

Global Online Tour Operator Market (2018-2022 Edition)

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Abstracts

SCOPE OF THE REPORT

The report entitled "Global Online Tour Operator Market (2018-2022 Edition)" 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 US, The UK, Germany, Russia and China, comprising of its market by value, volume, ARPU and penetration rate.

Growth of the global online tour operator market has also been forecasted for the period 2018-2022, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

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.

COMPANY COVERAGE

Cox and Kings

TUI group

Thomas Cook Group Plc.

REGIONAL COVERAGE

The US

The UK

China

Germany

Russia

EXECUTIVE SUMMARY

Tourism is a gigantic industry with different components working together such as, travel agents, tour operators, transport providers etc. Tour operators is the organization which accumulated different components from suppliers in order to make a tour package. The prices of individual tour package is defined by the organization itself.

Basic role of any tour operator is to provide services like, accommodation, accessibility, transportation etc. to its customers in a form of package deal. 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 (2018-2022). 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.

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