

Expedia Inc in Travel and Tourism (World)

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Abstracts

Expedia was the leading global travel intermediary in 2014 with gross bookings for over US\$50 billion. The company recorded a strong performance driven both by acquisitions, including Travelocity and Wotif, and by organic growth. Prospects of growth for the next few years are positive thanks to the company being a leader in the travel industry in terms of technological innovation in areas such as the mobile channel and personalised marketing.

Euromonitor International's Expedia Inc in Travel and Tourism (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.

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.

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