

Intermediaries in Hong Kong, China

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Abstracts

Intermediaries online sales saw significant current value growth of 32% in 2017. Hong Kong consumers preferred to book hotels and air tickets through online websites as opposed to brand websites because travel websites offer an array of options and allows customers to packages air fare or car rentals. Recognising this, online travel marketing by travel websites like Agoda has become increasingly personalised. For example, a banner will display in your Facebook when you have visited similar pages..

Euromonitor International's Intermediaries in Hong Kong, China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Intermediaries Air Sales Only, Intermediaries Car Rental Sales Only, Intermediaries Corporate Business Sales, Intermediaries Cruise Sales, Intermediaries Leisure Sales, Intermediaries Lodging Sales Only, Intermediaries Offline Sales, Intermediaries Online Sales, Intermediaries Other Sales, Intermediaries Other Transport Sales Only, Intermediaries Package Holidays Sales, Intermediaries Travel Insurance Sales Only.

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

Why buy this report?

Get a detailed picture of the Intermediaries 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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Executive Summary

Inbound Arrivals Falls in 2017

Intermediaries and Direct Online Sales Record Strong Current Value Growth in 2017

Although Interest in Low-cost Carriers Increases, They Remain Grounded in Hong Kong

Online Sales of Intermediaries Outperforms Their Offline Sales in 2017

Strong Growth Is Expected for Inbound Arrivals Over the Forecast Period

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