

Ctrip: Standing on the Shoulders of Giants

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Abstracts

Ctrip is one of the world's most powerful travel intermediaries, and has ambitions to be a truly global player, as it moves slowly beyond its domestic market of China. This spotlight report looks at what the foundations are for Ctrip's success in online travel, current challenges and opportunities, as well as its future ambitions. Ctrip's laser-sharp focus on consumer-centricity, high levels of investment in technology and highly collaborative nature are all lessons others should follow.

Euromonitor International's Ctrip: Standing on the Shoulders of Giants 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: Activities, Booking, Flows, Lodging, 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;

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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