

Booking in Asia Pacific

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Abstracts

The recovery from the pandemic is already well under way in Asia Pacific, but it could take some time for booking sales to fully rebound, given the collapse seen in the travel industry in 2020. While most countries were recording very dynamic growth in 2022, China was lagging somewhat, with ongoing lockdowns as the country maintains its strict zero-COVID-19 policy. Booking sales are currently not slated to return to their 2019 levels in the region until 2025 in real value terms.

Euromonitor International's Booking in Asia Pacific global briefing offers an insight into to the size and shape of the Travel market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market from innovation, pricing, channel distribution to economic/lifestyle influences. Forecasts illustrate how the market is set to change and outlines the criteria for success.

Product coverage: Booking, Car Rental (Destination), In-Destination Spending, Lodging (Destination), Tourism Flows, Travel Modes.

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;

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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