Global Online Tour Operator Market: Size, Trends and Forecasts (2016-2020)

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Daedal Research

Global Online Tour Operator Market Report

Scope of the Report

The report entitled "Global Online Tour Operator Market : Size, Trends & Forecasts (2017-2021)" provides a detailed analysis of the global online tour operator market with analysis of market size by value and volume. Along with this, an analysis of penetration rate and the average revenue generated per user (ARPU) in the market has also been done.

The report also includes a detailed analysis of the global online tour operator market by countries, such as, the U.S., UK, Germany, Russia and China, comprising of its market by value, volume, ARPU and penetration rate.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the global online tour operator market has also been forecasted for the period 2017-2021, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The competition in the global online tour operator market is stiff and dominated by the big players like Cox and Kings. TUI group and Thomas Cook Group Plc are some of the key players operating in the global online tour operator market, whose company profiling is done in the report. In this segment of the report, business overview, financial overview and the business strategies of the companies are provided.

Country Coverage

- U.S.
- U.K
- China
- Germany
- Russia

Company Coverage

- Thomas Cook Group Plc
- TUI Group
- Cox and Kings Ltd

Global Online Tour Operator Market Market Report

Executive Summary

The services of a tour operator reach to the customer through various distribution channels to the customer. These distribution channels can be offline as well as online. The offline distribution channels include brand website, email, mobile, internet booking engine, social media and online travel agents. On the other hand, offline distribution channels consist of retail travel agents, franchise offices of tour operators and handling agents.

The global online tour operator market is expected to grow at a healthy rate during the forecast period (2017-2021). The growth is expected on account of many factors, such as an increase in disposable income, rising car sales, increasing international inbound and outbound tourism and aging demography.

However, the market also faces some challenges, which includes increase in the number of terror attacks, heavy taxes imposed on the tour operators and seasonality dependence. Digital travel, evolution of eco-tourism and rise of adventure tourism are some of the latest trends in the global online tour operator market.

Global Online Tour Operator Market Overview

Figure: Global Online Tour Operator Market by Value; 2015-2016 (US$ Billion)

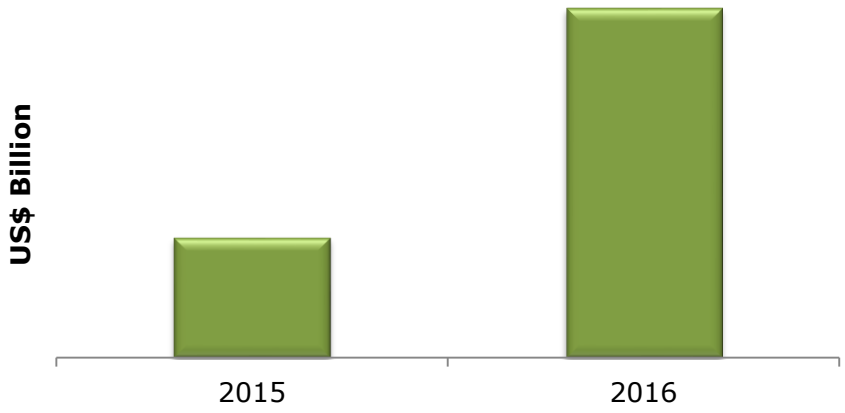
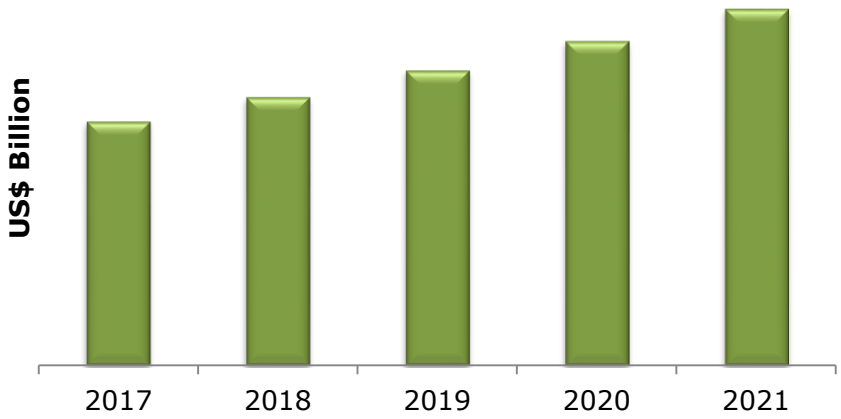


Figure: Global Online Tour Operator Market by Value; 2017E-2021E(US$ Billion)



The global online tour operator market was valued at US$....billion in 2016 and is forecasted to increase to US$....billion in 2021 at a CAGR of …% over the years 2017-2021.

This increase is terms of value is expected on account of increasing disposable income, aging demography, an increase in car sales and the rise in inbound & outbound tourism.

Global Online Tour Operator Market Overview

Figure: Global Online Tour Operator Market by Volume ; 2015-2016 (Million)

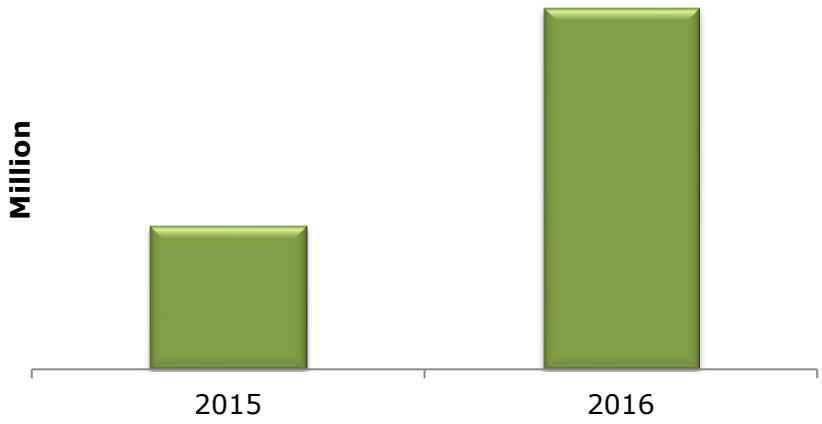
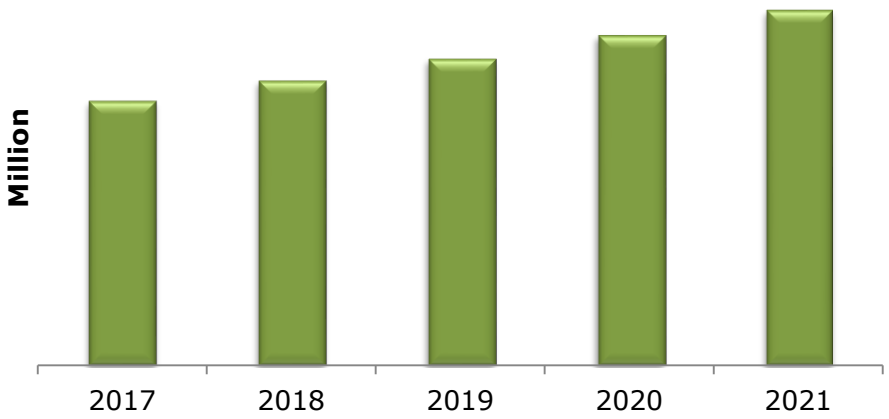


Figure: Global Online Tour Operator Market by Volume; 2017E-2021E (Million)



The global online tour operator market, in terms of volume, grew to … million users in 2016 from…million users in 2015. It is further anticipated that during the forecast period 2017-2021, the number of users in the global online tour operator market would grow at a CAGR of …% and reach to … million by 2021

The U.S. was the leading country in the online tour operator market with a share of …% followed by the U.K., which accounted for a share of …% in 2016.

Figure: Global Online Tour Operator Market by Countries; 2016

Global Online Tour Operator Market: Regional Overview

Figure: The U.S. Online Tour Operator Market by Value; 2015-2016 (US$ Billion)

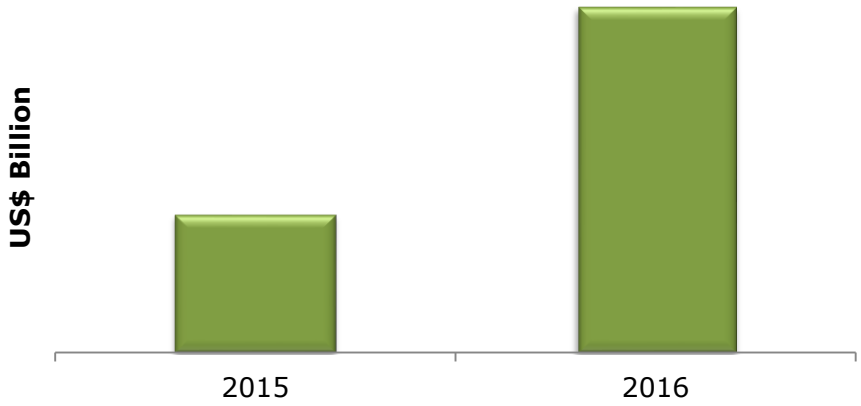
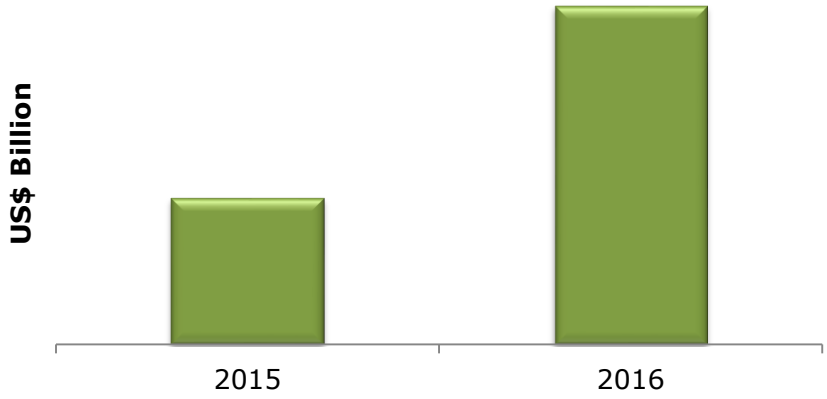


Figure: U.K. Online Tour Operator Market by Value; 2015-2016 (US$ Billion)



The online tour operator market in the U.S valued at US$... billion in 2016, growing at an AGR of …% from 2015.

The U.K online tour operator market grew at an annual growth rate of …% and reached to US$... Billion in 2016.

The online tour operator market in China valued at US$... Billion in 2016, growing at AGR of …% from 2015.

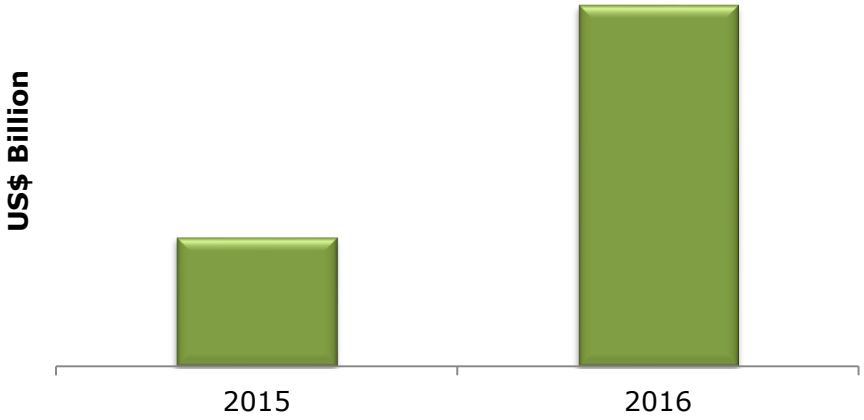



Figure : China Online Tour Operator Market by Value; 2015-2016 (US$ Billion)