

Europe Online Travel Bookings Market (2017 - 2023)

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Abstracts

The Europe Online Travel Bookings Market is expected to register a CAGR of 10% 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 mobile apps with excellent features are in the pipeline of the major market players. Innovation is driven due to the need to stay connected with the travelling population and offer wide ranging services to attract better market share. Hotel apps are also widely used to quickly view and book hotels. Customized coupons, concierge services, and other in-destination services are among the other additional benefits offered to the customers to gain loyalty.

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 Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

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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