

Inroads for Online Travel

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JupiterResearch reports that online travel revenues will rise nearly 20% this year.

"We expect the online travel market to continue its strong growth over the next five years and to represent 34% of all travel spending in 2010," said David Schatsky, a Jupiter analyst.

Stating that growing numbers of online consumers and increased awareness of online travel services could drive 9% compound annual growth over the next five years, Jupiter estimates that online travel spending in the US, for both leisure and business, will rise to \$104 billion by 2010.

US Online Travel Revenues*, 2004, 2005 & 2010 (in billions)



Note: *includes business and leisure travel
Source: JupiterResearch, November 2005

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