

Global Personalized Travel and Experiences Market Size study, by Service Type (In-flight personalization, Cruise lines personalization, Adventure travel, In-hotel personalization and Others), by Mode of Booking (OTA platform and Offline), by Age Group (Millennial, Generation X, Baby boomers and Others), by Purpose (Leisure and Business), and Regional Forecasts 2021-2027

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Abstracts

Global personalized travel and experiences market is valued approximately at USD xx billion in 2020 and is anticipated to grow with a healthy growth rate of about xx% over the forecast period 2021-2027. Personalized travel and experience deals with combined use of tourist and traveler information and technology to tailor electronic commerce interaction between tourist and service providers. This strategy is being used to enhance the customer experience during their journey. This can be done by offering products and services according to interest, preferences and likings of tourists, customers and travelers. The global personalized travel and experiences market is being driven by growth in travel and tourism and high adoption of internet. Furthermore, integration of big data analytics, mobile applications, and artificial intelligence and tourism industry will provide new opportunities for the global personalized travel and experiences industry. According to Statista, the number of internet users across the globe is expected to increase from 4.5 billion in 2020 to approximately 5.3 billion by 2023. Such growth in the internet users is expected to increase the digitalization and hence benefit the personalized travel and experience industry by easing the bookings and offering other benefits. Hence, this is expected to boost the market growth. However, varying socio-economic conditions may impede market growth over the

forecast period of 2021-2027.

The regional analysis of the global personalized travel and experiences market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World. Asia Pacific accounts for the largest share in terms of market revenue in the global Personalized Travel and Experiences market over the forecast period 2021-2027. Factors such as increasing internet proliferation, growth in travel and tourism industry, etc. contribute towards the largest market share of the region in the forecast years.

Major market player included in this report are:

Best Western Hotels & Resorts

Carnival Corporation & PLC

Club Family Hotel SRL

Delta Air Lines, Inc.

Easyjet PLC

KLM Royal Dutch

Princess Cruises

Virgin Hotels

Iberia LAE SA

Expedia Group, Inc.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Service Type:

In-flight personalization

Cruise lines personalization

Adventure Travel

In-hotel personalization

Other personalization

By Mode of Booking:

OTA Platform

Offline

By Age Group:

Millennial

Generation X

Baby Boomers

Others

By Purpose:

Leisure

Business

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027.

Target Audience of the Global Personalized Travel and Experiences Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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