

The Priceline Group in Travel (World)

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Abstracts

The Priceline Group (renamed Booking Holdings in February 2018) is the second largest online travel agency worldwide in terms of gross bookings, which totalled USD81 billion in 2017. The group utilises the agency model to ensure strong profits, and relies heavily on Booking.com as its most important brand. Despite new CEO Glenn Fogel stating the company is focusing on organic growth, the acquisition of Momondo shows the company is open to M&A activity when the opportunity arises.

Euromonitor International's The Priceline Group 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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