

Global Online Travel Market (2016-20) Trends & Opportunities



View Report Details

Scope of the Report

The report titled “Global Online Travel Market: Trends and Opportunities (2016-2020)” analyzes the potential opportunities and significant trends in the global online travel market. Market outlook in value terms for the forecasted period for global online travel market has been detailed in the report. Online leisure/unmanaged business travel, a segment of online travel has also been covered in the report. The report provides detailed analysis of leading players in the sector including Expedia Inc., The Priceline Group and Hostelworld on the basis of attributes such as business overview, recent developments, financials and strategies adopted by the market leaders in order to ensure growth, sustainability, etc.

Geographical Coverage

- ⊕ The US
- ⊕ Europe
- ⊕ Asia Pacific
- ⊕ China
- ⊕ Latin America

Company Coverage

- ⊕ Expedia Inc.
- ⊕ The Priceline Group
- ⊕ Hostelworld

Executive Summary

Online travel industry originated in the 1970s in the United States market. Online travel market, a segment of global travel market comes up with strong growth fundamentals. The market can be broadly split into direct bookings with travel suppliers and bookings made through an OTA. The OTA space can be broadly divided into Generalist OTAs and Specialist OTAs. Generalist OTAs such as Expedia and Booking.com (owned by Priceline Group), spans broader market and caters to all forms of travel (lodging, flights, packages, car rentals, etc.). On the other hand, Specialist OTAs (e.g. Hostelworld), operates within travel niches such as the hostel space. In major part of the world, majority of bookings are made directly through suppliers. Worldwide online booking via suppliers accounted for close to 60% share of total online bookings in the year 2015

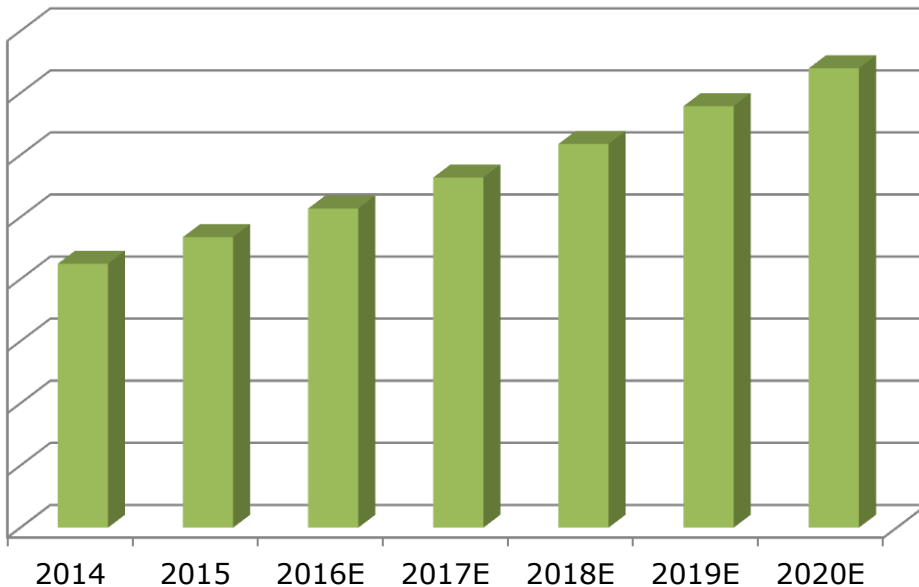
From a regional perspective, Asia Pacific, Western Europe and the US market are seen to be similar in size and collectively accounting for 80% share of global online travel market in the year 2015. In the upcoming years, emerging market is expected to outperform growth in advanced region due to betterment of socio-economic factors. In addition to this, emerging markets also has high proportion of Millennial population.

Growth of global online travel market is driven by growth in global tourism industry, rise in internet penetration and increasing mobile presence. Increasing internet penetration and rise in use of smartphones especially in emerging economies are providing impetus to online travel industry globally. However, presence of certain factors is also posing hindrance to growth of the industry. Some of these factors are threat from alternative accommodation providers, regulation and compliance in the industry and high marketing spending for companies operating in the segment. Key trends prevailing in the industry includes organic expansion of core brands and increasing capital investment and supply in the hostel space.

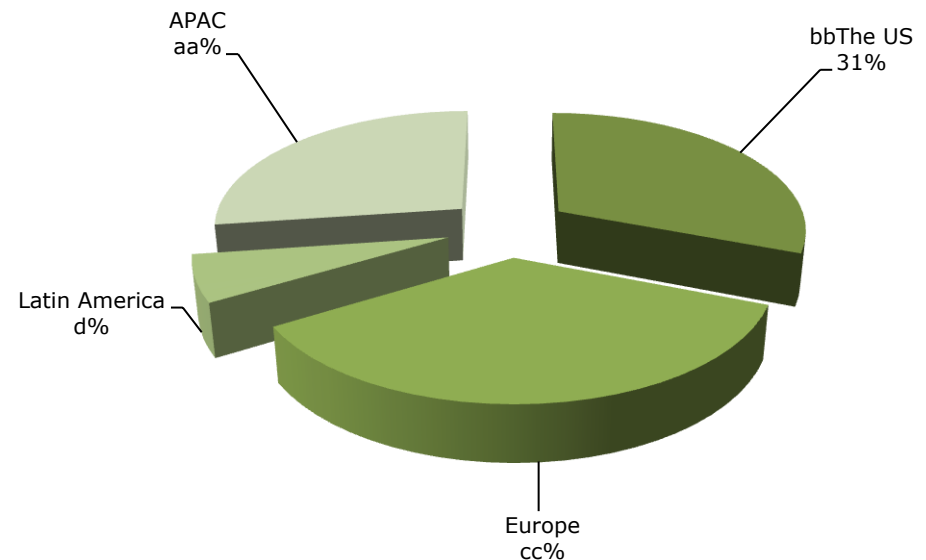
Global Online Travel Market: Overveiw

Online travel industry originated in 1970s in the US market. The industry is backed by strong growth fundamentals globally. The market can be broadly split into direct bookings with travel suppliers and bookings made through an OTA. In major part of the world, majority of bookings are made directly through suppliers.

Global Online Travel Bookings Market Sizing, 2014-20E (US\$ Billions)



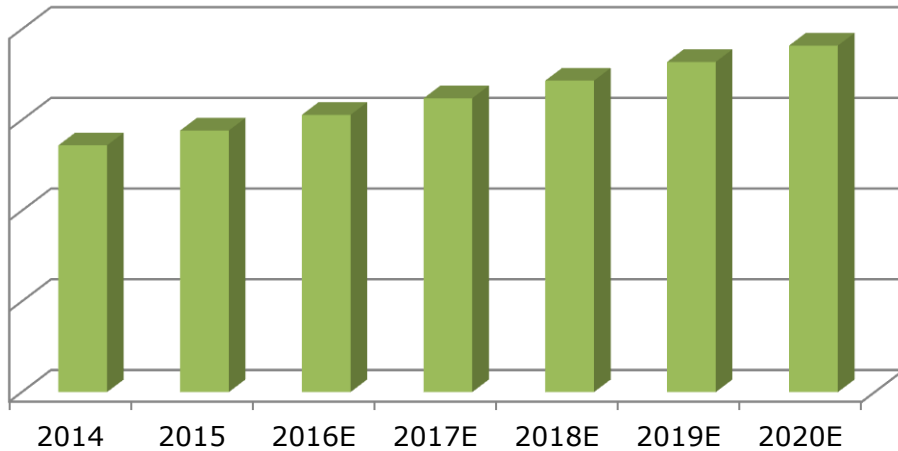
Global Online Travel Bookings Market Share by Region (2015)



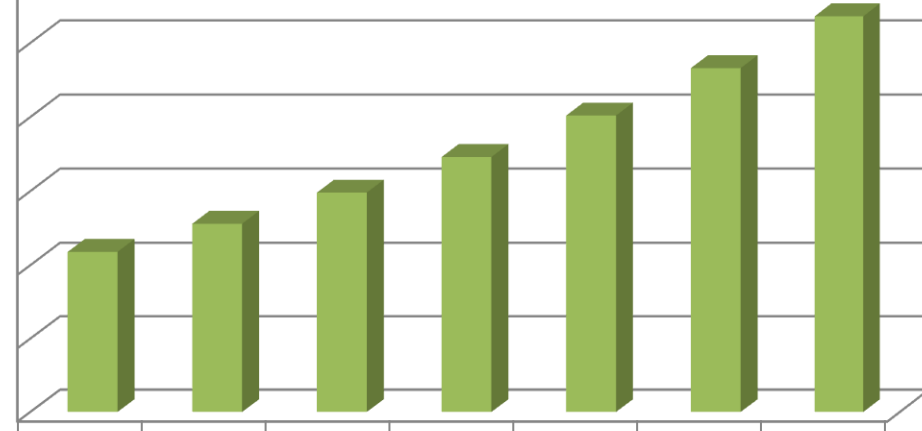
- Market size of global online travel market by value is expected to reach to US\$..... billion in the year 2020, from US\$..... billion in 2014 by growing at a CAGR of.....%.
- Growth in the market is due to

Global Online Travel Market by Region

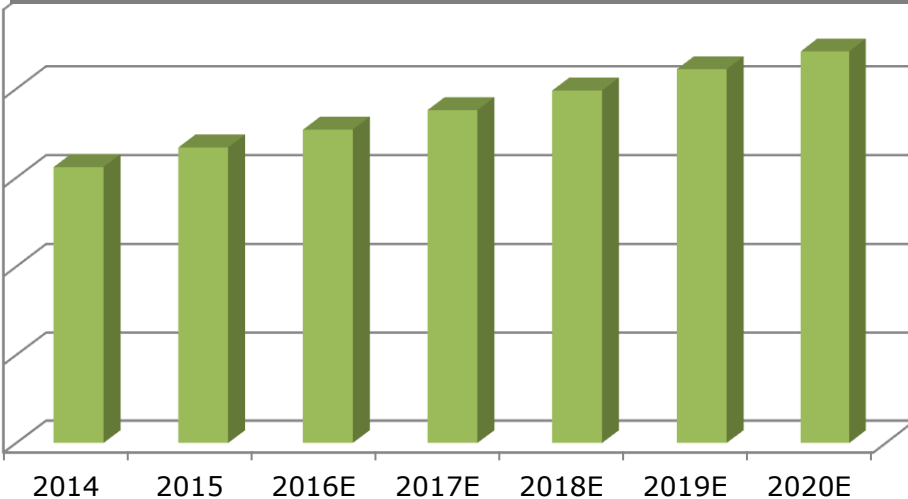
The US Online Travel Bookings Market Size by value, 2014-2020E (US\$ Billions)



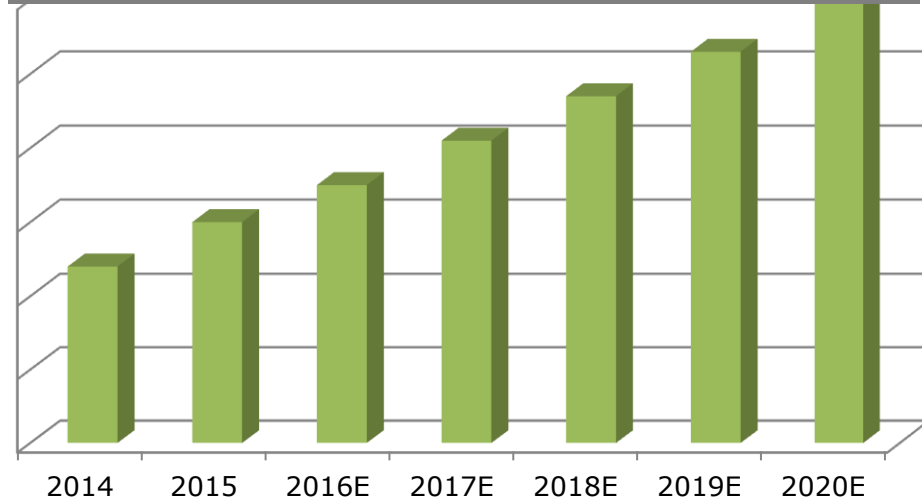
Asia Pacific Online Travel Bookings Market Size by value, 2014-2020E (US\$ Billions)



Europe Online Travel Bookings Market Size by value, 2014-2020E (US\$ Billions)



Latin America Online Travel Bookings Market Size by value, 2014-2020E (US\$ Billions)



Global Eco-Cars Market Trends

Organic Expansion of Core Brands

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Increasing Capital Investment and Supply in the Hostel Space

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