

Online Travel Agencies: Threat or Opportunity for Hotels?

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Abstracts

For hotel companies, the success of online travel agencies represents both an opportunity in terms of additional revenues and promotion in new markets and a threat because of the significant commissions they need to pay and the rising competition for customers' loyalty. To be successful in such a challenging and constantly evolving competitive environment, hotel companies need to learn to cooperate effectively with OTAs as well as to implement innovative strategies to increase direct bookings.

Euromonitor International's Online Travel Agencies: Threat or Opportunity for Hotels? global briefing offers an insight into to the size and shape of the Travel and Tourism 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: Car Rental, Demand Factors, Health and Wellness Tourism, Online Travel Sales to Country Residents, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

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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