

US consumer online travel spending surpasses US\$100bn for first time in 2012

RESTON, US: Total online travel spending up 9% to US\$103bn, led by Air Travel Southwest, Expedia and Marriott led respective travel sub-categories in 2012 web page views.



comScore, Inc, a leader in measuring the digital world, today released its Full Year and Q4 2012 US travel e-commerce sales estimates. For the full 2012 year, US travel e-commerce sales reached US\$103bn, an increase of 9% versus the prior year. Air Travel accounted for nearly two-thirds of all travel spending while growing 10% vs. year ago.

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