

Global Online Travel Agencies (OTAs) Services Market Growth (Status and Outlook) 2024-2030

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Abstracts

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An online travel agency (OTA) is a web-based marketplace that allows consumers to research and book travel products and services, including hotels, flights, cars, tours, cruises, activities and more, directly with travel suppliers.

The global Online Travel Agencies (OTAs) Services market size is projected to grow from US\$ 1853.8 million in 2023 to US\$ 3394.3 million in 2030; it is expected to grow at a CAGR of 9.0% from 2024 to 2030.

LPI (LP Information)' newest research report, the "Online Travel Agencies (OTAs) Services Industry Forecast" looks at past sales and reviews total world Online Travel Agencies (OTAs) Services sales in 2023, providing a comprehensive analysis by region and market sector of projected Online Travel Agencies (OTAs) Services sales for 2024 through 2030. With Online Travel Agencies (OTAs) Services sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Online Travel Agencies (OTAs) Services industry.

This Insight Report provides a comprehensive analysis of the global Online Travel Agencies (OTAs) Services landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Online Travel Agencies (OTAs) Services portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Online Travel Agencies (OTAs) Services market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Online Travel Agencies (OTAs) Services and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Online Travel Agencies (OTAs) Services.

In 2022, the gradual relaxation of epidemic prevention and control measures around the world will have a positive impact on the rapid recovery of the tourism industry. According to data from the World Tourism Organization, the number of global travelers exceeded 900 million in 2022, a two-fold increase compared to 2021. In 2022, international tourism revenue returned to the US\$ 1 trillion, a real increase of 50% compared with 2021. According to data from the Ministry of Culture and Tourism of China, in 2022, the total number of domestic tourists was ? 2.53 billion, and the domestic tourism revenue (total tourism consumption) was ? 2 trillion.

This report presents a comprehensive overview, market shares, and growth opportunities of Online Travel Agencies (OTAs) Services market by product type, application, key players and key regions and countries.

Segmentation by type

International and Domestic Airline Bookings

Tour and Packaged Travel Bookings

Accommodation Bookings

Cruise Bookings

Car Rental

Others

Segmentation by application

Desktop PC

Mobile Phone

Tablet

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Booking Holdings Inc.

Expedia Group Inc.

Trip.com Group Limited

Tripadvisor, Inc.

Odigeo

Despegar

MakeMyTrip Limited

Webjet Limited

Priceline

CVC

TUI Group

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