

Asia Pacific Online Travel Bookings Market (2017 - 2023)

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Abstracts

The Asia Pacific Online Travel Bookings Market is expected to register a CAGR of 12.6% during the forecast period (2017 – 2023). Online travel providers seek to make the process of travel planning and bookings simple and easy for customers. The online travel market is majorly driven by factors such as quick and convenient flight and hotel bookings, safer online payment methods, availability of multiple choices and comparison options. Leading players in the market are focused on offering travel services through different platform such as mobile websites and apps to attract young and professional crowd. Innovative smart travel packages are introduced to entice travelers to explore the possibilities while planning a vacation. Affordable packages for international destinations, discounts on car rentals and cash back on international flights would further add to the popularity of the online travel market. Mobile travel apps are widely used and are today most preferred platforms by the travelers to make their travel arrangements. Easy accessibility and ease of use are the major reasons for the market growth.

Based on Service Types, the market is segmented into Transportation, Accommodation, and Others. Based on Mode of Bookings, the market is segmented into Online Travel Agencies and Direct Travel Facilitators. Based on Platform Types, the market is segmented into Mobile Based and Desktop Based. Based on Age Groups, the market is segmented into 30-45, 46 – 56, 20 – 30, and 57 & above. Based on Country, the market is segmented into China, Japan, India, South Korea, Singapore, Australia, and Rest of Asia Pacific

The report covers the analysis of key stake holders of the Online Travel Bookings Market. Key companies profiled in the report include Expedia, Inc., Priceline Group Inc., TripAdvisor LLC, MakeMytrip Limited, Hostelworld Group, Thomas Cook Group Plc.,

Fareportal (Cheapoair.Com), Airbnb, Inc., and Ctrip.Com International, Ltd.

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