

Global Online Tour Operator Market : Size, Trends & Forecasts (2017-2021)

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Abstracts

Scope of the Report

The report entitled “Global Online Tour Operator Market : Size, Trends & Forecasts (2017-2021)” 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 U.S., UK, Germany, Russia and China, comprising of its market by value, volume, ARPU and penetration rate.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the global online tour operator market has also been forecasted for the period 2017-2021, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The competition in the global online tour operator market is stiff and dominated by the big players like 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.

Country Coverage

U.S.A

U.K

China

Germany

Russia

Company Coverage

Thomas Cook Group Plc

TUI Group

Cox and Kings Ltd.

Executive Summary

The services of a tour operator reach to the customer through various distribution channels. These distribution channels can be offline as well as online. The online 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 (2017-2021). The growth is expected on account of many factors, such as an increase in disposable income, 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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