Online travel agency industry analysis pdf

Online travel agency case study. Online travel agency report.

 Skift Research's Online Travel Agency Factbook offers insights into the global universe of online booking sites. We analyzed data on the eleven largest publicly traded OTAs, including their scale, revenue, growth, profitability, historical performance, and customer acquisition ability. These businesses span five continents and account for most global online bookings (estimating ~75% of the total market). Our dataset allowed us to build a global market size and compare each OTA's key performance indicators. The online booking industry has mostly maintained commission levels, with gross bookings returning. While revenue is recovering faster than other travel sectors, profitability has been deeply hurt and is slower to recover. The 'big 3' OTAs are steadily improving, while smaller regionals face a choppier path ahead. Specialist product OTAs have had mixed results, with Airbnb outperforming Hostelworld. The report includes: Global Online Travel Agency Market Size; individual profiles for each of the 11 public booking sites, explaining what makes each unique; side-by-side comparisons of the OTAs' numbers; and key performance indicators covering dollars earned, margins, growth profiles, marketing efficiency, and historical performance. The booking process has become simpler due to technological advancements in the online travel agency market (OTA). This is expected to drive significant growth in the forecast period. Major online travel agencies, such as Booking.com and Expedia Inc., invest heavily in promotional activities to attract customers. For instance, they spent around US$5 billion each in 2020 to promote tourism and gain customer loyalty. The rising promotional efforts have encouraged more people to travel, thereby boosting the market's growth. OTAs also provide customized travel plans based on customers' interests for a better experience. The COVID-19 pandemic has had a significant impact on the tourism industry due to global lockdowns and home quarantines. However, government initiatives to promote tourism after the pandemic have played a crucial role in supporting the online travel agency market globally. For instance, India's Government allocated US$171 million and US$30 million under the Swadesh Darshan Scheme and Prashad Scheme respectively for 2020-2021 to promote tourism. The European Commission also adopted comprehensive packages in May 2020 to resume transportation and tourism safely. The online travel agency market has been segmented based on business models, platforms, product types, customer segments, and regions. These major segments have been further categorized into sub-segments for detailed analysis. Geographically, the OTA market has been divided into North America, Asia Pacific, Europe, Middle East and Africa, and the rest of the world. Europe is the largest market share holder due to factors such as high disposable income and a growing tourism sector. Tourism is a major economic growth sector in Europe, driving the online travel agency market significantly. North America is the second-largest market shareholder for the OTA market. However, Asia Pacific is expected to grow at the highest CAGR of 15.8% in the forecast period due to rising use of online travel services on mobiles/smartphones. Key players in the market include Expedia Inc., Booking Holdings Inc., Ctrip.com International Ltd, Trivago, Tripadvisor, Makemytrip Pvt. Ltd, Thomas Cook Group PLC, among others. To sustain a competitive environment, various OTAs collaborate with hotel groups and transportation companies to provide a better travel experience. Acquiring strategic assets has been instrumental in propelling Cleartrip's growth, as seen in its 2018 takeover of Flyin. This move enabled the company to expand its customer base in the Middle East and Africa region. For a more detailed understanding of market trends, consider collaborating with our experienced analysts, who can provide valuable insights.