

When will digital travel booking return to pre-pandemic altitudes?

Article

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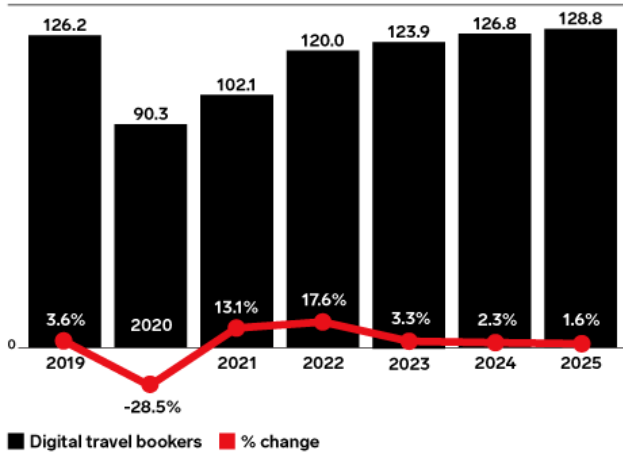
This year, **120.0 million** US adults will book travel via digital channels. While that figure is up **29.7 million** from 2020's pandemic low, it's **6.2 million** fewer digital travel bookers than in 2019.

Beyond the chart: We don't expect digital travel booking to return to the 2019 level until 2024. Consumers are still hesitant to travel due to COVID-19 risk, and now inflation. Last month, more than **half** of US adults said higher gas prices will affect their Fourth of July travel plans, per The Vacationer.

Likewise, the US travel industry will continue to hold back digital ad investments, spending **\$4.05 billion** this year, a far cry from the **\$6.09 billion** it spent in 2019.

US Digital Travel Bookers, 2019-2025

millions and % change



Note: internet users ages 18+ who have booked travel online via any device at least once during the calendar year; digital travel includes accommodation, airline, car rental, cruise, hotel, and transportation
Source: eMarketer, May 2022

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