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Global Travel Agencies Market Research Report 2026(Status and Outlook)

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Abstracts

A travel agency is a private retailer or public service that provides travel and tourism related services to the public on behalf of suppliers such as activities, airlines, car rentals, cruise lines, hotels, railways, travel insurance, and package tours.Main players of travel agencies market are Booking Holdings Inc., Expedia Group Inc. and Trip.com Group Limited. Geographically speaking, USA holds over 25% of total market share, followed by Europe with over 20% share. In terms of type, international and domestic airline bookings segment and tour and packaged travel bookings segment holds about a half of global market share in total. In terms of sales channel, online segment holds a dominant share of over 85%.The market drivers of travel agencies mainly include the following aspects:1. Growth and diversification of consumer demandWith the improvement of living standards and the change of leisure concepts, more and more consumers are beginning to pursue travel experiences, which directly promotes the growth of the travel agency market. At the same time, consumers' travel needs are becoming increasingly diversified, from traditional sightseeing tours to today's customized tours, theme tours, eco-tourism, etc. These diversified demands provide travel agencies with new market opportunities.2. Policy support and industry developmentThe government's attention and support for the tourism industry is an important driving force for the development of the travel agency market. For example, a series of policies issued by the state, such as the "14th Five-Year Plan for the Development of the Tourism Industry" and the Ministry of Culture and Tourism's opinions on promoting the high-quality development of the online tourism market, are actively promoting the innovative development of the tourism industry and providing a good policy environment for travel agencies. In addition, with the standardized development of the tourism market, the compliance operation and service quality of travel agencies have also been further improved, thereby enhancing market competitiveness.3. Technological progress and digital transformationScientific and

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technological progress, especially the application of technologies such as the Internet, big data, and artificial intelligence, provide travel agencies with more efficient and convenient service means. Through digital transformation, travel agencies can better understand consumer needs and provide personalized tourism products and services. At the same time, the application of technologies such as online booking, smart guides, and virtual reality has also enhanced consumers' travel experience and further promoted the development of the travel agency market.4. Resource integration and innovation in cooperation modelsTravel agencies can provide consumers with better quality travel products and services by integrating tourism resources and establishing close relationships with partners such as airlines, hotels, and scenic spots. In addition, travel agencies are constantly exploring new cooperation models, such as cooperating with online travel platforms and conducting cross-border marketing. These innovative cooperation models have brought new market opportunities and growth points to travel agencies.5. Relaxation of entry and exit policies and recovery of international tourismWith the improvement of the global epidemic situation and the relaxation of entry and exit policies, the international tourism market has gradually recovered. This provides travel agencies with opportunities to expand international markets and increase sources of income. At the same time, the recovery of international tourism has also driven the prosperity of the domestic tourism market, providing travel agencies with a broader space for development.In summary, the driving factors of the travel agency market mainly include the growth and diversification of consumer demand, policy support and industry development, scientific and technological progress and digital transformation, resource integration and innovation of cooperation models, and the relaxation of entry and exit policies and the recovery of international tourism. These factors have jointly promoted the rapid development and transformation of the travel agency market.

The global Travel Agencies market size was estimated at USD 215880.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 9.90% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Travel Agencies market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market

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positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Travel Agencies market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Travel Agencies market.

Global Travel Agencies Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Booking Holdings Inc.

Expedia Group Inc.

Trip.com Group Limited

Tripadvisor, Inc.

Trivago NV

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eDreams

Odigeo

Despegar

MakeMyTrip Limited

Webjet Limited

Priceline

TUI Group

Market Segmentation (by Type)

International and Domestic Airline Bookings

Tour and Packaged Travel Bookings

Accommodation Bookings

Cruise Bookings

Car Rental

Others

Market Segmentation (by Application)

Online

Offline

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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 Travel Agencies Market

Overview of the regional outlook of the Travel Agencies Market:

Customization of the Report

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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 Travel Agencies 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 shares the main producing countries of Travel Agencies, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail,

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including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

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 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

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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

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