



eMarketer™ The Source for Internet and E-Business Research and Analysis

Receive Notification of New Reports | [How To Use eMarketer for Your Business](#)

You are r

Consumers' Travel Plans Include Visit to Net

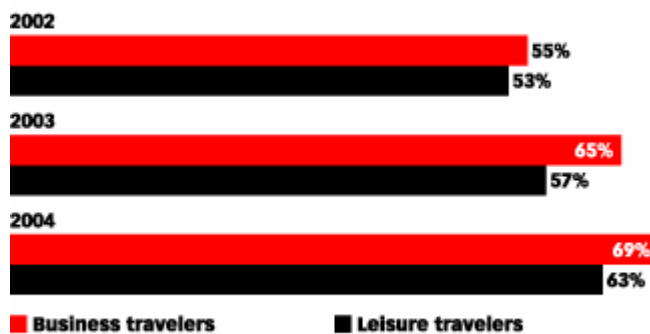
6 May 2004

Consumers in the US are increasingly using the Internet to plan trips, and the number of people using the Web to actually book their trips is growing at an even faster rate.

A [Yesawich, Pepperdine, Brown & Russell](#) and Yankelovich Partners survey found that 69% of business travelers and 63% of leisure travelers use the Internet to plan some aspect of travel.

For the nationally-projectable survey, the companies asked 1,200 business travelers and 1,350 leisure travelers about their travel preferences. Overall, they found business users are more apt to use online travel research and booking services, a gap that has fluctuated in size but nonetheless remained over the last three years. Both groups have demonstrated steady growth in travel planning using the Internet.

US Business and Leisure Travelers Who Use the Internet to Plan Some Aspect of Travel, 2002-2004 (as a % of respondents)



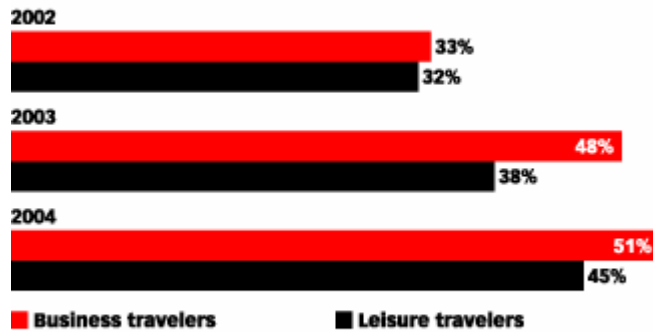
Source: Yesawich, Pepperdine, Brown & Russell/Yankelovich Partners, April 2004

057651 ©2004 eMarketer, Inc.

www.emarketer.com

Similar patterns hold for actual online travel reservations, though business travel reservations experienced a boom in 2003, while leisure travel reservations increased more gradually. Significantly, about one-half of the people surveyed say they have booked or will book travel online in 2004.

US Business and Leisure Travelers Who Use the Internet to Make Travel Reservations, 2002-2004 (as a % of respondents)



Source: Yesawich, Pepperdine, Brown & Russell/Yankelovich Partners, April 2004

057653 ©2004 eMarketer, Inc.

www.eMarketer.com

One reason for the greater numbers of business travelers using the Web for their travel needs is that more business users have access to the Internet. Yesawich et al. noted that 87% of business travelers have Internet access, compared to 72% of leisure travelers, a percentage in line with numbers for the general population.

In late 2003, PhoCusWright and Vividence found that the US had 35 million online travel buyers last year.

Online Travel Buyers in the US, 1998-2003 (In millions)



Source: PhoCusWright Inc./Vividence, December 2003

055840 ©2004 eMarketer, Inc.

www.eMarketer.com

eMarketer's *Travel Industry Worldwide* report examines this topic extensively.

PUB DATE: 06 May 2004
SUBJECTS: Online Travel
SUBJECT PATHS: [Consumers & B2C E-Commerce](#) > [B2C E-Commerce](#) > [Online Travel](#)
GEOGRAPHY: United States
SOURCES: Vividence Corporation; PhoCusWright Inc.; Yesawich, Pepperdine, Brown & Russell; Yankelovich
RELATED REPORT: [Travel Industry Worldwide, October 2003](#)