

Global Digital Transformation in the Tourism Market Research Report 2025(Status and Outlook)

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Abstracts

Report Overview

Digital transformation in the tourism industry refers to the integration of digital technologies to enhance operational efficiency, improve customer experience, and drive business growth within the sector. This includes the adoption of various digital tools and platforms such as mobile applications, social media, big data analytics, artificial intelligence, and virtual reality to streamline processes, personalize services, and engage with customers in innovative ways. By leveraging these technologies, tourism businesses can optimize their operations, offer tailored experiences, and stay competitive in an increasingly digital landscape. Digital transformation in tourism is not just about digitizing existing processes but also about reimagining the entire customer journey from booking to post-trip interactions, ultimately reshaping the way travelers plan, experience, and share their trips.

The market for digital transformation in the tourism industry is experiencing rapid growth driven by several key trends and market drivers. One of the primary trends is the increasing demand for personalized and seamless travel experiences, where travelers expect customized recommendations, real-time assistance, and instant bookings through digital channels. Additionally, the rise of online travel agencies, metasearch engines, and sharing economy platforms has transformed the way people research, book, and experience travel, creating opportunities for digital innovation. Moreover, the COVID-19 pandemic has accelerated the adoption of digital technologies in tourism, as businesses seek contactless solutions, health and safety protocols, and virtual experiences to adapt to the new normal. At the same time, advancements in technology such as artificial intelligence, machine learning, and Internet of Things are driving the development of smart tourism solutions that enable destination management

organizations and businesses to offer personalized services, optimize resource allocation, and improve sustainability practices.

This report provides a deep insight into the global Digital Transformation in the Tourism market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Digital Transformation in the Tourism Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Digital Transformation in the Tourism market in any manner.

Global Digital Transformation in the Tourism Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Trivago

Booking Holdings

Skyscanner

Google

TripAdvisor

Le Travenues Technology Private Limited

Easyvoyage

Jetcost

Swoodoo

Liligo

Trawex

Qunar

Mafengwo

Lvmama

Ctrip

Filgggy

Tuniu

Wego

Hipmunk

NAVER

TourScanner

Prisync

Sniffie

Reactev

Market Segmentation (by Type)

Travel Search /Booking Engines

Dynamic Pricing Software

Other

Market Segmentation (by Application)

Domestic Travel and Tourism

International Travel and Tourism

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Digital Transformation in the Tourism Market

Overview of the regional outlook of the Digital Transformation in the Tourism Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business

expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Digital Transformation in the Tourism Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Digital Transformation in the Tourism

1.2 Key Market Segments

1.2.1 Digital Transformation in the Tourism Segment by Type

1.2.2 Digital Transformation in the Tourism Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 DIGITAL TRANSFORMATION IN THE TOURISM MARKET OVERVIEW

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 DIGITAL TRANSFORMATION IN THE TOURISM MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Digital Transformation in the Tourism Product Life Cycle

3.3 Global Digital Transformation in the Tourism Revenue Market Share by Company (2020-2025)

3.4 Digital Transformation in the Tourism Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.5 Digital Transformation in the Tourism Company Headquarters, Area Served, Product Type

3.6 Digital Transformation in the Tourism Market Competitive Situation and Trends

3.6.1 Digital Transformation in the Tourism Market Concentration Rate

3.6.2 Global 5 and 10 Largest Digital Transformation in the Tourism Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 DIGITAL TRANSFORMATION IN THE TOURISM VALUE CHAIN ANALYSIS

- 4.1 Digital Transformation in the Tourism Value Chain Analysis
- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF DIGITAL TRANSFORMATION IN THE TOURISM MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Digital Transformation in the Tourism Market Porter's Five Forces Analysis

6 DIGITAL TRANSFORMATION IN THE TOURISM MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Digital Transformation in the Tourism Market Size Market Share by Type (2020-2025)
- 6.3 Global Digital Transformation in the Tourism Market Size Growth Rate by Type (2021-2025)

7 DIGITAL TRANSFORMATION IN THE TOURISM MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Digital Transformation in the Tourism Market Size (M USD) by Application (2020-2025)
- 7.3 Global Digital Transformation in the Tourism Sales Growth Rate by Application

(2020-2025)

8 DIGITAL TRANSFORMATION IN THE TOURISM MARKET SEGMENTATION BY REGION

8.1 Global Digital Transformation in the Tourism Market Size by Region

8.1.1 Global Digital Transformation in the Tourism Market Size by Region

8.1.2 Global Digital Transformation in the Tourism Market Size Market Share by Region

8.2 North America

8.2.1 North America Digital Transformation in the Tourism Market Size by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Digital Transformation in the Tourism Market Size by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Spain

8.4 Asia Pacific

8.4.1 Asia Pacific Digital Transformation in the Tourism Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Digital Transformation in the Tourism Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Digital Transformation in the Tourism Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 KEY COMPANIES PROFILE

9.1 Trivago

9.1.1 Trivago Basic Information

9.1.2 Trivago Digital Transformation in the Tourism Product Overview

9.1.3 Trivago Digital Transformation in the Tourism Product Market Performance

9.1.4 Trivago SWOT Analysis

9.1.5 Trivago Business Overview

9.1.6 Trivago Recent Developments

9.2 Booking Holdings

9.2.1 Booking Holdings Basic Information

9.2.2 Booking Holdings Digital Transformation in the Tourism Product Overview

9.2.3 Booking Holdings Digital Transformation in the Tourism Product Market

Performance

9.2.4 Booking Holdings SWOT Analysis

9.2.5 Booking Holdings Business Overview

9.2.6 Booking Holdings Recent Developments

9.3 Skyscanner

9.3.1 Skyscanner Basic Information

9.3.2 Skyscanner Digital Transformation in the Tourism Product Overview

9.3.3 Skyscanner Digital Transformation in the Tourism Product Market Performance

9.3.4 Skyscanner SWOT Analysis

9.3.5 Skyscanner Business Overview

9.3.6 Skyscanner Recent Developments

9.4 Google

9.4.1 Google Basic Information

9.4.2 Google Digital Transformation in the Tourism Product Overview

9.4.3 Google Digital Transformation in the Tourism Product Market Performance

9.4.4 Google Business Overview

9.4.5 Google Recent Developments

9.5 TripAdvisor

9.5.1 TripAdvisor Basic Information

9.5.2 TripAdvisor Digital Transformation in the Tourism Product Overview

9.5.3 TripAdvisor Digital Transformation in the Tourism Product Market Performance

9.5.4 TripAdvisor Business Overview

9.5.5 TripAdvisor Recent Developments

9.6 Le Travenues Technology Private Limited

9.6.1 Le Travenues Technology Private Limited Basic Information

9.6.2 Le Travenues Technology Private Limited Digital Transformation in the Tourism Product Overview

9.6.3 Le Travenues Technology Private Limited Digital Transformation in the Tourism Product Market Performance

9.6.4 Le Travenues Technology Private Limited Business Overview

9.6.5 Le Travenues Technology Private Limited Recent Developments

9.7 Easyvoyage

9.7.1 Easyvoyage Basic Information

9.7.2 Easyvoyage Digital Transformation in the Tourism Product Overview

9.7.3 Easyvoyage Digital Transformation in the Tourism Product Market Performance

9.7.4 Easyvoyage Business Overview

9.7.5 Easyvoyage Recent Developments

9.8 Jetcost

9.8.1 Jetcost Basic Information

9.8.2 Jetcost Digital Transformation in the Tourism Product Overview

9.8.3 Jetcost Digital Transformation in the Tourism Product Market Performance

9.8.4 Jetcost Business Overview

9.8.5 Jetcost Recent Developments

9.9 Swoodoo

9.9.1 Swoodoo Basic Information

9.9.2 Swoodoo Digital Transformation in the Tourism Product Overview

9.9.3 Swoodoo Digital Transformation in the Tourism Product Market Performance

9.9.4 Swoodoo Business Overview

9.9.5 Swoodoo Recent Developments

9.10 Liligo

9.10.1 Liligo Basic Information

9.10.2 Liligo Digital Transformation in the Tourism Product Overview

9.10.3 Liligo Digital Transformation in the Tourism Product Market Performance

9.10.4 Liligo Business Overview

9.10.5 Liligo Recent Developments

9.11 Trawex

9.11.1 Trawex Basic Information

9.11.2 Trawex Digital Transformation in the Tourism Product Overview

9.11.3 Trawex Digital Transformation in the Tourism Product Market Performance

9.11.4 Trawex Business Overview

9.11.5 Trawex Recent Developments

9.12 Qunar

- 9.12.1 Qunar Basic Information
- 9.12.2 Qunar Digital Transformation in the Tourism Product Overview
- 9.12.3 Qunar Digital Transformation in the Tourism Product Market Performance
- 9.12.4 Qunar Business Overview
- 9.12.5 Qunar Recent Developments
- 9.13 Mafengwo
 - 9.13.1 Mafengwo Basic Information
 - 9.13.2 Mafengwo Digital Transformation in the Tourism Product Overview
 - 9.13.3 Mafengwo Digital Transformation in the Tourism Product Market Performance
 - 9.13.4 Mafengwo Business Overview
 - 9.13.5 Mafengwo Recent Developments
- 9.14 Lvmama
 - 9.14.1 Lvmama Basic Information
 - 9.14.2 Lvmama Digital Transformation in the Tourism Product Overview
 - 9.14.3 Lvmama Digital Transformation in the Tourism Product Market Performance
 - 9.14.4 Lvmama Business Overview
 - 9.14.5 Lvmama Recent Developments
- 9.15 Ctrip
 - 9.15.1 Ctrip Basic Information
 - 9.15.2 Ctrip Digital Transformation in the Tourism Product Overview
 - 9.15.3 Ctrip Digital Transformation in the Tourism Product Market Performance
 - 9.15.4 Ctrip Business Overview
 - 9.15.5 Ctrip Recent Developments
- 9.16 Filggy
 - 9.16.1 Filggy Basic Information
 - 9.16.2 Filggy Digital Transformation in the Tourism Product Overview
 - 9.16.3 Filggy Digital Transformation in the Tourism Product Market Performance
 - 9.16.4 Filggy Business Overview
 - 9.16.5 Filggy Recent Developments
- 9.17 Tuniu
 - 9.17.1 Tuniu Basic Information
 - 9.17.2 Tuniu Digital Transformation in the Tourism Product Overview
 - 9.17.3 Tuniu Digital Transformation in the Tourism Product Market Performance
 - 9.17.4 Tuniu Business Overview
 - 9.17.5 Tuniu Recent Developments
- 9.18 Wego
 - 9.18.1 Wego Basic Information
 - 9.18.2 Wego Digital Transformation in the Tourism Product Overview
 - 9.18.3 Wego Digital Transformation in the Tourism Product Market Performance

- 9.18.4 Wego Business Overview
- 9.18.5 Wego Recent Developments
- 9.19 Hipmunk
 - 9.19.1 Hipmunk Basic Information
 - 9.19.2 Hipmunk Digital Transformation in the Tourism Product Overview
 - 9.19.3 Hipmunk Digital Transformation in the Tourism Product Market Performance
 - 9.19.4 Hipmunk Business Overview
 - 9.19.5 Hipmunk Recent Developments
- 9.20 NAVER
 - 9.20.1 NAVER Basic Information
 - 9.20.2 NAVER Digital Transformation in the Tourism Product Overview
 - 9.20.3 NAVER Digital Transformation in the Tourism Product Market Performance
 - 9.20.4 NAVER Business Overview
 - 9.20.5 NAVER Recent Developments
- 9.21 TourScanner
 - 9.21.1 TourScanner Basic Information
 - 9.21.2 TourScanner Digital Transformation in the Tourism Product Overview
 - 9.21.3 TourScanner Digital Transformation in the Tourism Product Market Performance
 - 9.21.4 TourScanner Business Overview
 - 9.21.5 TourScanner Recent Developments
- 9.22 Prisync
 - 9.22.1 Prisync Basic Information
 - 9.22.2 Prisync Digital Transformation in the Tourism Product Overview
 - 9.22.3 Prisync Digital Transformation in the Tourism Product Market Performance
 - 9.22.4 Prisync Business Overview
 - 9.22.5 Prisync Recent Developments
- 9.23 Sniffie
 - 9.23.1 Sniffie Basic Information
 - 9.23.2 Sniffie Digital Transformation in the Tourism Product Overview
 - 9.23.3 Sniffie Digital Transformation in the Tourism Product Market Performance
 - 9.23.4 Sniffie Business Overview
 - 9.23.5 Sniffie Recent Developments
- 9.24 Reactev
 - 9.24.1 Reactev Basic Information
 - 9.24.2 Reactev Digital Transformation in the Tourism Product Overview
 - 9.24.3 Reactev Digital Transformation in the Tourism Product Market Performance
 - 9.24.4 Reactev Business Overview
 - 9.24.5 Reactev Recent Developments

10 DIGITAL TRANSFORMATION IN THE TOURISM MARKET FORECAST BY REGION

10.1 Global Digital Transformation in the Tourism Market Size Forecast

10.2 Global Digital Transformation in the Tourism Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Digital Transformation in the Tourism Market Size Forecast by Country

10.2.3 Asia Pacific Digital Transformation in the Tourism Market Size Forecast by Region

10.2.4 South America Digital Transformation in the Tourism Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Sales of Digital Transformation in the Tourism by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

11.1 Global Digital Transformation in the Tourism Market Forecast by Type (2026-2033)

11.2 Global Digital Transformation in the Tourism Market Forecast by Application (2026-2033)

12 CONCLUSION AND KEY FINDINGS

List of Tables

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Digital Transformation in the Tourism Market Size Comparison by Region (M USD)

Table 5. Global Digital Transformation in the Tourism Revenue (M USD) by Company (2020-2025)

Table 6. Global Digital Transformation in the Tourism Revenue Share by Company (2020-2025)

Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Digital Transformation in the Tourism as of 2024)

Table 8. Digital Transformation in the Tourism Company Headquarters and Area Served

Table 9. Company Digital Transformation in the Tourism Product Type

Table 10. Global Digital Transformation in the Tourism Company Market Concentration Ratio (CR5 and HHI)

Table 11. Mergers & Acquisitions, Expansion Plans

Table 12. Midstream Market Analysis

Table 13. Downstream Customer Analysis

Table 14. Key Development Trends

Table 15. Driving Factors

Table 16. Digital Transformation in the Tourism Market Challenges

Table 17. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 18. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 19. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 20. Global Digital Transformation in the Tourism Market Size by Type (M USD)

Table 21. Global Digital Transformation in the Tourism Market Size (M USD) by Type (2020-2025)

Table 22. Global Digital Transformation in the Tourism Market Size Share by Type (2020-2025)

Table 23. Global Digital Transformation in the Tourism Market Size Growth Rate by Type (2021-2025)

Table 24. Global Digital Transformation in the Tourism Market Size by Application

Table 25. Global Digital Transformation in the Tourism Market Size by Application (2020-2025) & (M USD)

Table 26. Global Digital Transformation in the Tourism Market Share by Application (2020-2025)

Table 27. Global Digital Transformation in the Tourism Sales Growth Rate by Application (2020-2025)

Table 28. Global Digital Transformation in the Tourism Market Size by Region (2020-2025) & (M USD)

Table 29. Global Digital Transformation in the Tourism Market Size Market Share by Region (2020-2025)

Table 30. North America Digital Transformation in the Tourism Market Size by Country (2020-2025) & (M USD)

Table 31. Europe Digital Transformation in the Tourism Market Size by Country (2020-2025) & (M USD)

Table 32. Asia Pacific Digital Transformation in the Tourism Market Size by Region (2020-2025) & (M USD)

Table 33. South America Digital Transformation in the Tourism Market Size by Country (2020-2025) & (M USD)

Table 34. Middle East and Africa Digital Transformation in the Tourism Market Size by Region (2020-2025) & (M USD)

Table 35. Trivago Basic Information

Table 36. Trivago Digital Transformation in the Tourism Product Overview

Table 37. Trivago Digital Transformation in the Tourism Revenue (M USD) and Gross

Margin (2020-2025)

Table 38. Trivago SWOT Analysis

Table 39. Trivago Business Overview

Table 40. Trivago Recent Developments

Table 41. Booking Holdings Basic Information

Table 42. Booking Holdings Digital Transformation in the Tourism Product Overview

Table 43. Booking Holdings Digital Transformation in the Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 44. Booking Holdings SWOT Analysis

Table 45. Booking Holdings Business Overview

Table 46. Booking Holdings Recent Developments

Table 47. Skyscanner Basic Information

Table 48. Skyscanner Digital Transformation in the Tourism Product Overview

Table 49. Skyscanner Digital Transformation in the Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 50. Skyscanner SWOT Analysis

Table 51. Skyscanner Business Overview

Table 52. Skyscanner Recent Developments

Table 53. Google Basic Information

Table 54. Google Digital Transformation in the Tourism Product Overview

Table 55. Google Digital Transformation in the Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 56. Google Business Overview

Table 57. Google Recent Developments

Table 58. TripAdvisor Basic Information

Table 59. TripAdvisor Digital Transformation in the Tourism Product Overview

Table 60. TripAdvisor Digital Transformation in the Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 61. TripAdvisor Business Overview

Table 62. TripAdvisor Recent Developments

Table 63. Le Travenues Technology Private Limited Basic Information

Table 64. Le Travenues Technology Private Limited Digital Transformation in the Tourism Product Overview

Table 65. Le Travenues Technology Private Limited Digital Transformation in the Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 66. Le Travenues Technology Private Limited Business Overview

Table 67. Le Travenues Technology Private Limited Recent Developments

Table 68. Easyvoyage Basic Information

Table 69. Easyvoyage Digital Transformation in the Tourism Product Overview

Table 70. Easyvoyage Digital Transformation in the Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 71. Easyvoyage Business Overview

Table 72. Easyvoyage Recent Developments

Table 73. Jetcost Basic Information

Table 74. Jetcost Digital Transformation in the Tourism Product Overview

Table 75. Jetcost Digital Transformation in the Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 76. Jetcost Business Overview

Table 77. Jetcost Recent Developments

Table 78. Swoodoo Basic Information

Table 79. Swoodoo Digital Transformation in the Tourism Product Overview

Table 80. Swoodoo Digital Transformation in the Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 81. Swoodoo Business Overview

Table 82. Swoodoo Recent Developments

Table 83. Liligo Basic Information

Table 84. Liligo Digital Transformation in the Tourism Product Overview

Table 85. Liligo Digital Transformation in the Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 86. Liligo Business Overview

Table 87. Liligo Recent Developments

Table 88. Trawex Basic Information

Table 89. Trawex Digital Transformation in the Tourism Product Overview

Table 90. Trawex Digital Transformation in the Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 91. Trawex Business Overview

Table 92. Trawex Recent Developments

Table 93. Qunar Basic Information

Table 94. Qunar Digital Transformation in the Tourism Product Overview

Table 95. Qunar Digital Transformation in the Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 96. Qunar Business Overview

Table 97. Qunar Recent Developments

Table 98. Mafengwo Basic Information

Table 99. Mafengwo Digital Transformation in the Tourism Product Overview

Table 100. Mafengwo Digital Transformation in the Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 101. Mafengwo Business Overview

Table 102. Mafengwo Recent Developments

Table 103. Lvmama Basic Information

Table 104. Lvmama Digital Transformation in the Tourism Product Overview

Table 105. Lvmama Digital Transformation in the Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 106. Lvmama Business Overview

Table 107. Lvmama Recent Developments

Table 108. Ctrip Basic Information

Table 109. Ctrip Digital Transformation in the Tourism Product Overview

Table 110. Ctrip Digital Transformation in the Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 111. Ctrip Business Overview

Table 112. Ctrip Recent Developments

Table 113. Filggy Basic Information

Table 114. Filggy Digital Transformation in the Tourism Product Overview

Table 115. Filggy Digital Transformation in the Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 116. Filggy Business Overview

Table 117. Filggy Recent Developments

Table 118. Tuniu Basic Information

Table 119. Tuniu Digital Transformation in the Tourism Product Overview

Table 120. Tuniu Digital Transformation in the Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 121. Tuniu Business Overview

Table 122. Tuniu Recent Developments

Table 123. Wego Basic Information

Table 124. Wego Digital Transformation in the Tourism Product Overview

Table 125. Wego Digital Transformation in the Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 126. Wego Business Overview

Table 127. Wego Recent Developments

Table 128. Hipmunk Basic Information

Table 129. Hipmunk Digital Transformation in the Tourism Product Overview

Table 130. Hipmunk Digital Transformation in the Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 131. Hipmunk Business Overview

Table 132. Hipmunk Recent Developments

Table 133. NAVER Basic Information

Table 134. NAVER Digital Transformation in the Tourism Product Overview

Table 135. NAVER Digital Transformation in the Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 136. NAVER Business Overview

Table 137. NAVER Recent Developments

Table 138. TourScanner Basic Information

Table 139. TourScanner Digital Transformation in the Tourism Product Overview

Table 140. TourScanner Digital Transformation in the Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 141. TourScanner Business Overview

Table 142. TourScanner Recent Developments

Table 143. Prisync Basic Information

Table 144. Prisync Digital Transformation in the Tourism Product Overview

Table 145. Prisync Digital Transformation in the Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 146. Prisync Business Overview

Table 147. Prisync Recent Developments

Table 148. Sniffie Basic Information

Table 149. Sniffie Digital Transformation in the Tourism Product Overview

Table 150. Sniffie Digital Transformation in the Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 151. Sniffie Business Overview

Table 152. Sniffie Recent Developments

Table 153. Reactev Basic Information

Table 154. Reactev Digital Transformation in the Tourism Product Overview

Table 155. Reactev Digital Transformation in the Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 156. Reactev Business Overview

Table 157. Reactev Recent Developments

Table 158. Global Digital Transformation in the Tourism Market Size Forecast by Region (2026-2033) & (M USD)

Table 159. North America Digital Transformation in the Tourism Market Size Forecast by Country (2026-2033) & (M USD)

Table 160. Europe Digital Transformation in the Tourism Market Size Forecast by Country (2026-2033) & (M USD)

Table 161. Asia Pacific Digital Transformation in the Tourism Market Size Forecast by Region (2026-2033) & (M USD)

Table 162. South America Digital Transformation in the Tourism Market Size Forecast by Country (2026-2033) & (M USD)

Table 163. Middle East and Africa Digital Transformation in the Tourism Market Size

Forecast by Country (2026-2033) & (M USD)

Table 164. Global Digital Transformation in the Tourism Market Size Forecast by Type (2026-2033) & (M USD)

Table 165. Global Digital Transformation in the Tourism Market Size Forecast by Application (2026-2033) & (M USD)

List of Figures

Figure 1. Industry Chain of Digital Transformation in the Tourism

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Digital Transformation in the Tourism Market Size (M USD), 2024-2033

Figure 5. Global Digital Transformation in the Tourism Market Size (M USD) (2020-2033)

Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 8. Evaluation Matrix of Regional Market Development Potential

Figure 9. Digital Transformation in the Tourism Market Size by Country (M USD)

Figure 10. Company Assessment Quadrant

Figure 11. Global Digital Transformation in the Tourism Product Life Cycle

Figure 12. Global Digital Transformation in the Tourism Revenue Share by Company in 2024

Figure 13. Digital Transformation in the Tourism Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024

Figure 14. The Global 5 and 10 Largest Players: Market Share by Digital Transformation in the Tourism Revenue in 2024

Figure 15. Value Chain Map of Digital Transformation in the Tourism

Figure 16. Global Digital Transformation in the Tourism Market PEST Analysis

Figure 17. Global Digital Transformation in the Tourism Market Porter's Five Forces Analysis

Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 19. Global Digital Transformation in the Tourism Market Share by Type

Figure 20. Market Size Share of Digital Transformation in the Tourism by Type (2020-2025)

Figure 21. Market Size Share of Digital Transformation in the Tourism by Type in 2024

Figure 22. Global Digital Transformation in the Tourism Market Size Growth Rate by Type (2021-2025)

Figure 23. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 24. Global Digital Transformation in the Tourism Market Share by Application

Figure 25. Global Digital Transformation in the Tourism Market Share by Application (2020-2025)

Figure 26. Global Digital Transformation in the Tourism Market Share by Application in 2024

Figure 27. Global Digital Transformation in the Tourism Sales Growth Rate by Application (2020-2025)

Figure 28. Global Digital Transformation in the Tourism Market Size Market Share by Region (2020-2025)

Figure 29. North America Digital Transformation in the Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 30. North America Digital Transformation in the Tourism Market Size Market Share by Country in 2024

Figure 31. U.S. Digital Transformation in the Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 32. Canada Digital Transformation in the Tourism Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Mexico Digital Transformation in the Tourism Market Size (M USD) and Growth Rate (2020-2025)

Figure 34. Europe Digital Transformation in the Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 35. Europe Digital Transformation in the Tourism Market Share by Country in 2024

Figure 36. Germany Digital Transformation in the Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. France Digital Transformation in the Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. U.K. Digital Transformation in the Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Italy Digital Transformation in the Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Spain Digital Transformation in the Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 41. Asia Pacific Digital Transformation in the Tourism Market Size and Growth Rate (M USD)

Figure 42. Asia Pacific Digital Transformation in the Tourism Market Size Market Share by Region in 2024

Figure 43. China Digital Transformation in the Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. Japan Digital Transformation in the Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. South Korea Digital Transformation in the Tourism Market Size and Growth

Rate (2020-2025) & (M USD)

Figure 46. India Digital Transformation in the Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Southeast Asia Digital Transformation in the Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 48. South America Digital Transformation in the Tourism Market Size and Growth Rate (M USD)

Figure 49. South America Digital Transformation in the Tourism Market Size Market Share by Country in 2024

Figure 50. Brazil Digital Transformation in the Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Argentina Digital Transformation in the Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 52. Columbia Digital Transformation in the Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 53. Middle East and Africa Digital Transformation in the Tourism Market Size and Growth Rate (M USD)

Figure 54. Middle East and Africa Digital Transformation in the Tourism Market Size Market Share by Region in 2024

Figure 55. Saudi Arabia Digital Transformation in the Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 56. UAE Digital Transformation in the Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. Egypt Digital Transformation in the Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. Nigeria Digital Transformation in the Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. South Africa Digital Transformation in the Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 60. Global Digital Transformation in the Tourism Market Size Forecast (2020-2033) & (M USD)

Figure 61. Global Digital Transformation in the Tourism Market Share Forecast by Type (2026-2033)

Figure 62. Global Digital Transformation in the Tourism Market Share Forecast by Application (2026-2033)

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