

Online Travel Market Size, Share, Trends and Forecast by Service Type, Platform, Mode of Booking, Age Group, and Region, 2026-2034

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Abstracts

The global online travel market size was valued at USD 622.6 Billion in 2025. Looking forward, IMARC Group estimates the market to reach USD 1,438.4 Billion by 2034, exhibiting a CAGR of 9.75% during 2026-2034. Asia Pacific currently dominates the market, holding a significant market share of over 31.8% in 2025. Easy access to high-speed internet connectivity, escalating penetration of smart devices, an increasing number of business travelers, and the rising popularity of solo travel are some of the major factors fueling the online travel market share.

The market for online travel is driven by several key factors, including increasing internet penetration, mobile app adoption, and the rise of digital payment solutions. Consumers now prefer the convenience of online bookings, real-time price comparisons, and AI-driven personalized recommendations, fueling the growth of online travel agencies (OTAs) and direct booking platforms. The impact of social media and influencer-driven travel trends has also significantly influenced consumer preferences, making destination discovery and trip planning easier. Additionally, the demand for flexible travel options, last-minute deals, and seamless user experiences has led to innovations like virtual reality (VR) tours and AI chatbots. Rising disposable incomes and increased global travel aspirations further contribute to the expansion of the online travel sector worldwide.

The online travel market in the United States is driven by high internet penetration, mobile booking adoption, and the rise of AI-powered personalized travel experiences. Consumers prefer seamless, flexible, and real-time travel solutions, increasing demand for digital payments, last-minute deals, and loyalty programs. The influence of social media, influencer marketing, and user-generated reviews plays a crucial role in travel

decisions. Additionally, the demand for luxury, adventure, and eco-tourism experiences has led to innovations in virtual tours and AI-driven recommendations. Strong competition among OTAs, direct airline and hotel bookings, and emerging travel tech startups continues to shape the industry's dynamic growth. For instance, in March 2024, Despegar.com, Corp., the top travel technology firm in Latin America, revealed the introduction of SOFIA, the first Generative AI Travel Assistant in the region, representing a major improvement to the company's customer value offer. This groundbreaking advancement enables users to experience quick, along with more tailored, and convenient travel planning via cutting-edge technology.

Online Travel Market Trends:

Increasing Desire for Education in International Universities

One of the key trends driving online travel market revenue is the growing inclination to study abroad. This can be attributed to the quest for quality education, enhanced employability, and cultural enrichment, which attract students seeking global experiences and language proficiency. According to Homeland Security, in 2023-2024, a record high of 1.1 Million students from around the world studied in the United States, reflecting a 7% increase from 2022-2023. For example, China and India, the two most populated countries in the world, have the largest populations of students studying abroad. As per information released by UNESCO, over 1 Million Chinese students were pursuing studies overseas in 2021. India's total was nearly half of this, with approximately 508,000 students residing abroad. Online travel agencies take advantage of this trend by providing customized packages and adaptable booking choices to meet the requirements of student travelers. Moreover, the worldwide presence of international universities draws a varied group of students, boosting the online travel market's demand for cross-border travel services and cultural experiences.

Increase in Internet and Mobile Penetration

The widespread adoption of the internet and mobile technology has been a key factor influencing the market. As more individuals have access to the internet and possess smartphones, the capacity to organize and reserve travel online has become progressively more reachable. In addition, numerous travel agencies are heavily investing in establishing an online presence through social media platforms to broaden their reach, creating a positive online travel market outlook. As of April 2024, there were 5.44 billion users of the internet globally, representing 67.1% of the total world population. Out of the total, 5.07 billion individuals, equating to 62.6% of the global

population, were users of social media. Furthermore, in the third quarter of 2023, users worldwide dedicated nearly 60% of their online time using their mobile phones to browse the internet. The growing accessibility of the internet enables travelers to effortlessly explore destinations, compare costs, and secure reservations via online services, enhancing convenience and efficiency in the process

Competitive Pricing and Deals

The market's competitive dynamics are leading to fierce pricing and appealing offers. Travel reservation companies are making efforts to draw in customers by providing special promotions, reduced packages, and last-minute offers. Additionally, the option to book online enables travelers to evaluate prices on various platforms to identify the best available choices and obtain the most economical deals. According to the Bureau of Transportation Statistics, the average U.S. domestic airfare decreased in the second quarter of 2024 to USD 382, making air travel more accessible and affordable. Moreover, loyalty programs and reward schemes provided by these platforms further motivate travelers to make bookings through their services, improving customer loyalty and involvement. For example, in July 2023, the Expedia Group updated its loyalty program, enabling members to earn and redeem rewards among its three top brands: Expedia, Hotels.com, and Vrbo. This straightforward loyalty initiative gives members 2% OneKeyCash for each dollar spent, and grants elite status for every travel segment reserved. Additionally, several financial institutions are providing incentives and discounts for online travel reservations to boost the use of their financial products, such as credit cards, which are expected to enhance the share of the online travel market. For example, in March 2024, Wells Fargo introduced a transferable travel rewards initiative, allowing cardholders to transfer Wells Fargo Rewards points to six different travel loyalty programs. Additionally, in April 2023, Expedia introduced a new feature driven by ChatGPT to assist in travel planning. This creative collaboration seeks to improve the travel planning experience for Expedia users by offering them a tailored and interactive method for organizing their trips. This new feature allows users to have natural language dialogues with the ChatGPT system, akin to conversing with a virtual assistant.

Online Travel Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global online travel market, along with forecasts at the global, regional, and country levels from 2026-2034. The market has been categorized based on service type, platform, mode of booking, and age group.

Analysis by Service Type:

Transportation

Travel Accommodation

Vacation Packages

Travel accommodation stands as the largest component in 2025, holding around 41.4% of the market. The prevalence of travel accommodations as the leading service category in the market is influenced by various important factors. The extensive availability of online travel sites has simplified the process for travelers to find various lodging choices, which is favorably affecting the recent pricing in the online travel market. In a similar fashion, online travel platforms are facilitating hotels and resorts in showcasing and promoting their listings, helping them reach a broader audience of consumers. For example, in April 2024, Spree Hospitality, part of EaseMyTrip, revealed the launch of its latest establishment, ZIP by Spree Hotels Bella Heights, located in the scenic hill station of McLeod Ganj, Himachal Pradesh, India. In addition, the travel accommodations sector of online travel platforms provides a thorough range of hotels, resorts, vacation rentals, and various other types of lodging, granting travelers numerous options and ease. In addition to this, the capacity to compare prices, read feedback, and see images of accommodations that enables travelers to make well-informed choices is aiding the market expansion.

Analysis by Platform:

Mobile

Desktop

Desktop leads the market with around 67.3% of the market share in 2025. The desktop platform typically involves accessing travel websites through web browsers installed on desktop computers, which offer larger screens, full-sized keyboards, and a mouse or trackpad for navigation. Desktop platforms provide travelers with a robust and comprehensive online experience for researching, planning, and booking their travel arrangements. Moreover, various online travel agencies install desktops on a large

scale for their employees to easily navigate clients' travel bookings. In addition to this, desktop platforms provide greater processing power and stability, enabling faster loading times and smoother functionality for complex booking processes, thereby accelerating the product adoption rate.

Analysis by Mode of Booking:

Online Travel Agencies (OTAs)

Direct Travel Suppliers

Direct travel suppliers lead the market with around 53.7% of the market share in 2025. Direct booking allows travelers to have a direct relationship with the travel supplier, whether it's an airline, hotel, or car rental company. The online travel market overview by IMARC indicates that this direct interaction gives travelers more control and the ability to personalize their travel experience, including selecting specific preferences, customizing packages, and accessing loyalty programs or exclusive offers. For instance, according to a data report by Statista Consumer Insights 2023, 72% of travelers prefer booking directly from online platforms, whereas only 12% favor booking through a travel agency.

Analysis by Age Group:

22-31 Years

32-43 Years

44-56 Years

Above 56 Years

32-43 years leads the market with around 35.1% of the market share in 2025. The dominance of the 32-43 years age group in the market is driven by several key factors. This age group represents individuals in their prime working and earning years, typically with more disposable income to spend on travel. They are often at a stage in their lives where they have fewer family responsibilities and greater flexibility to plan and embark on trips. Moreover, online travel market statistics by IMARC indicate that the 32-43-year-

old age group is tech-savvy and comfortable with using digital platforms for various activities, including travel planning, and booking, thereby accelerating the product adoption rate.

Regional Analysis:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

In 2025, Asia Pacific accounted for the largest market share of over 31.8%. The Asia Pacific online travel market is expanding rapidly, driven by rising internet penetration, increasing disposable income, and growing tourism activities. The widespread use of smartphones and digital payment methods is encouraging consumers to book travel services online. Countries like China, India, and Japan are witnessing significant growth in online travel bookings, supported by the rising popularity of domestic and international travel. According to reports, China's reopening has boosted international travel, with an 80% surge in outbound travel expected in 2024 and 2025. The increasing preference for budget travel, solo trips, and customized tour packages is fueling market demand. The integration of AI, chatbots, and data analytics is further improving service offerings and customer engagement. With the rising trend of digitalization and growing travel aspirations, the Asia Pacific online travel market is expected to expand significantly in the coming years.

Key Regional Takeaways:

North America Online Travel Market Analysis

The dominance of North America as the leading region in the market is driven by several key factors. North America has a highly developed and digitally advanced economy, with a large population of tech-savvy consumers. The region has widespread internet access and a high level of smartphone penetration, making it conducive for online travel activities. Moreover, familiarity and adoption of online platforms for various

transactions, including travel bookings, are contributing to the dominance of North America in the market. In addition to this, the presence of prominent market players in the region is also contributing to the market growth. Furthermore, these market leaders are increasingly investing in online booking platforms to make them more personalized and user-friendly. For instance, in July 2023, TripAdvisor partnered with OpenAI on a travel itinerary generator. The AI-powered planning tool will create personalized day-by-day trip itineraries using traveler reviews.

United States Online Travel Market Analysis

In 2025, the United States accounted for over 86.30% of the online travel market in North America. The United States online travel market is witnessing substantial growth, driven by the escalating penetration of digital platforms and the rising preference for online booking services. Consumers increasingly opt for online travel agencies (OTAs), mobile apps, and websites to book flights, hotels, and vacation packages due to convenience, cost transparency, and personalized recommendations. The widespread use of smartphones and high internet penetration are further accelerating market expansion. The growing trend of solo travel, adventure tourism, and luxury travel packages is boosting demand for customized online travel services. Additionally, the integration of artificial intelligence, big data, and virtual assistants is enhancing customer experience by offering tailored travel solutions. Sentiment toward upcoming leisure travel in 2024 has reportedly grown with 93% of travelers currently having plans to travel within the next six months, up from 92% in December. This rising spending on travel services is expected to positively influence the online travel market. The market is expected to expand due to technological advancements, customer preference for hassle-free travel planning, and market players offering loyalty programs and payment options.

Europe Online Travel Market Analysis

The Europe online travel market is experiencing significant growth, driven by the rising preference for digital travel booking platforms and escalating internet penetration. Consumers are increasingly turning to online travel agencies, mobile apps, and direct hotel booking websites for convenient and cost-effective travel arrangements. The growing trend of personalized and experiential travel is further fueling the demand for customized travel packages. According to reports, in Q1 2024, the EU witnessed a 28.3% increase in short-term rental accommodation spending, with 123.7 Million nights spent by guests. This surge highlights the growing popularity of online platforms for booking vacation stays and short-term rentals across the region. The presence of

popular tourist destinations across countries like France, Italy, and Spain is boosting the demand for online travel services. The market is expected to continue growing due to the rise in eco-tourism, adventure tourism, and luxury travel experiences, bolstered by advanced technologies.

Latin America Online Travel Market Analysis

The Latin America online travel market is witnessing steady growth, driven by inflating internet penetration and the rising preference for digital travel booking platforms. Consumers increasingly opt for online travel agencies and mobile apps to book flights, hotels, and vacation packages. The growing popularity of adventure tourism, eco-tourism, and budget travel is boosting demand for personalized travel services. According to the Presidency of the Republic, in 2024, Brazilian tourism earnings hit a high of USD 7.341 Billion, supported by expenditures from international visitors, underscoring the increasing impact of tourism on the area's economy. With increasing smartphone adoption, digital payment infrastructure, and attractive promotional offers, the Latin America online travel market is expected to expand steadily in the coming years.

Middle East and Africa Online Travel Market Analysis

The Middle East and Africa online travel market is experiencing gradual growth, influenced by rising consumer preference for digital booking services and increasing internet penetration. The growing popularity of religious tourism, business travel, and luxury tourism is boosting demand for online travel platforms. According to the Ministry, The Kingdom of Saudi Arabia secured the third position worldwide in the increase of international tourist arrivals, achieving more than 61% growth from January to August or September 2024, emphasizing the area's burgeoning travel sector. The market is expected to experience steady growth due to the rise in digital transformation and consumer preferences, resulting in customized travel packages and mobile booking apps.

Competitive Landscape:

The online travel market is highly competitive, dominated by major players like Booking Holdings, Expedia Group, Trip.com, and Airbnb, alongside emerging startups and regional platforms. Companies compete on pricing, personalized recommendations, AI-driven services, and seamless user experiences. Mobile app optimization, loyalty programs, and dynamic pricing strategies enhance customer retention. Google Travel

and meta-search engines like Kayak further intensify competition by offering price comparisons. Additionally, social media and influencer-driven travel trends impact market dynamics. The rise of direct airline and hotel bookings through enhanced digital platforms challenges OTAs (Online Travel Agencies), pushing them to innovate with VR tours, flexible cancellations, and exclusive travel deals.

The report provides a comprehensive analysis of the competitive landscape in the online travel market with detailed profiles of all major companies, including:

Expedia Group Inc.

Fareportal Inc.

Hostelworld Group plc

HRS

Hurb

MakeMyTrip Pvt. Ltd.

priceline.com LLC (Booking Holdings Inc.)

Thomas Cook India Ltd. (Fairfax Financial Holdings Limited)

Tripadvisor Inc.

Yatra.com

Key Questions Answered in This Report

- 1.How big is the online travel market?
- 2.What is the future outlook of the online travel market?
- 3.What are the key factors driving the online travel market?
- 4.Which region accounts for the largest online travel market share?
- 5.Which are the leading companies in the global online travel market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL ONLINE TRAVEL MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY SERVICE TYPE

- 6.1 Transportation
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Travel Accommodation
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Vacation Packages

- 6.3.1 Market Trends
- 6.3.2 Market Forecast

7 MARKET BREAKUP BY PLATFORM

- 7.1 Mobile
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Desktop
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast

8 MARKET BREAKUP BY MODE OF BOOKING

- 8.1 Online Travel Agencies (OTAs)
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Direct Travel Suppliers
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast

9 MARKET BREAKUP BY AGE GROUP

- 9.1 22-31 Years
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
- 9.2 32-43 Years
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast
- 9.3 44-56 Years
 - 9.3.1 Market Trends
 - 9.3.2 Market Forecast
- 9.4 Above 56 Years
 - 9.4.1 Market Trends
 - 9.4.2 Market Forecast

10 MARKET BREAKUP BY REGION

- 10.1 North America

- 10.1.1 United States
 - 10.1.1.1 Market Trends
 - 10.1.1.2 Market Forecast
- 10.1.2 Canada
 - 10.1.2.1 Market Trends
 - 10.1.2.2 Market Forecast
- 10.2 Asia-Pacific
 - 10.2.1 China
 - 10.2.1.1 Market Trends
 - 10.2.1.2 Market Forecast
 - 10.2.2 Japan
 - 10.2.2.1 Market Trends
 - 10.2.2.2 Market Forecast
 - 10.2.3 India
 - 10.2.3.1 Market Trends
 - 10.2.3.2 Market Forecast
 - 10.2.4 South Korea
 - 10.2.4.1 Market Trends
 - 10.2.4.2 Market Forecast
 - 10.2.5 Australia
 - 10.2.5.1 Market Trends
 - 10.2.5.2 Market Forecast
 - 10.2.6 Indonesia
 - 10.2.6.1 Market Trends
 - 10.2.6.2 Market Forecast
 - 10.2.7 Others
 - 10.2.7.1 Market Trends
 - 10.2.7.2 Market Forecast
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.1.1 Market Trends
 - 10.3.1.2 Market Forecast
 - 10.3.2 France
 - 10.3.2.1 Market Trends
 - 10.3.2.2 Market Forecast
 - 10.3.3 United Kingdom
 - 10.3.3.1 Market Trends
 - 10.3.3.2 Market Forecast
 - 10.3.4 Italy

- 10.3.4.1 Market Trends
- 10.3.4.2 Market Forecast
- 10.3.5 Spain
 - 10.3.5.1 Market Trends
 - 10.3.5.2 Market Forecast
- 10.3.6 Russia
 - 10.3.6.1 Market Trends
 - 10.3.6.2 Market Forecast
- 10.3.7 Others
 - 10.3.7.1 Market Trends
 - 10.3.7.2 Market Forecast
- 10.4 Latin America
 - 10.4.1 Brazil
 - 10.4.1.1 Market Trends
 - 10.4.1.2 Market Forecast
 - 10.4.2 Mexico
 - 10.4.2.1 Market Trends
 - 10.4.2.2 Market Forecast
 - 10.4.3 Others
 - 10.4.3.1 Market Trends
 - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
 - 10.5.1 Market Trends
 - 10.5.2 Market Breakup by Country
 - 10.5.3 Market Forecast

11 SWOT ANALYSIS

- 11.1 Overview
- 11.2 Strengths
- 11.3 Weaknesses
- 11.4 Opportunities
- 11.5 Threats

12 VALUE CHAIN ANALYSIS

13 PORTERS FIVE FORCES ANALYSIS

- 13.1 Overview

- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Competition
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

14 PRICE ANALYSIS

15 COMPETITIVE LANDSCAPE

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players
 - 15.3.1 Expedia Group Inc.
 - 15.3.1.1 Company Overview
 - 15.3.1.2 Product Portfolio
 - 15.3.1.3 Financials
 - 15.3.1.4 SWOT Analysis
 - 15.3.2 Fareportal Inc.
 - 15.3.2.1 Company Overview
 - 15.3.2.2 Product Portfolio
 - 15.3.3 Hostelworld Group plc
 - 15.3.3.1 Company Overview
 - 15.3.3.2 Product Portfolio
 - 15.3.3.3 Financials
 - 15.3.4 HRS
 - 15.3.4.1 Company Overview
 - 15.3.4.2 Product Portfolio
 - 15.3.5 Hurb
 - 15.3.5.1 Company Overview
 - 15.3.5.2 Product Portfolio
 - 15.3.6 MakeMyTrip Pvt. Ltd.
 - 15.3.6.1 Company Overview
 - 15.3.6.2 Product Portfolio
 - 15.3.6.3 Financials
 - 15.3.7 priceline.com LLC (Booking Holdings Inc.)
 - 15.3.7.1 Company Overview
 - 15.3.7.2 Product Portfolio
 - 15.3.8 Thomas Cook India Ltd. (Fairfax Financial Holdings Limited)

- 15.3.8.1 Company Overview
- 15.3.8.2 Product Portfolio
- 15.3.8.3 Financials
- 15.3.9 Tripadvisor Inc.
 - 15.3.9.1 Company Overview
 - 15.3.9.2 Product Portfolio
 - 15.3.9.3 Financials
- 15.3.10 Yatra.com
 - 15.3.10.1 Company Overview
 - 15.3.10.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: Global: Online Travel Market: Key Industry Highlights, 2025 and 2034

Table 2: Global: Online Travel Market Forecast: Breakup by Service Type (in Million USD), 2026-2034

Table 3: Global: Online Travel Market Forecast: Breakup by Platform (in Million USD), 2026-2034

Table 4: Global: Online Travel Market Forecast: Breakup by Mode of Booking (in Million USD), 2026-2034

Table 5: Global: Online Travel Market Forecast: Breakup by Age Group (in Million USD), 2026-2034

Table 6: Global: Online Travel Market Forecast: Breakup by Region (in Million USD), 2026-2034

Table 7: Global: Online Travel Market: Competitive Structure

Table 8: Global: Online Travel Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Online Travel Market: Major Drivers and Challenges

Figure 2: Global: Online Travel Market: Sales Value (in Billion USD), 2020-2025

Figure 3: Global: Online Travel Market Forecast: Sales Value (in Billion USD), 2026-2034

Figure 4: Global: Online Travel Market: Breakup by Service Type (in %), 2025

Figure 5: Global: Online Travel Market: Breakup by Platform (in %), 2025

Figure 6: Global: Online Travel Market: Breakup by Mode of Booking (in %), 2025

Figure 7: Global: Online Travel Market: Breakup by Age Group (in %), 2025

Figure 8: Global: Online Travel Market: Breakup by Region (in %), 2025

Figure 9: Global: Online Travel (Transportation) Market: Sales Value (in Million USD), 2020 & 2025

Figure 10: Global: Online Travel (Transportation) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 11: Global: Online Travel (Travel Accommodation) Market: Sales Value (in Million USD), 2020 & 2025

Figure 12: Global: Online Travel (Travel Accommodation) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 13: Global: Online Travel (Vacation Packages) Market: Sales Value (in Million USD), 2020 & 2025

Figure 14: Global: Online Travel (Vacation Packages) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 15: Global: Online Travel (Mobile) Market: Sales Value (in Million USD), 2020 & 2025

Figure 16: Global: Online Travel (Mobile) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 17: Global: Online Travel (Desktop) Market: Sales Value (in Million USD), 2020 & 2025

Figure 18: Global: Online Travel (Desktop) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 19: Global: Online Travel (Online Travel Agencies (OTAs)) Market: Sales Value (in Million USD), 2020 & 2025

Figure 20: Global: Online Travel (Online Travel Agencies (OTAs)) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 21: Global: Online Travel (Direct Travel Suppliers) Market: Sales Value (in Million USD), 2020 & 2025

Figure 22: Global: Online Travel (Direct Travel Suppliers) Market Forecast: Sales Value

(in Million USD), 2026-2034

Figure 23: Global: Online Travel (22-31 Years) Market: Sales Value (in Million USD), 2020 & 2025

Figure 24: Global: Online Travel (22-31 Years) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 25: Global: Online Travel (32-43 Years) Market: Sales Value (in Million USD), 2020 & 2025

Figure 26: Global: Online Travel (32-43 Years) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 27: Global: Online Travel (44-56 Years) Market: Sales Value (in Million USD), 2020 & 2025

Figure 28: Global: Online Travel (44-56 Years) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 29: Global: Online Travel (Above 56 Years) Market: Sales Value (in Million USD), 2020 & 2025

Figure 30: Global: Online Travel (Above 56 Years) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 31: North America: Online Travel Market: Sales Value (in Million USD), 2020 & 2025

Figure 32: North America: Online Travel Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 33: United States: Online Travel Market: Sales Value (in Million USD), 2020 & 2025

Figure 34: United States: Online Travel Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 35: Canada: Online Travel Market: Sales Value (in Million USD), 2020 & 2025

Figure 36: Canada: Online Travel Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 37: Asia-Pacific: Online Travel Market: Sales Value (in Million USD), 2020 & 2025

Figure 38: Asia-Pacific: Online Travel Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 39: China: Online Travel Market: Sales Value (in Million USD), 2020 & 2025

Figure 40: China: Online Travel Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 41: Japan: Online Travel Market: Sales Value (in Million USD), 2020 & 2025

Figure 42: Japan: Online Travel Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 43: India: Online Travel Market: Sales Value (in Million USD), 2020 & 2025

Figure 44: India: Online Travel Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 45: South Korea: Online Travel Market: Sales Value (in Million USD), 2020 & 2025

Figure 46: South Korea: Online Travel Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 47: Australia: Online Travel Market: Sales Value (in Million USD), 2020 & 2025

Figure 48: Australia: Online Travel Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 49: Indonesia: Online Travel Market: Sales Value (in Million USD), 2020 & 2025

Figure 50: Indonesia: Online Travel Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 51: Others: Online Travel Market: Sales Value (in Million USD), 2020 & 2025

Figure 52: Others: Online Travel Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 53: Europe: Online Travel Market: Sales Value (in Million USD), 2020 & 2025

Figure 54: Europe: Online Travel Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 55: Germany: Online Travel Market: Sales Value (in Million USD), 2020 & 2025

Figure 56: Germany: Online Travel Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 57: France: Online Travel Market: Sales Value (in Million USD), 2020 & 2025

Figure 58: France: Online Travel Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 59: United Kingdom: Online Travel Market: Sales Value (in Million USD), 2020 & 2025

Figure 60: United Kingdom: Online Travel Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 61: Italy: Online Travel Market: Sales Value (in Million USD), 2020 & 2025

Figure 62: Italy: Online Travel Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 63: Spain: Online Travel Market: Sales Value (in Million USD), 2020 & 2025

Figure 64: Spain: Online Travel Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 65: Russia: Online Travel Market: Sales Value (in Million USD), 2020 & 2025

Figure 66: Russia: Online Travel Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 67: Others: Online Travel Market: Sales Value (in Million USD), 2020 & 2025

Figure 68: Others: Online Travel Market Forecast: Sales Value (in Million USD),

2026-2034

Figure 69: Latin America: Online Travel Market: Sales Value (in Million USD), 2020 & 2025

Figure 70: Latin America: Online Travel Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 71: Brazil: Online Travel Market: Sales Value (in Million USD), 2020 & 2025

Figure 72: Brazil: Online Travel Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 73: Mexico: Online Travel Market: Sales Value (in Million USD), 2020 & 2025

Figure 74: Mexico: Online Travel Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 75: Others: Online Travel Market: Sales Value (in Million USD), 2020 & 2025

Figure 76: Others: Online Travel Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 77: Middle East and Africa: Online Travel Market: Sales Value (in Million USD), 2020 & 2025

Figure 78: Middle East and Africa: Online Travel Market: Breakup by Country (in %), 2025

Figure 79: Middle East and Africa: Online Travel Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 80: Global: Online Travel Industry: SWOT Analysis

Figure 81: Global: Online Travel Industry: Value Chain Analysis

Figure 82: Global: Online Travel Industry: Porter's Five Forces Analysis

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