

# Online Travel Intermediaries: A Fast Changing Competitive Landscape

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## Abstracts

The online travel intermediaries sector continues to record strong growth globally while its competitive environment is quickly evolving and its players are forced constantly to change their business models to thrive. As technology players are rising in importance, online travel marketing becomes increasingly personalized and wearable electronics go mainstream, tour operators are embracing the online channel, and online travel agencies are gradually moving to a mobile travel agency model.

Euromonitor International's Online Travel Intermediaries: A Fast Changing Competitive Landscape 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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Use five-year forecasts to assess how the market is predicted to develop.

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## Contents

Introduction

Sector Performance

Relationship with Travel Direct Suppliers

The Rise of Technology Players

Tougher Competition Among Online Travel Intermediaries

Future Outlook

Report Definitions

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