

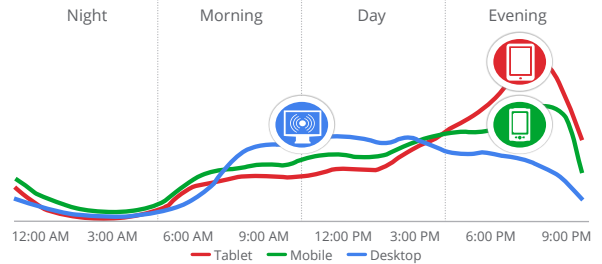
**Multi-screen usage is the new norm.**

Consumers are empowered; they have access to data and content from more devices, more often. This allows for constant connectivity.

- 90% of consumers use multiple screens sequentially to accomplish a task
- 43% go between devices when planning travel

**Each screen is unique and used differently.**

Hourly Distribution of Searches by Platform  
(doesn't reflect absolute traffic volume)



**Business and leisure travelers use mobile more.**

Business and leisure travelers rely on devices for travel information more now than they have in the past.

**57%**  
of business travelers use a device to access internet for travel information in 2012, up from

**40%**  
in 2010



**38%**  
Of leisure travelers use a device to access internet for travel information in 2012, up from

**11%**  
in 2010



**More business and leisure travelers use mobile.**

The recent explosion of tablets and continued growth of smartphones, paired with the natural synergy between travel and mobile technology, primes our industry for opportunity.

- By 2016, **72m** Americans will research travel and **36m** will book travel on smartphones
- Consumers use mobile for last-minute. Top OTA brand research shows that between **60-70%** of mobile bookings are same-day
- Consumers want the mobile-travel experience, but aren't satisfied. Though travel has the most mobile websites out of all industries, it has low consumer experience ratings on those sites



- Tablets are growing fast, with **75.6m** US users
- Tablets fuel "couch and pillow" commerce. They offer the ability to reach consumers when they're most likely to research and book travel: during down time
- Tablet users spend **21%** more than desktop users and **54%** more than smartphone users, per purchase

