

# Ctrip.com International Ltd in Travel (World)

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## Abstracts

Ctrip is China's leading online travel agency, and recorded rapid growth over the review period. This is expected to continue in the forecast period, fuelled by its current expansion to lower tier Chinese cities. In the longer term, Ctrip is expected to expand further throughout Asia Pacific. The mobile channel is a key focus for the company, due to its wide popularity among Chinese consumers, and accounts for a substantial share of its total sales.

Euromonitor International's Ctrip.com International Ltd 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.

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

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

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