

Global Online Travel Booking Service Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Online Travel Booking Service market size is expected to reach \$ 109926 million by 2032, rising at a market growth of 8.5% CAGR during the forecast period (2026-2032).

Online Travel Booking Service refer to an integrated digital service system that provides individual or corporate users with search, price comparison, booking, payment, changes and refunds, and after-sales support for travel-related products through internet platforms (websites, mobile apps, super apps, or embedded interfaces).

Gross Profit Margin Levels

The gross profit margins of online travel booking services exhibit significant differences in both 'metrics' and 'model differentiation.' From a GMV (Gross Merchandise Volume) perspective, the platform's core revenue comes from commissions, service fees, and advertising fees, with a 'quasi-gross profit/commission rate' typically ranging from 10% to 15%. This is constrained by the bargaining power of strong suppliers such as airlines and hotel groups, resulting in a clear ceiling in the short term. However, measured from a net revenue perspective (net revenue after deducting payments to suppliers), the industry exhibits high gross profit margins, with mainstream platforms generally boasting margins between 70% and 85%. The differences primarily stem from business models: platforms primarily using an agency model have relatively stable gross profit margins and lower risks; platforms primarily using a merchant model are more sensitive to cancellation rates, refund/change losses, and inventory management; while the metasearch/advertising model offers the highest gross profit margin, but its scale is limited by traffic and conversion rates. Overall, the industry's true profitability does not depend on the commission rate itself, but rather on customer acquisition cost (CAC), conversion rate, the level of automation in customer service and fulfillment, and whether cross-selling across product categories can continuously amortize fixed costs. This is the core reason why leading platforms have maintained high net profit margins in the

long term.

Industry Drivers

The growth driver of online travel booking services is upgrading from 'online penetration' to 'transaction efficiency reconstruction.' On the one hand, the structural recovery of global travel demand and the resumption of cross-border travel provide platforms with a continuous transaction base; on the other hand, the deep integration of mobile devices and content-based decision-making (short videos, guides, reviews) into the booking process shifts users from 'searching and comparing prices' to 'content-driven ordering,' significantly improving conversion efficiency. The supply side is also changing: hotels and destination activities (T&A) are accelerating digital direct connections, reducing distribution friction and expanding available inventory; financial services such as payment, insurance, and installment payments are being embedded in the transaction chain, increasing average order value and order completeness. The longer-term driving force comes from data and algorithms?through AI recommendations, dynamic pricing, intelligent customer service, and risk control, the platform is transforming the uncertain 'travel decision-making costs' into optimizable system capabilities. Ultimately, whoever can establish a scale advantage in multi-category integration, membership system stickiness, corporate travel compliance, and online destination services will be able to maintain higher gross profit stability and growth elasticity amidst cyclical fluctuations. This report studies the global Online Travel Booking Service demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Online Travel Booking Service, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Online Travel Booking Service that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Online Travel Booking Service total market, 2021-2032, (USD Million)

Global Online Travel Booking Service total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Online Travel Booking Service total market, key domestic companies, and share, (USD Million)

Global Online Travel Booking Service revenue by player, revenue and market share 2021-2026, (USD Million)

Global Online Travel Booking Service total market by Type, CAGR, 2021-2032, (USD Million)

Global Online Travel Booking Service total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Online Travel Booking Service market

based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Booking Holdings, Expedia Group, Airbnb, TUI Group, Despegar, eDreams ODIGEO, Seera Group, MakeMyTrip, Webjet, Fliggy, etc. This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Online Travel Booking Service market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Online Travel Booking Service Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Online Travel Booking Service Market, Segmentation by Type:

Single-Category Service Provider

Comprehensive-Category Service Provider

Global Online Travel Booking Service Market, Segmentation by Business Model
Dimension:

Online Travel Agencies (OTAs)

Metasearch Platforms

Direct Sales Platforms

Global Online Travel Booking Service Market, Segmentation by Target Customer Group
Dimension:

Individual Customer Service Provider

Corporate Travel Service Provider

Segmented Customer Service Provider

Global Online Travel Booking Service Market, Segmentation by Application:

Accommodation

Airlines and Transportation

Ground Services and Destinations

Car Rentals and Travel

Others

Companies Profiled:

Booking Holdings

Expedia Group

Airbnb

TUI Group

Despegar

eDreams ODIGEO

Seera Group

MakeMyTrip

Webjet

Fliggy

Tongcheng Travel

Qunar

Tuniu

Yatra

Cleartrip

H.I.S.

TripAdvisor

Trivago

Skyscanner

Key Questions Answered

1. How big is the global Online Travel Booking Service market?
2. What is the demand of the global Online Travel Booking Service market?
3. What is the year over year growth of the global Online Travel Booking Service

market?

4. What is the total value of the global Online Travel Booking Service market?
5. Who are the Major Players in the global Online Travel Booking Service market?
6. What are the growth factors driving the market demand?

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