

Study Sees Travel Distribution Transformed by 2017

The International Air Transport Association (IATA) announced the publication of an independent study identifying major trends that are transforming the travel distribution landscape. The Future of Airline Distribution – A Look Ahead to 2017 was commissioned by IATA and written by Henry H. Harteveldt, co-founder of Atmosphere Research Group.

According to the study:

- Travel is the largest e-commerce category, led by airline ticket sales. “In the US, it’s estimated that business and leisure travelers will spend \$85.7 billion online for airline in 2012.”
- The typical travel shopper visits 22 websites in “multiple shopping sessions” before booking a trip but “travelers relying solely on third party websites would not receive all the information needed to make a fully informed purchase decision.”
- Passengers are more likely than the general population to own smartphones and tablet devices, with substantial growth expected due to these devices’ growing capabilities. Passengers show strong interest in using mobile devices to plan and book flights, illustrating their comfort with these devices.
- By 2017, Atmosphere expects 50% of online direct bookings will be made on mobile devices -- with even more ancillary purchases made through mobile, given the devices’ portability and ease of use.

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Consultez la source sur Veille info tourisme: [Changement du paysage de la distribution des voyages vers 2017](#)