

Expedia Inc in Travel (World)

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Date: February 2018

Pages: 40

Price: US\$ 572.00 (Single User License)

ID: E3B98DCD342EN

Abstracts

Expedia Inc is the largest travel intermediary with gross bookings close to USD90 billion. In 2017, however, the company underperformed due to disappointing results at Trivago and extreme weather events in the US. The battle for supremacy with The Priceline Group is as intense as ever, with meta-search a key battleground. Through the use of the latest technological innovations, and by moving its systems into the cloud, Expedia hopes to stay ahead of the competition.

Euromonitor International's Expedia 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, Booking, Flows, Lodging, Travel Modes, Traveller Profiles.

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

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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.

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