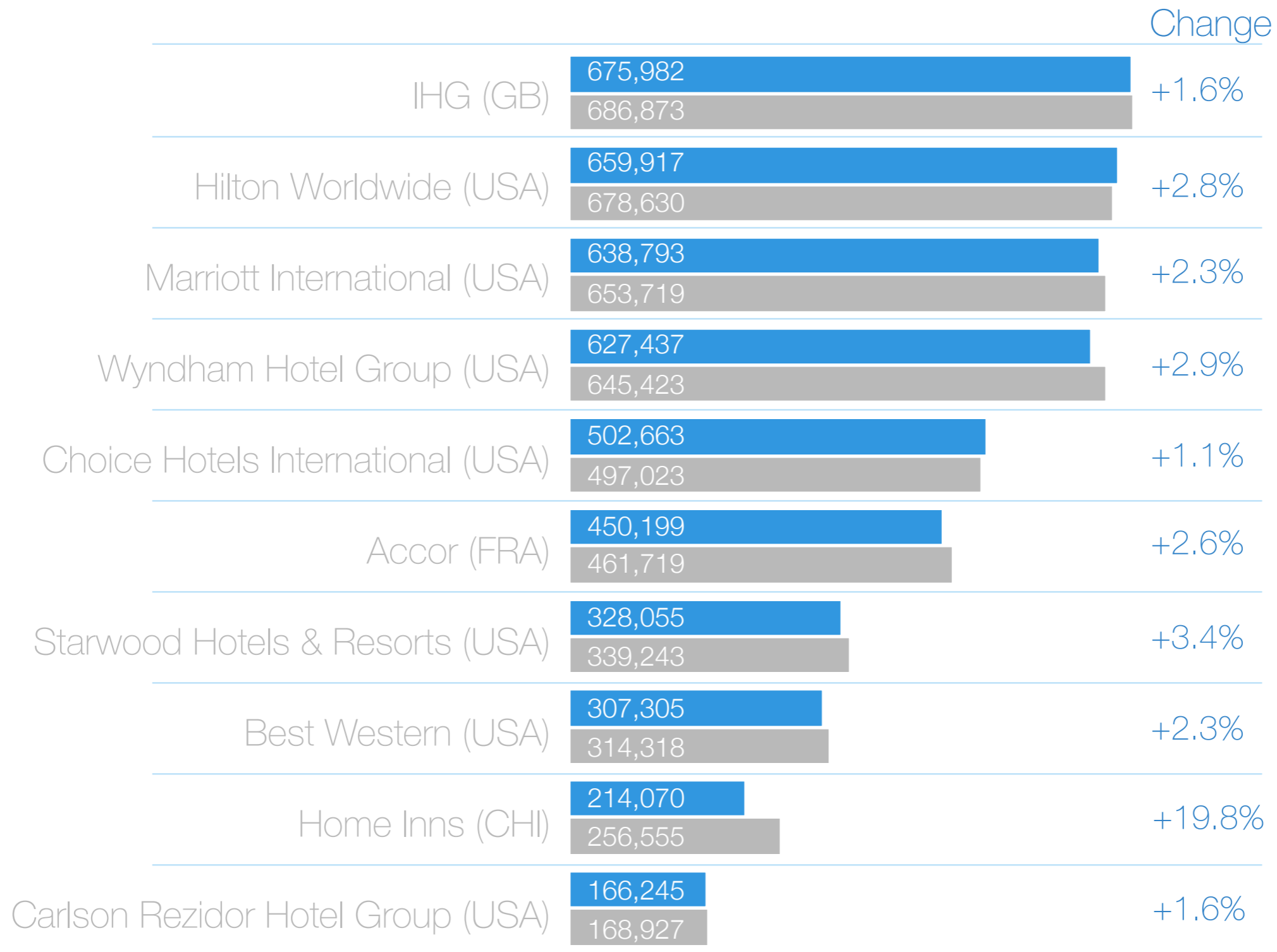
— Consolidation in U.S. marketplace, accompanied by route reductions and higher fares, is opening up a broad spectrum of opportunities for quality hybrid carriers and the new breed of ultra low-cost carriers (ULCCs).

— Three distinct business models: full-service network carriers, hybrids, and ultra low-cost airlines.

SOURCE: [Skift](#); 2013



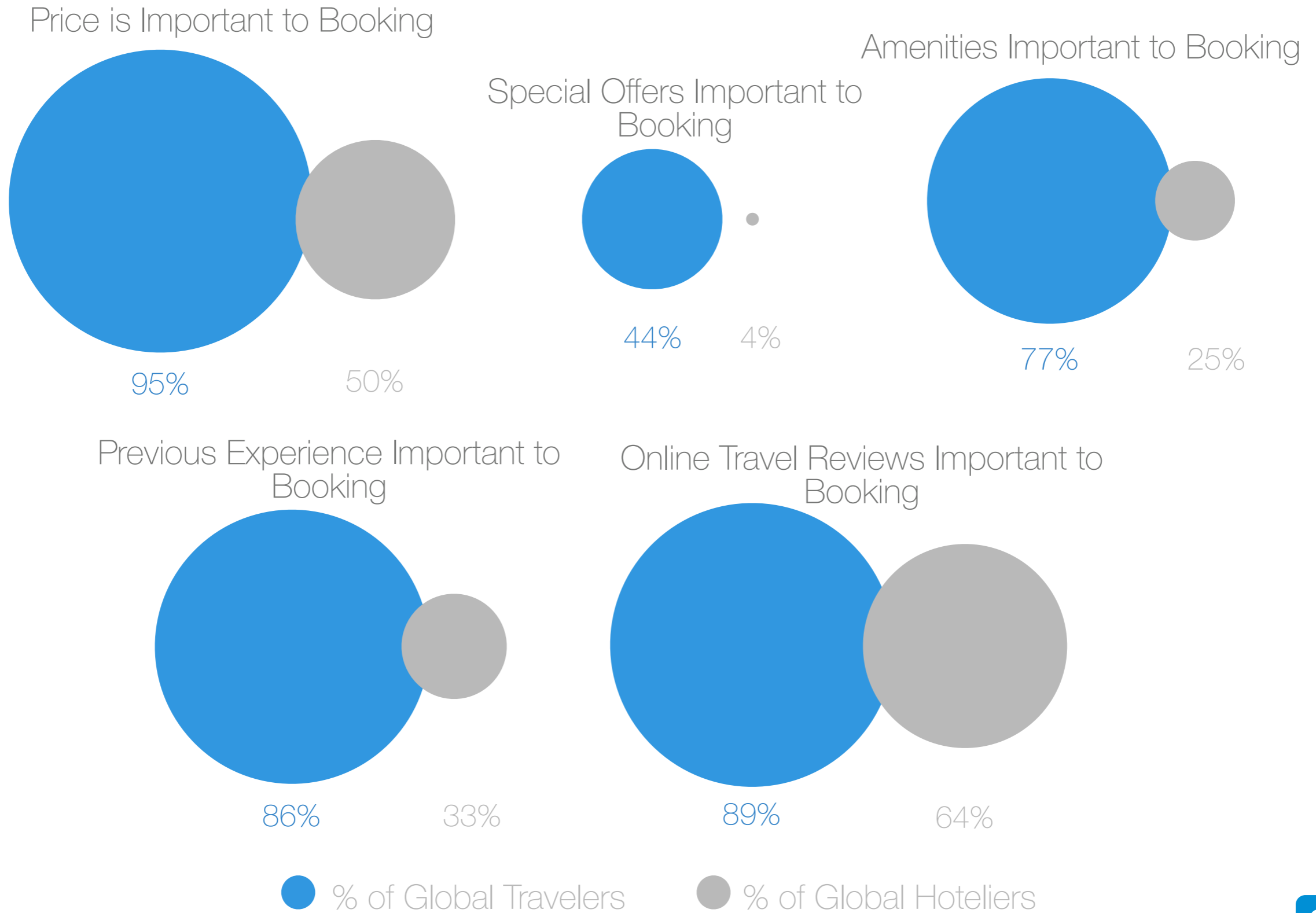
Top 10 Hotel Groups by Room Inventory (2014)



● Rooms 2013 ● Rooms 2014



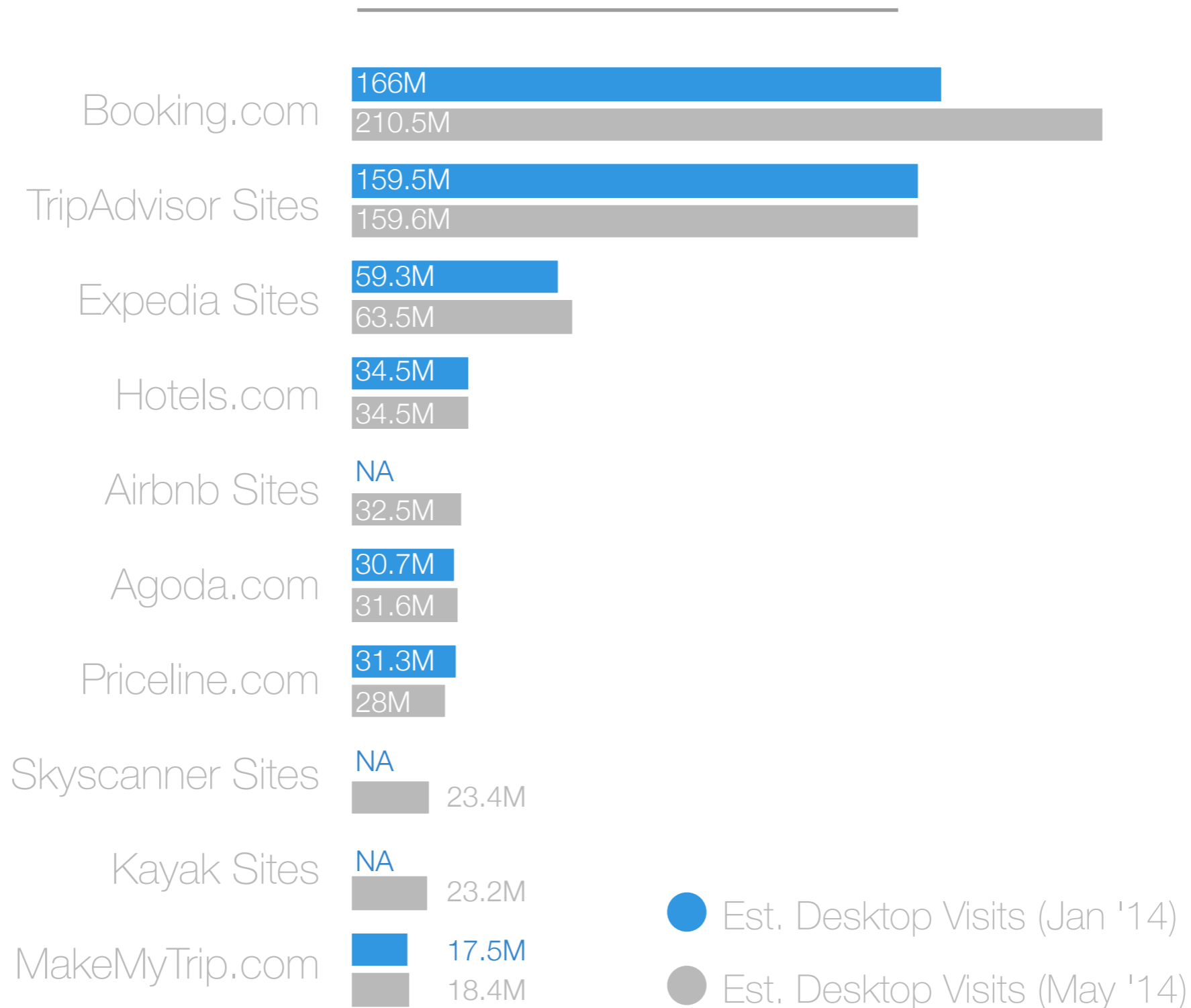
Perceptions of Service (2014)



SOURCE: [TripAdvisor/SkiftStats: Apr 25 2014 \(1\)](#), [\(2\)](#)



Top 10 Popular Online Travel Booking Sites (2014)



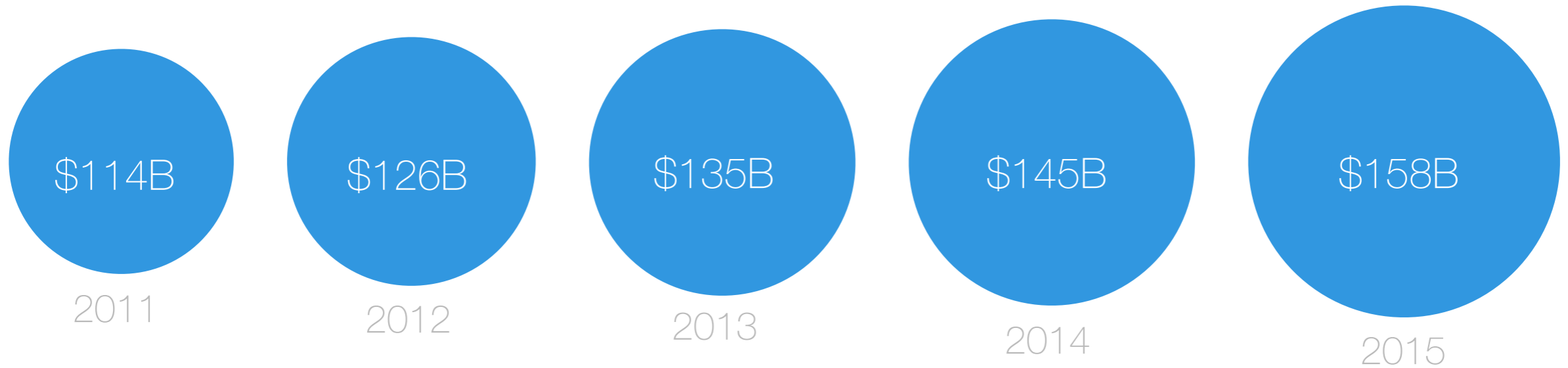
— "Sites" groupings do not represent all companies under one rank (as in, all Priceline Group components or all Expedia Group components). Sites groupings represent one-brand-specific country-based sites (brand sites), taken together (hence all of TripAdvisor's individual country-based sites appear under one ranking).

SOURCE: [SimilarWeb/Skift: 2014](#)

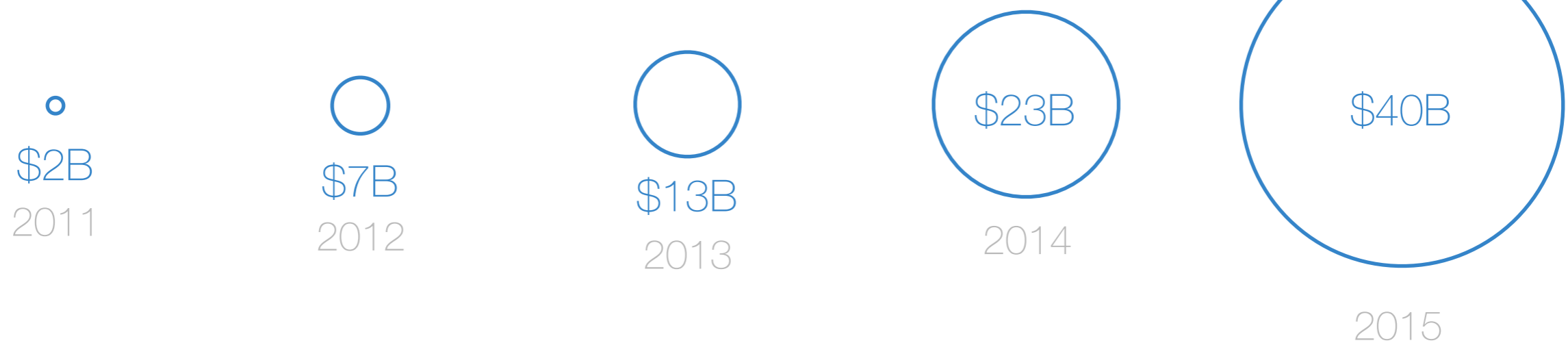


U.S. Mobile and Desktop Travel Bookings (2011–15)

Desktop



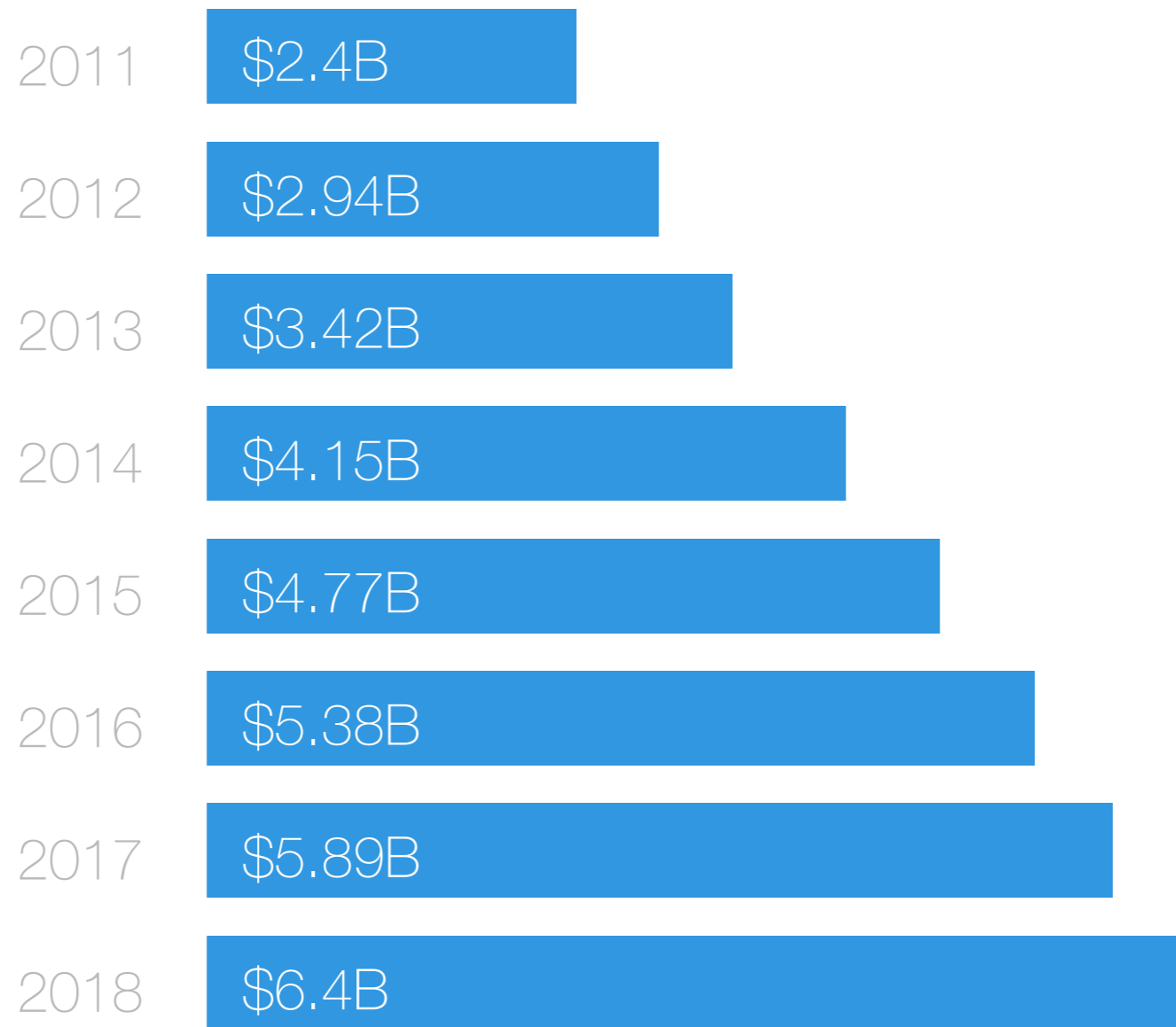
Mobile



SOURCE: [Business Intelligence/WYSE Travel Confederation: 2014](#)



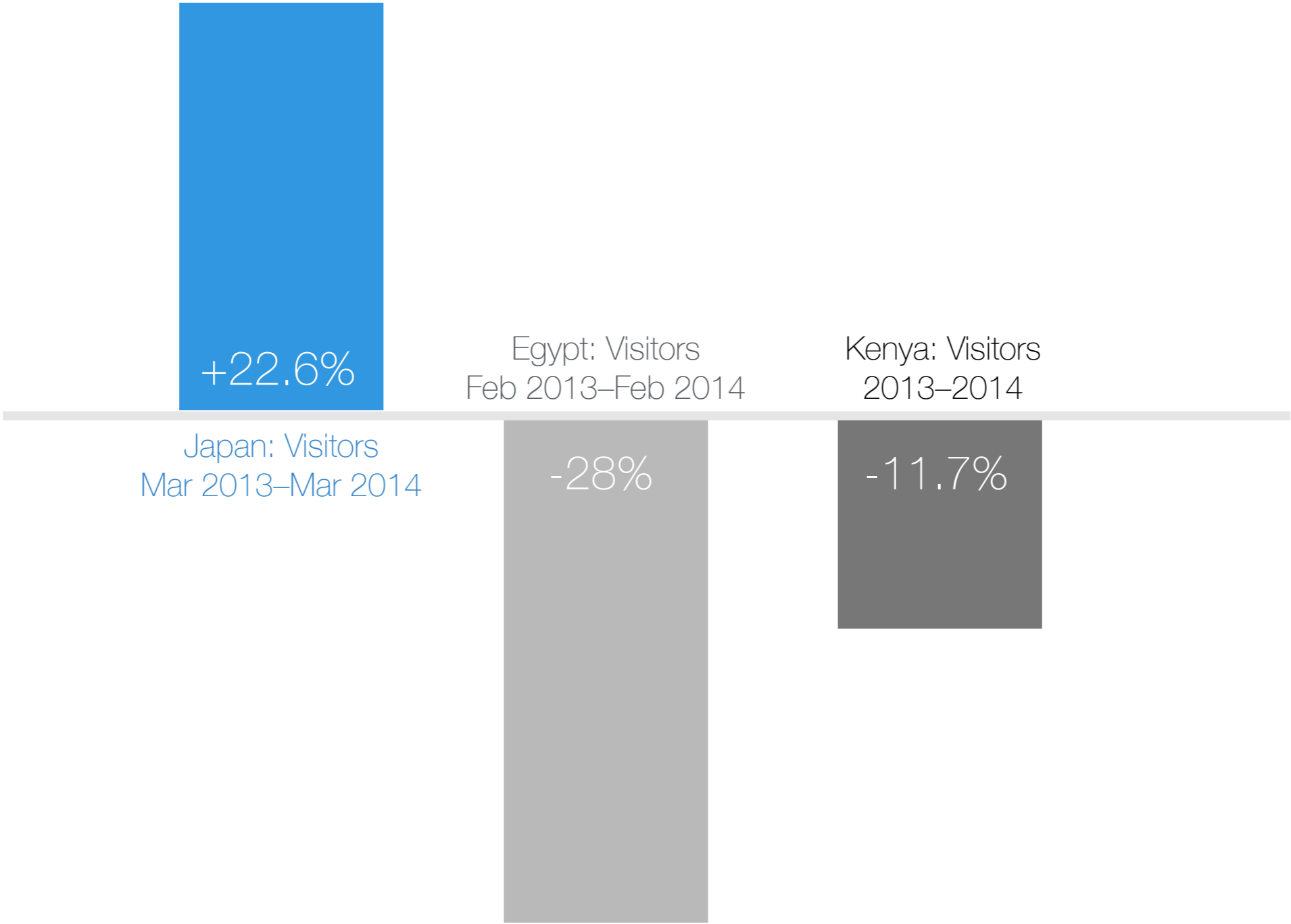
Travel Digital-Advertising Spend (U.S. 2011–18)



SOURCE: [Statista: 2014](#)



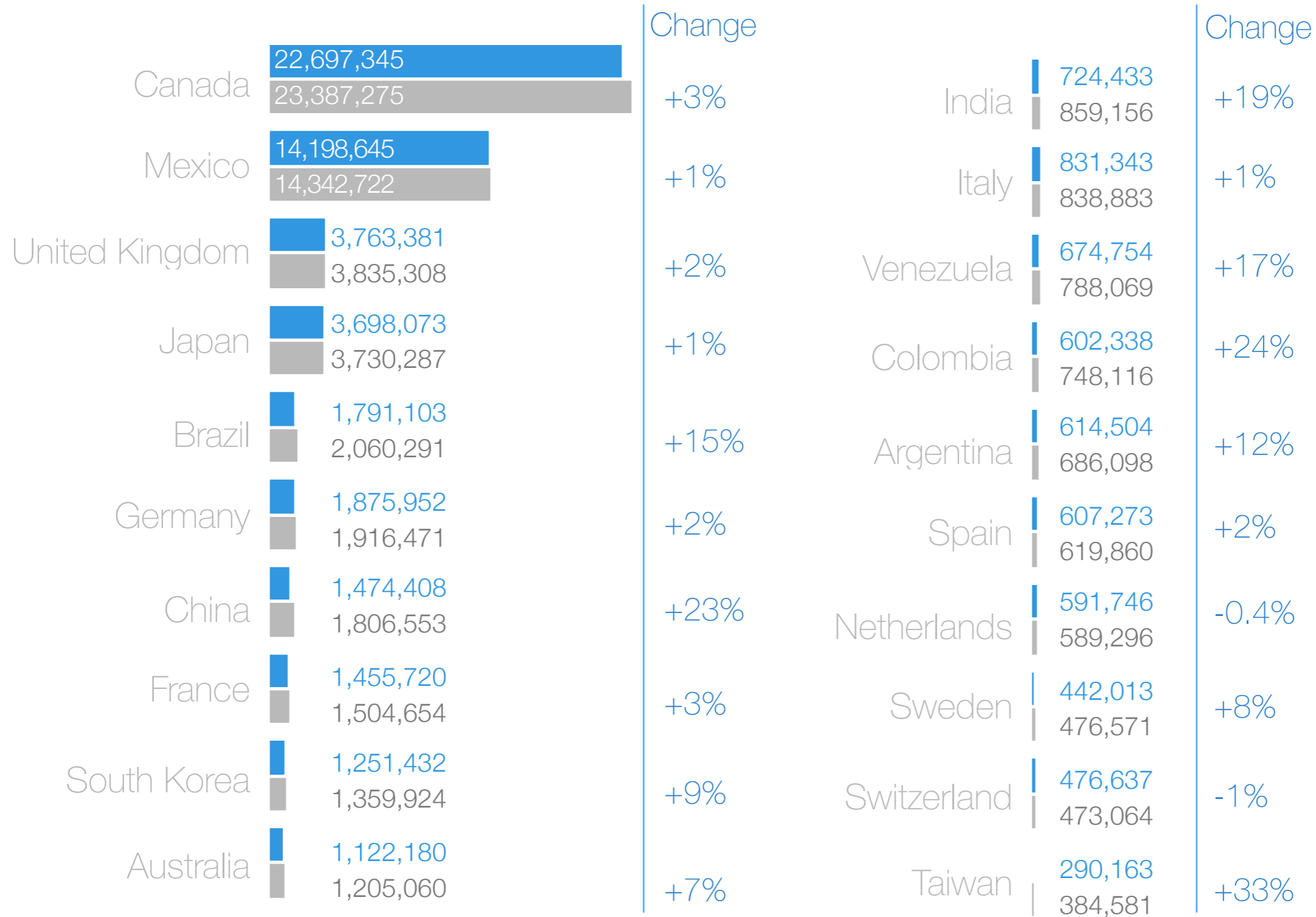
Other Global Destinations



SOURCE: [ETN Global Travel Industry News: 2014 \(1\)](#), [\(2\)](#)



Top 20 Countries Fueling U.S. Tourism, by Visitors (2012–13)



SOURCE: National Travel and Tourism Office: 2013



Tourism and Accessibility

Average annual tourism spend of disabled/reduced mobility American adults

\$13.6B

No. of trips special-access travelers took within EU, 2012

783M

No. of euros revenue generated by those travelers, 2012

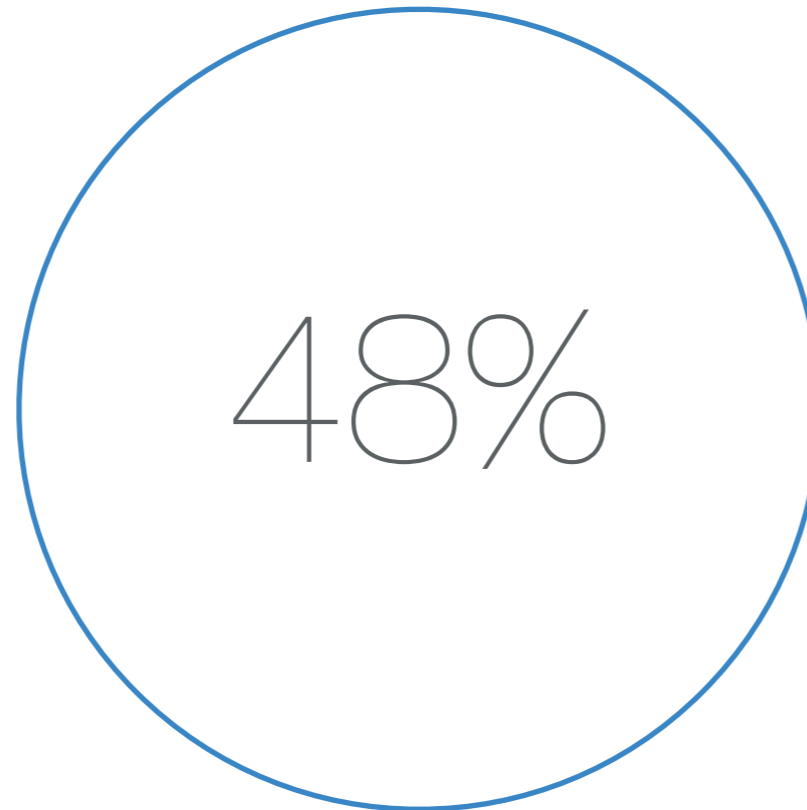
€394B

Annual euros not captured by European tourism due to accessibility obstacles

€142B

The Sharing Business Traveler

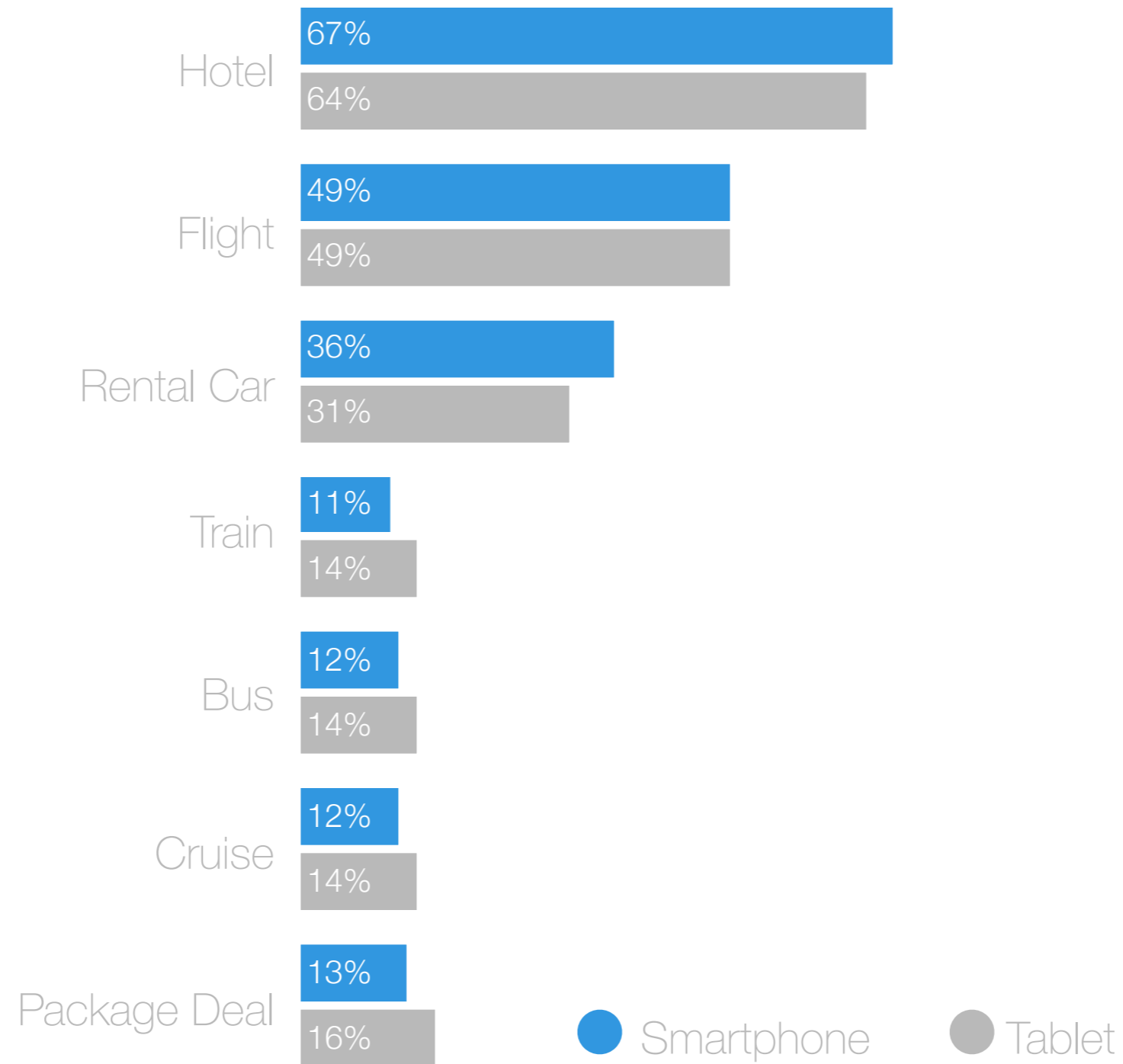
Affluent business travelers who plan
to use peer-to-peer sharing
alternatives in next year



SOURCE: [Skift](#); 2014



Travel Purchases by Device (2013)



SOURCE: [Millennial Media/comScore Report: 2014](#)



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