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# Booking Holdings Inc in Travel (World)

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## Abstracts

Booking Holdings is the world's third-largest travel intermediary. It has long been a notable force within travel intermediaries, but the Coronavirus (COVID-19) pandemic and new competitors are challenging its position. The company has invested in managing all parts of a traveller's journey, from transportation to accommodation and in-destination activities. Even though Booking faces challenging proposed legislation in Europe, its connected trip strategy has potential to drive strong growth.

Euromonitor International's Booking Holdings Inc in Travel (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Travel market. The report examines company shares by region, financial performance, its marketing strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**Product coverage:** Activities and Experiences (Destination), Lodging, Online Travel Sales and Intermediaries, Tourism Flows, Travel Modes, Traveller Profiles.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

**Why buy this report?**

Get a detailed picture of the Travel market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

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Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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