

# Global Online Travel Market: Trends and Opportunities (2016-2020)

<https://marketpublishers.com/r/G8EE15BA032EN.html>

Date: March 2016

Pages: 55

Price: US\$ 800.00 (Single User License)

ID: G8EE15BA032EN

## Abstracts

### Scope of the Report

The report titled “Global Online Travel Market: Trends and Opportunities (2016-2020)” analyzes the potential opportunities and significant trends in the global online travel market. Market outlook in value terms for the forecasted period for global online travel market has been detailed in the report. Online leisure/unmanaged business travel, a segment of online travel has also been covered in the report. The report provides detailed analysis of leading players in the sector including Expedia Inc., The Priceline Group and Hostelworld on the basis of attributes such as business overview, recent developments, financials and strategies adopted by the market leaders in order to ensure growth, sustainability, etc.

### Geographical Coverage

The US

Europe

Asia Pacific

China

Latin America

### Company Coverage

Expedia Inc.

The Priceline Group

Hostelworld

## Executive Summary

Online travel industry originated in the 1970s in the United States market. Online travel market, a segment of global travel market comes up with strong growth fundamentals. The market can be broadly split into direct bookings with travel suppliers and bookings made through an OTA. The OTA space can be broadly divided into Generalist OTAs and Specialist OTAs. Generalist OTAs such as Expedia and Booking.com (owned by Priceline Group), spans broader market and caters to all forms of travel (lodging, flights, packages, car rentals, etc.). On the other hand, Specialist OTAs (e.g. Hostelworld), operates within travel niches such as the hostel space. In major part of the world, majority of bookings are made directly through suppliers. Worldwide online booking via suppliers accounted for close to 60% share of total online bookings in the year 2015.

From a regional perspective, Asia Pacific, Western Europe and the US market are seen to be similar in size and collectively accounting for 80% share of global online travel market in the year 2015. In the upcoming years, emerging market is expected to outperform growth in advanced region due to betterment of socio-economic factors. In addition to this, emerging markets also has high proportion of Millennial population.

Growth of global online travel market is driven by growth in global tourism industry, rise in internet penetration and increasing mobile presence. Increasing internet penetration and rise in use of smartphones especially in emerging economies are providing impetus to online travel industry globally. However, presence of certain factors is also posing hindrance to growth of the industry. Some of these factors are threat from alternative accommodation providers, regulation and compliance in the industry and high marketing spending for companies operating in the segment. Key trends prevailing in the industry includes organic expansion of core brands and increasing capital investment and supply in the hostel space.

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. INTRODUCTION**

- 2.1 The OTA landscape
- 2.2 Online Travel Market- Value Chain
- 2.3 Alternative Accommodation
- 2.4 Business Model

### **3. GLOBAL ONLINE TRAVEL MARKET ANALYSIS**

- 3.1 Market Sizing Actual & Forecasted
- 3.2 Market Share
  - 3.2.1 By Region
  - 3.2.2 By Competitors
- 3.3 Online Leisure/Unmanaged Business Travel
  - 3.3.1 By Competitors
  - 3.3.2 By Region

### **4. GLOBAL ONLINE TRAVEL MARKET REGIONAL ANALYSIS**

- 4.1 The US
- 4.2 Europe
- 4.3 Asia Pacific
  - 4.3.1 China
- 4.4 Latin America

### **5. GLOBAL ONLINE TRAVEL MARKET TRENDS**

- 5.1 Organic Expansion of Core Brands
- 5.2 Increasing Capital Investment and Supply in the Hostel Space

### **6. GLOBAL ONLINE TRAVEL MARKET: GROWTH DRIVERS & CHALLENGES**

- 6.1 Growth Drivers
  - 6.1.1 Growth in Tourism Industry
  - 6.1.2 Rise in Online Travel Penetration

### 6.1.3 Increasing Mobile Presence

## 6.2 Challenges

### 6.2.1 Threat from Alternative Accommodation Providers

### 6.2.2 Regulations and Compliance

### 6.2.3 High Marketing Spending

## 7. COMPETITIVE LANDSCAPE

## 8. COMPANY PROFILES

### 8.1 Expedia Inc.

#### 8.1.1 Business Overview

#### 8.1.2 Financial Overview

#### 8.1.3 Business Strategies

### 8.2 The Priceline Group

#### 8.2.1 Business Overview

#### 8.2.2 Financial Overview

#### 8.2.3 Business Strategies

### 8.3 Hostelworld

#### 8.3.1 Business Overview

#### 8.3.2 Financial Overview

#### 8.3.3 Business Strategies

## List Of Figures

### LIST OF FIGURES

Figure 1: Travel Market Classification

Table 1: Main Online Travel Agencies (OTA) brands, Generalist and Specialist

Table 2: Main Sub-brands within Expedia

Table 3: Main Sub-brands within Priceline Group

Figure 2: Value Chain of Online Travel Market

Table 4: Alternative Accommodations—Supply Comparison

Figure 3: Global Online Travel Bookings Market Sizing, 2014-20E (US\$ Billions)

Figure 4: Global Online Travel Bookings Market Share by Region (2015)

Figure 5: Global Online Travel Bookings Market Share by Competitors (2011-17E)

Figure 6: Global Online Leisure/Unmanaged Business Travel Share by Competitors (2015)

Figure 7: Global Online Leisure/Unmanaged Business Travel Share by Region (2015)

Figure 8: Global Online Leisure/Unmanaged Business Travel Share by Region, Hotels only (2015)

Figure 9: The US Online Travel Bookings Market Size by value, 2014-2020E (US\$ Billions)

Figure 10: The US Online Leisure/Unmanaged Business Travel Gross Bookings and Travel Penetration, 2012-20E (US\$ Billions)

Figure 11: Europe Online Travel Bookings Market Size by value, 2014-2020E (US\$ Billions)

Figure 12: Europe Online Leisure/Unmanaged Business Travel Gross Bookings and Travel Penetration, 2012-20E (US\$ Billions)

Figure 13: Asia Pacific Online Travel Bookings Market Size by value, 2014-2020E (US\$ Billions)

Figure 14: Asia Pacific Online Leisure/Unmanaged Business Travel Gross Bookings and Travel Penetration, 2012-20E (US\$ Billions)

Figure 15: China Online Travel Bookings Market Size by Value, 2014-20E (US\$ Billions)

Figure 16: China OTA Market Share (2014Q2)

Figure 17: China Top 6 Online Travel Mobile Apps by Monthly Active Users (MAU), 2014 (Millions)

Figure 18: Latin America Online Travel Bookings Market Size by value, 2014-2020E (US\$ Billions)

Figure 19: Latin America Online Leisure/Unmanaged Business Travel Gross Bookings and Travel Penetration, 2012-20E (US\$ Billions)

Table 5: Latest Acquisitions by Expedia and Priceline Group

Table 6: Capital Investment and Supply in the Hostel

Table 7: International Tourist Arrivals, 2010-2030E

Table 8: Online Travel Penetration by Region, 2011-15

Figure 20: Mobile Growing as a Percentage of Online Travel Booking by Region, 2013 vs. 2015

Table 9: Alternative Accommodations—Supply Comparison

Figure 21: OTA Sales & Marketing Spending as a Percentage of Sales, 2011-14

Table 10: Market Opportunity Breakdown and Position – Priceline and Expedia

Table 11: Valuation Comparison within Online Travel Space (2014)

Figure 22: Expedia Inc. Revenue Forecasted, 2012-17E (US\$ Billions)

Figure 23: Priceline Group Inc. Revenue Forecasted, 2012-17E (US\$ Billions)

Figure 24: Hostelworld Bookings by Brand (2015)

Figure 25: Hostelworld Net Revenue Forecasted, FY12-FY18E (US\$ Millions)

## I would like to order

Product name: Global Online Travel Market: Trends and Opportunities (2016-2020)

Product link: <https://marketpublishers.com/r/G8EE15BA032EN.html>

Price: US\$ 800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G8EE15BA032EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970