

# **Online Travel Agencies Market Size, Share & Trends Analysis Report By Service Type (Accommodation Booking, Transportation Booking, Tour & Excursions), By Booking Platform, By Age Group, By Traveler Type, By Region, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

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### **Online Travel Agencies Market Growth & Trends**

The global online travel agencies market size is expected to reach USD 1,003.13 billion by 2030, growing at a CAGR of 8.6% from 2025 to 2030, according to a new report by Grand View Research, Inc. Travelers seek convenience, price transparency, and personalized experiences, all of which online travel agencies (OTAs) are increasingly able to offer through AI-powered recommendations, real-time inventory updates, and flexible booking options. The integration of advanced technologies like Artificial Intelligence (AI), machine learning, and predictive analytics is enabling OTAs to better understand consumer behavior and tailor services accordingly. These digital innovations not only enhance the user experience but also improve operational efficiency for service providers, fueling further market growth.

In addition to technology, changing consumer lifestyles and increased global mobility are contributing significantly to the OTA market expansion. The post-pandemic rebound in both domestic and international travel has been strong, with international tourism nearly recovering to 99% of pre-pandemic levels in 2024, according to UN Tourism. As leisure travel gains momentum and travelers increasingly opt for self-service platforms, OTAs are becoming the preferred channel for booking flights, accommodations, tours, and car rentals. Additionally, a growing middle-class population in emerging economies

and the increasing frequency of short, spontaneous trips are propelling demand for quick and flexible online booking options.

Another major trend influencing growth is the rising popularity of mobile-based travel bookings, as consumers favor on-the-go access and seamless app experiences. OTAs are capitalizing on this shift by enhancing app functionalities, offering exclusive mobile deals, and integrating loyalty programs. Furthermore, strategic partnerships-such as Expedia's collaborations with influencers and Booking.com's GenAI-powered features-are helping OTAs expand their user base and engagement levels. As the industry evolves, a focus on sustainability, customizable travel packages, and localized content will likely emerge as new growth drivers, enabling OTAs to meet the expectations of modern, experience-driven travelers.

### Online Travel Agencies (OTAs) Market Report Highlights

Based on service type, OTAs for transportation booking services dominated the market in 2024, due to rising demand for flexible, real-time travel solutions. Growth in flight, train, and car rental bookings, combined with user-friendly platforms and competitive pricing, drove this trend. OTAs leveraged AI and mobile integration to streamline booking experiences, attracting a broad, tech-savvy consumer base globally.

Based on the booking platform, online travel booking through mobile devices (app-based) dominated the market in 2024. Travelers favored apps for their convenience, real-time updates, personalized deals, and seamless user experiences. Features like one-click payments, loyalty programs, and itinerary management made mobile platforms more attractive than desktop alternatives. Additionally, travel apps integrated AI and location-based services to offer tailored recommendations and instant support. As younger, tech-savvy consumers continued to prioritize flexibility and speed, mobile apps emerged as the preferred choice for planning and booking travel, reinforcing their dominance in the digital travel ecosystem.

Based on age group, OTAs for consumers aged up to 29 years are expected to grow significantly due to this demographic's high digital literacy, constant smartphone usage, and preference for convenience and instant access. Younger travelers are more likely to seek personalized, flexible, and budget-friendly travel options, which OTAs effectively provide. They also engage heavily with social media and influencer-driven travel trends, often translating into

spontaneous bookings via mobile apps. Additionally, rising income levels, increased solo and group travel, and a strong desire for unique experiences contribute to higher adoption of online booking platforms among this age group, fueling market growth.

Based on traveler type, OTAs for leisure travelers accounted for a significant share due to the post-pandemic travel rebound, growing disposable incomes, and a rising desire for personalized, experience-driven vacations. Leisure travelers increasingly relied on OTAs for their convenience, bundled deals, flexible itineraries, and access to diverse accommodation and activity options. Mobile apps, loyalty programs, and AI-driven recommendations enhanced the user experience, making trip planning easier and more appealing.

### **Companies Mentioned**

Expedia, Inc  
Booking Holdings Inc.  
MAKEMYTRIP PVT. LTD.  
Airbnb, Inc.  
Trip.com  
Tongcheng Travel  
Tripadvisor LLC  
Webjet  
eDreams ODIGEO  
Despegar

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