

Global Online Travel Agency (OTA) Market Growth (Status and Outlook) 2024-2030

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Abstracts

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According to our LPI (LP Information) latest study, the global Online Travel Agency (OTA) market size was valued at US\$ 130670 million in 2023. With growing demand in downstream market, the Online Travel Agency (OTA) is forecast to a readjusted size of US\$ 161940 million by 2030 with a CAGR of 3.1% during review period.

The research report highlights the growth potential of the global Online Travel Agency (OTA) market. Online Travel Agency (OTA) are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Online Travel Agency (OTA). Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Online Travel Agency (OTA) market.

Smart tourism refers to the application of information and communication technology for developing innovative tools in tourism.[1] It supports integrated efforts at a destination to find innovative ways to collect and use data derived from physical infrastructure, social connectedness and organizational sources (both government and non-government), and users in combination with advanced technologies to increase efficiency, sustainability, experiences. The information and communication technology tools used for smart tourism include IoT, mobile communication, cloud computing, and artificial intelligence. It combines physical, informational, social, and commercial infrastructure of tourism with such tools to provide smart tourism opportunities.[1]The principles of smart tourism lie at enhancing tourism experiences, improve the efficiency of resource management, maximize destination competitiveness with an emphasis on sustainable

aspects. It should also gather and distribute information to facilitate efficient allocation of tourism resources and integrate tourism supplies at a micro and macro level ensuring that the benefits are well distributed.

Key Features:

The report on Online Travel Agency (OTA) market reflects various aspects and provide valuable insights into the industry.

Market Size and Growth: The research report provide an overview of the current size and growth of the Online Travel Agency (OTA) market. It may include historical data, market segmentation by Type (e.g., Online, Offline), and regional breakdowns.

Market Drivers and Challenges: The report can identify and analyse the factors driving the growth of the Online Travel Agency (OTA) market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

Competitive Landscape: The research report provides analysis of the competitive landscape within the Online Travel Agency (OTA) market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

Technological Developments: The research report can delve into the latest technological developments in the Online Travel Agency (OTA) industry. This include advancements in Online Travel Agency (OTA) technology, Online Travel Agency (OTA) new entrants, Online Travel Agency (OTA) new investment, and other innovations that are shaping the future of Online Travel Agency (OTA).

Downstream Procumbent Preference: The report can shed light on customer procumbent behaviour and adoption trends in the Online Travel Agency (OTA) market. It includes factors influencing customer ' purchasing decisions, preferences for Online Travel Agency (OTA) product.

Government Policies and Incentives: The research report analyse the impact of government policies and incentives on the Online Travel Agency (OTA) market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Online Travel Agency (OTA) market. The report

also evaluates the effectiveness of these policies in driving market growth.

Environmental Impact and Sustainability: The research report assess the environmental impact and sustainability aspects of the Online Travel Agency (OTA) market.

Market Forecasts and Future Outlook: Based on the analysis conducted, the research report provide market forecasts and outlook for the Online Travel Agency (OTA) industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

Recommendations and Opportunities: The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Online Travel Agency (OTA) market.

Market Segmentation:

Online Travel Agency (OTA) market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Segmentation by type

Online

Offline

Segmentation by application

Making Reservations

Translation Services

Direction Guidance

Audio Guidance

Other

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

TripAdvisor

Expedia

HomeAway

Kayak

QUNR

Ctrip

Orbitz

MakeMyTrip

TravelZoo

Sabre Corporation

Opodo

Travelgenio

Voyages

Webjet

Wotif.com

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Online Travel Agency (OTA) Market Size 2019-2030
 - 2.1.2 Online Travel Agency (OTA) Market Size CAGR by Region 2019 VS 2023 VS 2030
- 2.2 Online Travel Agency (OTA) Segment by Type
 - 2.2.1 Online
 - 2.2.2 Offline
- 2.3 Online Travel Agency (OTA) Market Size by Type
 - 2.3.1 Online Travel Agency (OTA) Market Size CAGR by Type (2019 VS 2023 VS 2030)
 - 2.3.2 Global Online Travel Agency (OTA) Market Size Market Share by Type (2019-2024)
- 2.4 Online Travel Agency (OTA) Segment by Application
 - 2.4.1 Making Reservations
 - 2.4.2 Translation Services
 - 2.4.3 Direction Guidance
 - 2.4.4 Audio Guidance
 - 2.4.5 Other
- 2.5 Online Travel Agency (OTA) Market Size by Application
 - 2.5.1 Online Travel Agency (OTA) Market Size CAGR by Application (2019 VS 2023 VS 2030)
 - 2.5.2 Global Online Travel Agency (OTA) Market Size Market Share by Application (2019-2024)

3 ONLINE TRAVEL AGENCY (OTA) MARKET SIZE BY PLAYER

3.1 Online Travel Agency (OTA) Market Size Market Share by Players

3.1.1 Global Online Travel Agency (OTA) Revenue by Players (2019-2024)

3.1.2 Global Online Travel Agency (OTA) Revenue Market Share by Players (2019-2024)

3.2 Global Online Travel Agency (OTA) Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 ONLINE TRAVEL AGENCY (OTA) BY REGIONS

4.1 Online Travel Agency (OTA) Market Size by Regions (2019-2024)

4.2 Americas Online Travel Agency (OTA) Market Size Growth (2019-2024)

4.3 APAC Online Travel Agency (OTA) Market Size Growth (2019-2024)

4.4 Europe Online Travel Agency (OTA) Market Size Growth (2019-2024)

4.5 Middle East & Africa Online Travel Agency (OTA) Market Size Growth (2019-2024)

5 AMERICAS

5.1 Americas Online Travel Agency (OTA) Market Size by Country (2019-2024)

5.2 Americas Online Travel Agency (OTA) Market Size by Type (2019-2024)

5.3 Americas Online Travel Agency (OTA) Market Size by Application (2019-2024)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Online Travel Agency (OTA) Market Size by Region (2019-2024)

6.2 APAC Online Travel Agency (OTA) Market Size by Type (2019-2024)

6.3 APAC Online Travel Agency (OTA) Market Size by Application (2019-2024)

6.4 China

6.5 Japan

6.6 Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

7 EUROPE

7.1 Europe Online Travel Agency (OTA) by Country (2019-2024)

7.2 Europe Online Travel Agency (OTA) Market Size by Type (2019-2024)

7.3 Europe Online Travel Agency (OTA) Market Size by Application (2019-2024)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Online Travel Agency (OTA) by Region (2019-2024)

8.2 Middle East & Africa Online Travel Agency (OTA) Market Size by Type (2019-2024)

8.3 Middle East & Africa Online Travel Agency (OTA) Market Size by Application (2019-2024)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 GLOBAL ONLINE TRAVEL AGENCY (OTA) MARKET FORECAST

10.1 Global Online Travel Agency (OTA) Forecast by Regions (2025-2030)

10.1.1 Global Online Travel Agency (OTA) Forecast by Regions (2025-2030)

10.1.2 Americas Online Travel Agency (OTA) Forecast

10.1.3 APAC Online Travel Agency (OTA) Forecast

- 10.1.4 Europe Online Travel Agency (OTA) Forecast
- 10.1.5 Middle East & Africa Online Travel Agency (OTA) Forecast
- 10.2 Americas Online Travel Agency (OTA) Forecast by Country (2025-2030)
 - 10.2.1 United States Online Travel Agency (OTA) Market Forecast
 - 10.2.2 Canada Online Travel Agency (OTA) Market Forecast
 - 10.2.3 Mexico Online Travel Agency (OTA) Market Forecast
 - 10.2.4 Brazil Online Travel Agency (OTA) Market Forecast
- 10.3 APAC Online Travel Agency (OTA) Forecast by Region (2025-2030)
 - 10.3.1 China Online Travel Agency (OTA) Market Forecast
 - 10.3.2 Japan Online Travel Agency (OTA) Market Forecast
 - 10.3.3 Korea Online Travel Agency (OTA) Market Forecast
 - 10.3.4 Southeast Asia Online Travel Agency (OTA) Market Forecast
 - 10.3.5 India Online Travel Agency (OTA) Market Forecast
 - 10.3.6 Australia Online Travel Agency (OTA) Market Forecast
- 10.4 Europe Online Travel Agency (OTA) Forecast by Country (2025-2030)
 - 10.4.1 Germany Online Travel Agency (OTA) Market Forecast
 - 10.4.2 France Online Travel Agency (OTA) Market Forecast
 - 10.4.3 UK Online Travel Agency (OTA) Market Forecast
 - 10.4.4 Italy Online Travel Agency (OTA) Market Forecast
 - 10.4.5 Russia Online Travel Agency (OTA) Market Forecast
- 10.5 Middle East & Africa Online Travel Agency (OTA) Forecast by Region (2025-2030)
 - 10.5.1 Egypt Online Travel Agency (OTA) Market Forecast
 - 10.5.2 South Africa Online Travel Agency (OTA) Market Forecast
 - 10.5.3 Israel Online Travel Agency (OTA) Market Forecast
 - 10.5.4 Turkey Online Travel Agency (OTA) Market Forecast
 - 10.5.5 GCC Countries Online Travel Agency (OTA) Market Forecast
- 10.6 Global Online Travel Agency (OTA) Forecast by Type (2025-2030)
- 10.7 Global Online Travel Agency (OTA) Forecast by Application (2025-2030)

11 KEY PLAYERS ANALYSIS

- 11.1 Booking Holdings
 - 11.1.1 Booking Holdings Company Information
 - 11.1.2 Booking Holdings Online Travel Agency (OTA) Product Offered
 - 11.1.3 Booking Holdings Online Travel Agency (OTA) Revenue, Gross Margin and Market Share (2019-2024)
 - 11.1.4 Booking Holdings Main Business Overview
 - 11.1.5 Booking Holdings Latest Developments
- 11.2 TripAdvisor

- 11.2.1 TripAdvisor Company Information
- 11.2.2 TripAdvisor Online Travel Agency (OTA) Product Offered
- 11.2.3 TripAdvisor Online Travel Agency (OTA) Revenue, Gross Margin and Market Share (2019-2024)
- 11.2.4 TripAdvisor Main Business Overview
- 11.2.5 TripAdvisor Latest Developments
- 11.3 Expedia
 - 11.3.1 Expedia Company Information
 - 11.3.2 Expedia Online Travel Agency (OTA) Product Offered
 - 11.3.3 Expedia Online Travel Agency (OTA) Revenue, Gross Margin and Market Share (2019-2024)
 - 11.3.4 Expedia Main Business Overview
 - 11.3.5 Expedia Latest Developments
- 11.4 HomeAway
 - 11.4.1 HomeAway Company Information
 - 11.4.2 HomeAway Online Travel Agency (OTA) Product Offered
 - 11.4.3 HomeAway Online Travel Agency (OTA) Revenue, Gross Margin and Market Share (2019-2024)
 - 11.4.4 HomeAway Main Business Overview
 - 11.4.5 HomeAway Latest Developments
- 11.5 Kayak
 - 11.5.1 Kayak Company Information
 - 11.5.2 Kayak Online Travel Agency (OTA) Product Offered
 - 11.5.3 Kayak Online Travel Agency (OTA) Revenue, Gross Margin and Market Share (2019-2024)
 - 11.5.4 Kayak Main Business Overview
 - 11.5.5 Kayak Latest Developments
- 11.6 QUNR
 - 11.6.1 QUNR Company Information
 - 11.6.2 QUNR Online Travel Agency (OTA) Product Offered
 - 11.6.3 QUNR Online Travel Agency (OTA) Revenue, Gross Margin and Market Share (2019-2024)
 - 11.6.4 QUNR Main Business Overview
 - 11.6.5 QUNR Latest Developments
- 11.7 Ctrip
 - 11.7.1 Ctrip Company Information
 - 11.7.2 Ctrip Online Travel Agency (OTA) Product Offered
 - 11.7.3 Ctrip Online Travel Agency (OTA) Revenue, Gross Margin and Market Share (2019-2024)

- 11.7.4 Ctrip Main Business Overview
- 11.7.5 Ctrip Latest Developments
- 11.8 Orbitz
 - 11.8.1 Orbitz Company Information
 - 11.8.2 Orbitz Online Travel Agency (OTA) Product Offered
 - 11.8.3 Orbitz Online Travel Agency (OTA) Revenue, Gross Margin and Market Share (2019-2024)
 - 11.8.4 Orbitz Main Business Overview
 - 11.8.5 Orbitz Latest Developments
- 11.9 MakeMyTrip
 - 11.9.1 MakeMyTrip Company Information
 - 11.9.2 MakeMyTrip Online Travel Agency (OTA) Product Offered
 - 11.9.3 MakeMyTrip Online Travel Agency (OTA) Revenue, Gross Margin and Market Share (2019-2024)
 - 11.9.4 MakeMyTrip Main Business Overview
 - 11.9.5 MakeMyTrip Latest Developments
- 11.10 TravelZoo
 - 11.10.1 TravelZoo Company Information
 - 11.10.2 TravelZoo Online Travel Agency (OTA) Product Offered
 - 11.10.3 TravelZoo Online Travel Agency (OTA) Revenue, Gross Margin and Market Share (2019-2024)
 - 11.10.4 TravelZoo Main Business Overview
 - 11.10.5 TravelZoo Latest Developments
- 11.11 Sabre Corporation
 - 11.11.1 Sabre Corporation Company Information
 - 11.11.2 Sabre Corporation Online Travel Agency (OTA) Product Offered
 - 11.11.3 Sabre Corporation Online Travel Agency (OTA) Revenue, Gross Margin and Market Share (2019-2024)
 - 11.11.4 Sabre Corporation Main Business Overview
 - 11.11.5 Sabre Corporation Latest Developments
- 11.12 Opodo
 - 11.12.1 Opodo Company Information
 - 11.12.2 Opodo Online Travel Agency (OTA) Product Offered
 - 11.12.3 Opodo Online Travel Agency (OTA) Revenue, Gross Margin and Market Share (2019-2024)
 - 11.12.4 Opodo Main Business Overview
 - 11.12.5 Opodo Latest Developments
- 11.13 Travelgenio
 - 11.13.1 Travelgenio Company Information

- 11.13.2 Travelgenio Online Travel Agency (OTA) Product Offered
- 11.13.3 Travelgenio Online Travel Agency (OTA) Revenue, Gross Margin and Market Share (2019-2024)
- 11.13.4 Travelgenio Main Business Overview
- 11.13.5 Travelgenio Latest Developments
- 11.14 Voyages
 - 11.14.1 Voyages Company Information
 - 11.14.2 Voyages Online Travel Agency (OTA) Product Offered
 - 11.14.3 Voyages Online Travel Agency (OTA) Revenue, Gross Margin and Market Share (2019-2024)
 - 11.14.4 Voyages Main Business Overview
 - 11.14.5 Voyages Latest Developments
- 11.15 Webjet
 - 11.15.1 Webjet Company Information
 - 11.15.2 Webjet Online Travel Agency (OTA) Product Offered
 - 11.15.3 Webjet Online Travel Agency (OTA) Revenue, Gross Margin and Market Share (2019-2024)
 - 11.15.4 Webjet Main Business Overview
 - 11.15.5 Webjet Latest Developments
- 11.16 Wotif.com
 - 11.16.1 Wotif.com Company Information
 - 11.16.2 Wotif.com Online Travel Agency (OTA) Product Offered
 - 11.16.3 Wotif.com Online Travel Agency (OTA) Revenue, Gross Margin and Market Share (2019-2024)
 - 11.16.4 Wotif.com Main Business Overview
 - 11.16.5 Wotif.com Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Online Travel Agency (OTA) Market Size CAGR by Region (2019 VS 2023 VS 2030) & (\$ Millions)

Table 2. Major Players of Online

Table 3. Major Players of Offline

Table 4. Online Travel Agency (OTA) Market Size CAGR by Type (2019 VS 2023 VS 2030) & (\$ Millions)

Table 5. Global Online Travel Agency (OTA) Market Size by Type (2019-2024) & (\$ Millions)

Table 6. Global Online Travel Agency (OTA) Market Size Market Share by Type (2019-2024)

Table 7. Online Travel Agency (OTA) Market Size CAGR by Application (2019 VS 2023 VS 2030) & (\$ Millions)

Table 8. Global Online Travel Agency (OTA) Market Size by Application (2019-2024) & (\$ Millions)

Table 9. Global Online Travel Agency (OTA) Market Size Market Share by Application (2019-2024)

Table 10. Global Online Travel Agency (OTA) Revenue by Players (2019-2024) & (\$ Millions)

Table 11. Global Online Travel Agency (OTA) Revenue Market Share by Player (2019-2024)

Table 12. Online Travel Agency (OTA) Key Players Head office and Products Offered

Table 13. Online Travel Agency (OTA) Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)

Table 14. New Products and Potential Entrants

Table 15. Mergers & Acquisitions, Expansion

Table 16. Global Online Travel Agency (OTA) Market Size by Regions 2019-2024 & (\$ Millions)

Table 17. Global Online Travel Agency (OTA) Market Size Market Share by Regions (2019-2024)

Table 18. Global Online Travel Agency (OTA) Revenue by Country/Region (2019-2024) & (\$ millions)

Table 19. Global Online Travel Agency (OTA) Revenue Market Share by Country/Region (2019-2024)

Table 20. Americas Online Travel Agency (OTA) Market Size by Country (2019-2024) & (\$ Millions)

Table 21. Americas Online Travel Agency (OTA) Market Size Market Share by Country (2019-2024)

Table 22. Americas Online Travel Agency (OTA) Market Size by Type (2019-2024) & (\$ Millions)

Table 23. Americas Online Travel Agency (OTA) Market Size Market Share by Type (2019-2024)

Table 24. Americas Online Travel Agency (OTA) Market Size by Application (2019-2024) & (\$ Millions)

Table 25. Americas Online Travel Agency (OTA) Market Size Market Share by Application (2019-2024)

Table 26. APAC Online Travel Agency (OTA) Market Size by Region (2019-2024) & (\$ Millions)

Table 27. APAC Online Travel Agency (OTA) Market Size Market Share by Region (2019-2024)

Table 28. APAC Online Travel Agency (OTA) Market Size by Type (2019-2024) & (\$ Millions)

Table 29. APAC Online Travel Agency (OTA) Market Size Market Share by Type (2019-2024)

Table 30. APAC Online Travel Agency (OTA) Market Size by Application (2019-2024) & (\$ Millions)

Table 31. APAC Online Travel Agency (OTA) Market Size Market Share by Application (2019-2024)

Table 32. Europe Online Travel Agency (OTA) Market Size by Country (2019-2024) & (\$ Millions)

Table 33. Europe Online Travel Agency (OTA) Market Size Market Share by Country (2019-2024)

Table 34. Europe Online Travel Agency (OTA) Market Size by Type (2019-2024) & (\$ Millions)

Table 35. Europe Online Travel Agency (OTA) Market Size Market Share by Type (2019-2024)

Table 36. Europe Online Travel Agency (OTA) Market Size by Application (2019-2024) & (\$ Millions)

Table 37. Europe Online Travel Agency (OTA) Market Size Market Share by Application (2019-2024)

Table 38. Middle East & Africa Online Travel Agency (OTA) Market Size by Region (2019-2024) & (\$ Millions)

Table 39. Middle East & Africa Online Travel Agency (OTA) Market Size Market Share by Region (2019-2024)

Table 40. Middle East & Africa Online Travel Agency (OTA) Market Size by Type

(2019-2024) & (\$ Millions)

Table 41. Middle East & Africa Online Travel Agency (OTA) Market Size Market Share by Type (2019-2024)

Table 42. Middle East & Africa Online Travel Agency (OTA) Market Size by Application (2019-2024) & (\$ Millions)

Table 43. Middle East & Africa Online Travel Agency (OTA) Market Size Market Share by Application (2019-2024)

Table 44. Key Market Drivers & Growth Opportunities of Online Travel Agency (OTA)

Table 45. Key Market Challenges & Risks of Online Travel Agency (OTA)

Table 46. Key Industry Trends of Online Travel Agency (OTA)

Table 47. Global Online Travel Agency (OTA) Market Size Forecast by Regions (2025-2030) & (\$ Millions)

Table 48. Global Online Travel Agency (OTA) Market Size Market Share Forecast by Regions (2025-2030)

Table 49. Global Online Travel Agency (OTA) Market Size Forecast by Type (2025-2030) & (\$ Millions)

Table 50. Global Online Travel Agency (OTA) Market Size Forecast by Application (2025-2030) & (\$ Millions)

Table 51. Booking Holdings Details, Company Type, Online Travel Agency (OTA) Area Served and Its Competitors

Table 52. Booking Holdings Online Travel Agency (OTA) Product Offered

Table 53. Booking Holdings Online Travel Agency (OTA) Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 54. Booking Holdings Main Business

Table 55. Booking Holdings Latest Developments

Table 56. TripAdvisor Details, Company Type, Online Travel Agency (OTA) Area Served and Its Competitors

Table 57. TripAdvisor Online Travel Agency (OTA) Product Offered

Table 58. TripAdvisor Main Business

Table 59. TripAdvisor Online Travel Agency (OTA) Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 60. TripAdvisor Latest Developments

Table 61. Expedia Details, Company Type, Online Travel Agency (OTA) Area Served and Its Competitors

Table 62. Expedia Online Travel Agency (OTA) Product Offered

Table 63. Expedia Main Business

Table 64. Expedia Online Travel Agency (OTA) Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 65. Expedia Latest Developments

Table 66. HomeAway Details, Company Type, Online Travel Agency (OTA) Area Served and Its Competitors

Table 67. HomeAway Online Travel Agency (OTA) Product Offered

Table 68. HomeAway Main Business

Table 69. HomeAway Online Travel Agency (OTA) Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 70. HomeAway Latest Developments

Table 71. Kayak Details, Company Type, Online Travel Agency (OTA) Area Served and Its Competitors

Table 72. Kayak Online Travel Agency (OTA) Product Offered

Table 73. Kayak Main Business

Table 74. Kayak Online Travel Agency (OTA) Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 75. Kayak Latest Developments

Table 76. QUNR Details, Company Type, Online Travel Agency (OTA) Area Served and Its Competitors

Table 77. QUNR Online Travel Agency (OTA) Product Offered

Table 78. QUNR Main Business

Table 79. QUNR Online Travel Agency (OTA) Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 80. QUNR Latest Developments

Table 81. Ctrip Details, Company Type, Online Travel Agency (OTA) Area Served and Its Competitors

Table 82. Ctrip Online Travel Agency (OTA) Product Offered

Table 83. Ctrip Main Business

Table 84. Ctrip Online Travel Agency (OTA) Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 85. Ctrip Latest Developments

Table 86. Orbitz Details, Company Type, Online Travel Agency (OTA) Area Served and Its Competitors

Table 87. Orbitz Online Travel Agency (OTA) Product Offered

Table 88. Orbitz Main Business

Table 89. Orbitz Online Travel Agency (OTA) Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 90. Orbitz Latest Developments

Table 91. MakeMyTrip Details, Company Type, Online Travel Agency (OTA) Area Served and Its Competitors

Table 92. MakeMyTrip Online Travel Agency (OTA) Product Offered

Table 93. MakeMyTrip Main Business

Table 94. MakeMyTrip Online Travel Agency (OTA) Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 95. MakeMyTrip Latest Developments

Table 96. TravelZoo Details, Company Type, Online Travel Agency (OTA) Area Served and Its Competitors

Table 97. TravelZoo Online Travel Agency (OTA) Product Offered

Table 98. TravelZoo Main Business

Table 99. TravelZoo Online Travel Agency (OTA) Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 100. TravelZoo Latest Developments

Table 101. Sabre Corporation Details, Company Type, Online Travel Agency (OTA) Area Served and Its Competitors

Table 102. Sabre Corporation Online Travel Agency (OTA) Product Offered

Table 103. Sabre Corporation Online Travel Agency (OTA) Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 104. Sabre Corporation Main Business

Table 105. Sabre Corporation Latest Developments

Table 106. Opodo Details, Company Type, Online Travel Agency (OTA) Area Served and Its Competitors

Table 107. Opodo Online Travel Agency (OTA) Product Offered

Table 108. Opodo Main Business

Table 109. Opodo Online Travel Agency (OTA) Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 110. Opodo Latest Developments

Table 111. Travelgenio Details, Company Type, Online Travel Agency (OTA) Area Served and Its Competitors

Table 112. Travelgenio Online Travel Agency (OTA) Product Offered

Table 113. Travelgenio Main Business

Table 114. Travelgenio Online Travel Agency (OTA) Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 115. Travelgenio Latest Developments

Table 116. Voyages Details, Company Type, Online Travel Agency (OTA) Area Served and Its Competitors

Table 117. Voyages Online Travel Agency (OTA) Product Offered

Table 118. Voyages Main Business

Table 119. Voyages Online Travel Agency (OTA) Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 120. Voyages Latest Developments

Table 121. Webjet Details, Company Type, Online Travel Agency (OTA) Area Served

and Its Competitors

Table 122. Webjet Online Travel Agency (OTA) Product Offered

Table 123. Webjet Main Business

Table 124. Webjet Online Travel Agency (OTA) Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 125. Webjet Latest Developments

Table 126. Wotif.com Details, Company Type, Online Travel Agency (OTA) Area Served and Its Competitors

Table 127. Wotif.com Online Travel Agency (OTA) Product Offered

Table 128. Wotif.com Main Business

Table 129. Wotif.com Online Travel Agency (OTA) Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 130. Wotif.com Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Online Travel Agency (OTA) Report Years Considered
- Figure 2. Research Objectives
- Figure 3. Research Methodology
- Figure 4. Research Process and Data Source
- Figure 5. Global Online Travel Agency (OTA) Market Size Growth Rate 2019-2030 (\$ Millions)
- Figure 6. Online Travel Agency (OTA) Sales by Geographic Region (2019, 2023 & 2030) & (\$ millions)
- Figure 7. Online Travel Agency (OTA) Sales Market Share by Country/Region (2023)
- Figure 8. Online Travel Agency (OTA) Sales Market Share by Country/Region (2019, 2023 & 2030)
- Figure 9. Global Online Travel Agency (OTA) Market Size Market Share by Type in 2023
- Figure 10. Online Travel Agency (OTA) in Making Reservations
- Figure 11. Global Online Travel Agency (OTA) Market: Making Reservations (2019-2024) & (\$ Millions)
- Figure 12. Online Travel Agency (OTA) in Translation Services
- Figure 13. Global Online Travel Agency (OTA) Market: Translation Services (2019-2024) & (\$ Millions)
- Figure 14. Online Travel Agency (OTA) in Direction Guidance
- Figure 15. Global Online Travel Agency (OTA) Market: Direction Guidance (2019-2024) & (\$ Millions)
- Figure 16. Online Travel Agency (OTA) in Audio Guidance
- Figure 17. Global Online Travel Agency (OTA) Market: Audio Guidance (2019-2024) & (\$ Millions)
- Figure 18. Online Travel Agency (OTA) in Other
- Figure 19. Global Online Travel Agency (OTA) Market: Other (2019-2024) & (\$ Millions)
- Figure 20. Global Online Travel Agency (OTA) Market Size Market Share by Application in 2023
- Figure 21. Global Online Travel Agency (OTA) Revenue Market Share by Player in 2023
- Figure 22. Global Online Travel Agency (OTA) Market Size Market Share by Regions (2019-2024)
- Figure 23. Americas Online Travel Agency (OTA) Market Size 2019-2024 (\$ Millions)
- Figure 24. APAC Online Travel Agency (OTA) Market Size 2019-2024 (\$ Millions)

Figure 25. Europe Online Travel Agency (OTA) Market Size 2019-2024 (\$ Millions)

Figure 26. Middle East & Africa Online Travel Agency (OTA) Market Size 2019-2024 (\$ Millions)

Figure 27. Americas Online Travel Agency (OTA) Value Market Share by Country in 2023

Figure 28. United States Online Travel Agency (OTA) Market Size Growth 2019-2024 (\$ Millions)

Figure 29. Canada Online Travel Agency (OTA) Market Size Growth 2019-2024 (\$ Millions)

Figure 30. Mexico Online Travel Agency (OTA) Market Size Growth 2019-2024 (\$ Millions)

Figure 31. Brazil Online Travel Agency (OTA) Market Size Growth 2019-2024 (\$ Millions)

Figure 32. APAC Online Travel Agency (OTA) Market Size Market Share by Region in 2023

Figure 33. APAC Online Travel Agency (OTA) Market Size Market Share by Type in 2023

Figure 34. APAC Online Travel Agency (OTA) Market Size Market Share by Application in 2023

Figure 35. China Online Travel Agency (OTA) Market Size Growth 2019-2024 (\$ Millions)

Figure 36. Japan Online Travel Agency (OTA) Market Size Growth 2019-2024 (\$ Millions)

Figure 37. Korea Online Travel Agency (OTA) Market Size Growth 2019-2024 (\$ Millions)

Figure 38. Southeast Asia Online Travel Agency (OTA) Market Size Growth 2019-2024 (\$ Millions)

Figure 39. India Online Travel Agency (OTA) Market Size Growth 2019-2024 (\$ Millions)

Figure 40. Australia Online Travel Agency (OTA) Market Size Growth 2019-2024 (\$ Millions)

Figure 41. Europe Online Travel Agency (OTA) Market Size Market Share by Country in 2023

Figure 42. Europe Online Travel Agency (OTA) Market Size Market Share by Type (2019-2024)

Figure 43. Europe Online Travel Agency (OTA) Market Size Market Share by Application (2019-2024)

Figure 44. Germany Online Travel Agency (OTA) Market Size Growth 2019-2024 (\$ Millions)

Figure 45. France Online Travel Agency (OTA) Market Size Growth 2019-2024 (\$ Millions)

Figure 46. UK Online Travel Agency (OTA) Market Size Growth 2019-2024 (\$ Millions)

Figure 47. Italy Online Travel Agency (OTA) Market Size Growth 2019-2024 (\$ Millions)

Figure 48. Russia Online Travel Agency (OTA) Market Size Growth 2019-2024 (\$ Millions)

Figure 49. Middle East & Africa Online Travel Agency (OTA) Market Size Market Share by Region (2019-2024)

Figure 50. Middle East & Africa Online Travel Agency (OTA) Market Size Market Share by Type (2019-2024)

Figure 51. Middle East & Africa Online Travel Agency (OTA) Market Size Market Share by Application (2019-2024)

Figure 52. Egypt Online Travel Agency (OTA) Market Size Growth 2019-2024 (\$ Millions)

Figure 53. South Africa Online Travel Agency (OTA) Market Size Growth 2019-2024 (\$ Millions)

Figure 54. Israel Online Travel Agency (OTA) Market Size Growth 2019-2024 (\$ Millions)

Figure 55. Turkey Online Travel Agency (OTA) Market Size Growth 2019-2024 (\$ Millions)

Figure 56. GCC Country Online Travel Agency (OTA) Market Size Growth 2019-2024 (\$ Millions)

Figure 57. Americas Online Travel Agency (OTA) Market Size 2025-2030 (\$ Millions)

Figure 58. APAC Online Travel Agency (OTA) Market Size 2025-2030 (\$ Millions)

Figure 59. Europe Online Travel Agency (OTA) Market Size 2025-2030 (\$ Millions)

Figure 60. Middle East & Africa Online Travel Agency (OTA) Market Size 2025-2030 (\$ Millions)

Figure 61. United States Online Travel Agency (OTA) Market Size 2025-2030 (\$ Millions)

Figure 62. Canada Online Travel Agency (OTA) Market Size 2025-2030 (\$ Millions)

Figure 63. Mexico Online Travel Agency (OTA) Market Size 2025-2030 (\$ Millions)

Figure 64. Brazil Online Travel Agency (OTA) Market Size 2025-2030 (\$ Millions)

Figure 65. China Online Travel Agency (OTA) Market Size 2025-2030 (\$ Millions)

Figure 66. Japan Online Travel Agency (OTA) Market Size 2025-2030 (\$ Millions)

Figure 67. Korea Online Travel Agency (OTA) Market Size 2025-2030 (\$ Millions)

Figure 68. Southeast Asia Online Travel Agency (OTA) Market Size 2025-2030 (\$ Millions)

Figure 69. India Online Travel Agency (OTA) Market Size 2025-2030 (\$ Millions)

Figure 70. Australia Online Travel Agency (OTA) Market Size 2025-2030 (\$ Millions)

Figure 71. Germany Online Travel Agency (OTA) Market Size 2025-2030 (\$ Millions)

Figure 72. France Online Travel Agency (OTA) Market Size 2025-2030 (\$ Millions)

Figure 73. UK Online Travel Agency (OTA) Market Size 2025-2030 (\$ Millions)

Figure 74. Italy Online Travel Agency (OTA) Market Size 2025-2030 (\$ Millions)

Figure 75. Russia Online Travel Agency (OTA) Market Size 2025-2030 (\$ Millions)

Figure 76. Spain Online Travel Agency (OTA) Market Size 2025-2030 (\$ Millions)

Figure 77. Egypt Online Travel Agency (OTA) Market Size 2025-2030 (\$ Millions)

Figure 78. South Africa Online Travel Agency (OTA) Market Size 2025-2030 (\$ Millions)

Figure 79. Israel Online Travel Agency (OTA) Market Size 2025-2030 (\$ Millions)

Figure 80. Turkey Online Travel Agency (OTA) Market Size 2025-2030 (\$ Millions)

Figure 81. GCC Countries Online Travel Agency (OTA) Market Size 2025-2030 (\$ Millions)

Figure 82. Global Online Travel Agency (OTA) Market Size Market Share Forecast by Type (2025-2030)

Figure 83. Global Online Travel Agency (OTA) Market Size Market Share Forecast by Application (2025-2030)

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