

Global Online Travel Platform Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Online Travel Platform market size is predicted to grow from US\$ million in 2025 to US\$ million in 2032; it is expected to grow at a CAGR of %from 2026 to 2032.

The driving factors of online travel platforms mainly include the following aspects:

Market demand growth: With the improvement of people's living standards and the enhancement of tourism awareness, tourism demand continues to grow. Online travel platforms meet consumers' needs for personalized and high-quality travel experiences by providing convenient and fast travel services.

Technological innovation: The popularity of the Internet and mobile Internet has provided technical support for the development of online travel platforms. Through Internet technology, consumers can more easily obtain travel information, book travel products, pay fees, etc., improving the convenience and efficiency of travel services.

Competitive pressure: As competition in the online travel market intensifies, major platforms are striving to improve service quality, lower prices, and increase product categories to compete. This competitive pressure prompts online travel platforms to continuously innovate and improve their competitiveness.

Policy support: The government's supportive policies for the tourism industry have also provided strong support for the development of online travel platforms. For example, the government has issued a series of tourism policies to encourage the development of online travel platforms and provide consumers with more high-quality travel products and services.

LPI (LP Information)' newest research report, the 'Online Travel Platform Industry Forecast' looks at past sales and reviews total world Online Travel Platform sales in 2025, providing a comprehensive analysis by region and market sector of projected Online Travel Platform sales for 2026 through 2032. With Online Travel Platform sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Online Travel Platform industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Online Travel Platform 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 Platform.

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

Segmentation by Type:

Comprehensive Travel Platform

Online Travel Agency Platform

Travel Sharing Platform

Others

Segmentation by Application:

Hotel Booking

Air Ticket Booking

Car Rental Service

Attraction Ticket Booking

Others

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

Wego

Expedia

HomeAway

Airbnb

QUNR

Ctrip

Orbitz

MakeMyTrip

TravelZoo

Sabre Corporation

Opodo

Travelgenio

Webjet

Wotif.com

Lastminute

Agoda

TripAdvisor

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 Platform Market Size (2021-2032)
 - 2.1.2 Online Travel Platform Market Size CAGR by Region (2021 VS 2025 VS 2032)
 - 2.1.3 World Current & Future Analysis for Online Travel Platform by Country/Region (2021, 2025 & 2032)
- 2.2 Online Travel Platform Segment by Type
 - 2.2.1 Comprehensive Travel Platform
 - 2.2.2 Online Travel Agency Platform
 - 2.2.3 Travel Sharing Platform
 - 2.2.4 Others
 - 2.2.5 Online Travel Platform Market Size by Type
 - 2.2.5.1 Online Travel Platform Market Size CAGR by Type (2021 VS 2025 VS 2032)
 - 2.2.5.2 Global Online Travel Platform Market Size Market Share by Type (2021-2026)
- 2.3 Online Travel Platform Segment by Application
 - 2.3.1 Hotel Booking
 - 2.3.2 Air Ticket Booking
 - 2.3.3 Car Rental Service
 - 2.3.4 Attraction Ticket Booking
 - 2.3.5 Others
 - 2.3.6 Online Travel Platform Market Size by Application
 - 2.3.6.1 Online Travel Platform Market Size CAGR by Application (2021 VS 2025 VS 2032)
 - 2.3.6.2 Global Online Travel Platform Market Size Market Share by Application (2021-2026)

3 ONLINE TRAVEL PLATFORM MARKET SIZE BY PLAYER

- 3.1 Online Travel Platform Market Size Market Share by Player
 - 3.1.1 Global Online Travel Platform Revenue by Player (2021-2026)
 - 3.1.2 Global Online Travel Platform Revenue Market Share by Player (2021-2026)
- 3.2 Global Online Travel Platform 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) & (2024-2026)
- 3.4 New Products and Potential Entrants
- 3.5 Mergers & Acquisitions, Expansion

4 ONLINE TRAVEL PLATFORM BY REGION

- 4.1 Online Travel Platform Market Size by Region (2021-2026)
- 4.2 Global Online Travel Platform Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas Online Travel Platform Market Size Growth (2021-2026)
- 4.4 APAC Online Travel Platform Market Size Growth (2021-2026)
- 4.5 Europe Online Travel Platform Market Size Growth (2021-2026)
- 4.6 Middle East & Africa Online Travel Platform Market Size Growth (2021-2026)

5 AMERICAS

- 5.1 Americas Online Travel Platform Market Size by Country (2021-2026)
- 5.2 Americas Online Travel Platform Market Size by Type (2021-2026)
- 5.3 Americas Online Travel Platform Market Size by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Online Travel Platform Market Size by Region (2021-2026)
- 6.2 APAC Online Travel Platform Market Size by Type (2021-2026)
- 6.3 APAC Online Travel Platform Market Size by Application (2021-2026)
- 6.4 China
- 6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

7 EUROPE

7.1 Europe Online Travel Platform Market Size by Country (2021-2026)

7.2 Europe Online Travel Platform Market Size by Type (2021-2026)

7.3 Europe Online Travel Platform Market Size by Application (2021-2026)

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 Platform by Region (2021-2026)

8.2 Middle East & Africa Online Travel Platform Market Size by Type (2021-2026)

8.3 Middle East & Africa Online Travel Platform Market Size by Application (2021-2026)

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 PLATFORM MARKET FORECAST

10.1 Global Online Travel Platform Forecast by Region (2027-2032)

10.1.1 Global Online Travel Platform Forecast by Region (2027-2032)

10.1.2 Americas Online Travel Platform Forecast

10.1.3 APAC Online Travel Platform Forecast

- 10.1.4 Europe Online Travel Platform Forecast
- 10.1.5 Middle East & Africa Online Travel Platform Forecast
- 10.2 Americas Online Travel Platform Forecast by Country (2027-2032)
 - 10.2.1 United States Market Online Travel Platform Forecast
 - 10.2.2 Canada Market Online Travel Platform Forecast
 - 10.2.3 Mexico Market Online Travel Platform Forecast
 - 10.2.4 Brazil Market Online Travel Platform Forecast
- 10.3 APAC Online Travel Platform Forecast by Region (2027-2032)
 - 10.3.1 China Online Travel Platform Market Forecast
 - 10.3.2 Japan Market Online Travel Platform Forecast
 - 10.3.3 Korea Market Online Travel Platform Forecast
 - 10.3.4 Southeast Asia Market Online Travel Platform Forecast
 - 10.3.5 India Market Online Travel Platform Forecast
 - 10.3.6 Australia Market Online Travel Platform Forecast
- 10.4 Europe Online Travel Platform Forecast by Country (2027-2032)
 - 10.4.1 Germany Market Online Travel Platform Forecast
 - 10.4.2 France Market Online Travel Platform Forecast
 - 10.4.3 UK Market Online Travel Platform Forecast
 - 10.4.4 Italy Market Online Travel Platform Forecast
 - 10.4.5 Russia Market Online Travel Platform Forecast
- 10.5 Middle East & Africa Online Travel Platform Forecast by Region (2027-2032)
 - 10.5.1 Egypt Market Online Travel Platform Forecast
 - 10.5.2 South Africa Market Online Travel Platform Forecast
 - 10.5.3 Israel Market Online Travel Platform Forecast
 - 10.5.4 Turkey Market Online Travel Platform Forecast
- 10.6 Global Online Travel Platform Forecast by Type (2027-2032)
- 10.7 Global Online Travel Platform Forecast by Application (2027-2032)
 - 10.7.1 GCC Countries Market Online Travel Platform Forecast

11 KEY PLAYERS ANALYSIS

- 11.1 Booking Holdings
 - 11.1.1 Booking Holdings Company Information
 - 11.1.2 Booking Holdings Online Travel Platform Product Offered
 - 11.1.3 Booking Holdings Online Travel Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 11.1.4 Booking Holdings Main Business Overview
 - 11.1.5 Booking Holdings Latest Developments
- 11.2 Wego

- 11.2.1 Wego Company Information
- 11.2.2 Wego Online Travel Platform Product Offered
- 11.2.3 Wego Online Travel Platform Revenue, Gross Margin and Market Share
(2021-2026)
- 11.2.4 Wego Main Business Overview
- 11.2.5 Wego Latest Developments
- 11.3 Expedia
 - 11.3.1 Expedia Company Information
 - 11.3.2 Expedia Online Travel Platform Product Offered
 - 11.3.3 Expedia Online Travel Platform Revenue, Gross Margin and Market Share
(2021-2026)
 - 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 Platform Product Offered
 - 11.4.3 HomeAway Online Travel Platform Revenue, Gross Margin and Market Share
(2021-2026)
 - 11.4.4 HomeAway Main Business Overview
 - 11.4.5 HomeAway Latest Developments
- 11.5 Airbnb
 - 11.5.1 Airbnb Company Information
 - 11.5.2 Airbnb Online Travel Platform Product Offered
 - 11.5.3 Airbnb Online Travel Platform Revenue, Gross Margin and Market Share
(2021-2026)
 - 11.5.4 Airbnb Main Business Overview
 - 11.5.5 Airbnb Latest Developments
- 11.6 QUNR
 - 11.6.1 QUNR Company Information
 - 11.6.2 QUNR Online Travel Platform Product Offered
 - 11.6.3 QUNR Online Travel Platform Revenue, Gross Margin and Market Share
(2021-2026)
 - 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 Platform Product Offered
 - 11.7.3 Ctrip Online Travel Platform Revenue, Gross Margin and Market Share
(2021-2026)

- 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 Platform Product Offered
 - 11.8.3 Orbitz Online Travel Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 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 Platform Product Offered
 - 11.9.3 MakeMyTrip Online Travel Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 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 Platform Product Offered
 - 11.10.3 TravelZoo Online Travel Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 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 Platform Product Offered
 - 11.11.3 Sabre Corporation Online Travel Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 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 Platform Product Offered
 - 11.12.3 Opodo Online Travel Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 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 Platform Product Offered
- 11.13.3 Travelgenio Online Travel Platform Revenue, Gross Margin and Market Share (2021-2026)
- 11.13.4 Travelgenio Main Business Overview
- 11.13.5 Travelgenio Latest Developments
- 11.14 Webjet
 - 11.14.1 Webjet Company Information
 - 11.14.2 Webjet Online Travel Platform Product Offered
 - 11.14.3 Webjet Online Travel Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 11.14.4 Webjet Main Business Overview
 - 11.14.5 Webjet Latest Developments
- 11.15 Wotif.com
 - 11.15.1 Wotif.com Company Information
 - 11.15.2 Wotif.com Online Travel Platform Product Offered
 - 11.15.3 Wotif.com Online Travel Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 11.15.4 Wotif.com Main Business Overview
 - 11.15.5 Wotif.com Latest Developments
- 11.16 Lastminute
 - 11.16.1 Lastminute Company Information
 - 11.16.2 Lastminute Online Travel Platform Product Offered
 - 11.16.3 Lastminute Online Travel Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 11.16.4 Lastminute Main Business Overview
 - 11.16.5 Lastminute Latest Developments
- 11.17 Agoda
 - 11.17.1 Agoda Company Information
 - 11.17.2 Agoda Online Travel Platform Product Offered
 - 11.17.3 Agoda Online Travel Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 11.17.4 Agoda Main Business Overview
 - 11.17.5 Agoda Latest Developments
- 11.18 TripAdvisor
 - 11.18.1 TripAdvisor Company Information
 - 11.18.2 TripAdvisor Online Travel Platform Product Offered
 - 11.18.3 TripAdvisor Online Travel Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 11.18.4 TripAdvisor Main Business Overview

11.18.5 TripAdvisor Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Online Travel Platform Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)

Table 2. Online Travel Platform Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Comprehensive Travel Platform

Table 4. Major Players of Online Travel Agency Platform

Table 5. Major Players of Travel Sharing Platform

Table 6. Major Players of Others

Table 7. Online Travel Platform Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 8. Global Online Travel Platform Market Size by Type (2021-2026) & (\$ millions)

Table 9. Global Online Travel Platform Market Size Market Share by Type (2021-2026)

Table 10. Online Travel Platform Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

Table 11. Global Online Travel Platform Market Size by Application (2021-2026) & (\$ millions)

Table 12. Global Online Travel Platform Market Size Market Share by Application (2021-2026)

Table 13. Global Online Travel Platform Revenue by Player (2021-2026) & (\$ millions)

Table 14. Global Online Travel Platform Revenue Market Share by Player (2021-2026)

Table 15. Online Travel Platform Key Players Head office and Products Offered

Table 16. Online Travel Platform Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 17. New Products and Potential Entrants

Table 18. Mergers & Acquisitions, Expansion

Table 19. Global Online Travel Platform Market Size by Region (2021-2026) & (\$ millions)

Table 20. Global Online Travel Platform Market Size Market Share by Region (2021-2026)

Table 21. Global Online Travel Platform Revenue by Country/Region (2021-2026) & (\$ millions)

Table 22. Global Online Travel Platform Revenue Market Share by Country/Region (2021-2026)

Table 23. Americas Online Travel Platform Market Size by Country (2021-2026) & (\$ millions)

Table 24. Americas Online Travel Platform Market Size Market Share by Country (2021-2026)

Table 25. Americas Online Travel Platform Market Size by Type (2021-2026) & (\$ millions)

Table 26. Americas Online Travel Platform Market Size Market Share by Type (2021-2026)

Table 27. Americas Online Travel Platform Market Size by Application (2021-2026) & (\$ millions)

Table 28. Americas Online Travel Platform Market Size Market Share by Application (2021-2026)

Table 29. APAC Online Travel Platform Market Size by Region (2021-2026) & (\$ millions)

Table 30. APAC Online Travel Platform Market Size Market Share by Region (2021-2026)

Table 31. APAC Online Travel Platform Market Size by Type (2021-2026) & (\$ millions)

Table 32. APAC Online Travel Platform Market Size by Application (2021-2026) & (\$ millions)

Table 33. Europe Online Travel Platform Market Size by Country (2021-2026) & (\$ millions)

Table 34. Europe Online Travel Platform Market Size Market Share by Country (2021-2026)

Table 35. Europe Online Travel Platform Market Size by Type (2021-2026) & (\$ millions)

Table 36. Europe Online Travel Platform Market Size by Application (2021-2026) & (\$ millions)

Table 37. Middle East & Africa Online Travel Platform Market Size by Region (2021-2026) & (\$ millions)

Table 38. Middle East & Africa Online Travel Platform Market Size by Type (2021-2026) & (\$ millions)

Table 39. Middle East & Africa Online Travel Platform Market Size by Application (2021-2026) & (\$ millions)

Table 40. Key Market Drivers & Growth Opportunities of Online Travel Platform

Table 41. Key Market Challenges & Risks of Online Travel Platform

Table 42. Key Industry Trends of Online Travel Platform

Table 43. Global Online Travel Platform Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 44. Global Online Travel Platform Market Size Market Share Forecast by Region (2027-2032)

Table 45. Global Online Travel Platform Market Size Forecast by Type (2027-2032) & (\$

millions)

Table 46. Global Online Travel Platform Market Size Forecast by Application
(2027-2032) & (\$ millions)

Table 47. Booking Holdings Details, Company Type, Online Travel Platform Area
Served and Its Competitors

Table 48. Booking Holdings Online Travel Platform Product Offered

Table 49. Booking Holdings Online Travel Platform Revenue (\$ million), Gross Margin
and Market Share (2021-2026)

Table 50. Booking Holdings Main Business

Table 51. Booking Holdings Latest Developments

Table 52. Wego Details, Company Type, Online Travel Platform Area Served and Its
Competitors

Table 53. Wego Online Travel Platform Product Offered

Table 54. Wego Online Travel Platform Revenue (\$ million), Gross Margin and Market
Share (2021-2026)

Table 55. Wego Main Business

Table 56. Wego Latest Developments

Table 57. Expedia Details, Company Type, Online Travel Platform Area Served and Its
Competitors

Table 58. Expedia Online Travel Platform Product Offered

Table 59. Expedia Online Travel Platform Revenue (\$ million), Gross Margin and
Market Share (2021-2026)

Table 60. Expedia Main Business

Table 61. Expedia Latest Developments

Table 62. HomeAway Details, Company Type, Online Travel Platform Area Served and
Its Competitors

Table 63. HomeAway Online Travel Platform Product Offered

Table 64. HomeAway Online Travel Platform Revenue (\$ million), Gross Margin and
Market Share (2021-2026)

Table 65. HomeAway Main Business

Table 66. HomeAway Latest Developments

Table 67. Airbnb Details, Company Type, Online Travel Platform Area Served and Its
Competitors

Table 68. Airbnb Online Travel Platform Product Offered

Table 69. Airbnb Online Travel Platform Revenue (\$ million), Gross Margin and Market
Share (2021-2026)

Table 70. Airbnb Main Business

Table 71. Airbnb Latest Developments

Table 72. QUNR Details, Company Type, Online Travel Platform Area Served and Its

Competitors

Table 73. QUNR Online Travel Platform Product Offered

Table 74. QUNR Online Travel Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 75. QUNR Main Business

Table 76. QUNR Latest Developments

Table 77. Ctrip Details, Company Type, Online Travel Platform Area Served and Its Competitors

Table 78. Ctrip Online Travel Platform Product Offered

Table 79. Ctrip Online Travel Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 80. Ctrip Main Business

Table 81. Ctrip Latest Developments

Table 82. Orbitz Details, Company Type, Online Travel Platform Area Served and Its Competitors

Table 83. Orbitz Online Travel Platform Product Offered

Table 84. Orbitz Online Travel Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 85. Orbitz Main Business

Table 86. Orbitz Latest Developments

Table 87. MakeMyTrip Details, Company Type, Online Travel Platform Area Served and Its Competitors

Table 88. MakeMyTrip Online Travel Platform Product Offered

Table 89. MakeMyTrip Online Travel Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 90. MakeMyTrip Main Business

Table 91. MakeMyTrip Latest Developments

Table 92. TravelZoo Details, Company Type, Online Travel Platform Area Served and Its Competitors

Table 93. TravelZoo Online Travel Platform Product Offered

Table 94. TravelZoo Online Travel Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 95. TravelZoo Main Business

Table 96. TravelZoo Latest Developments

Table 97. Sabre Corporation Details, Company Type, Online Travel Platform Area Served and Its Competitors

Table 98. Sabre Corporation Online Travel Platform Product Offered

Table 99. Sabre Corporation Online Travel Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 100. Sabre Corporation Main Business
Table 101. Sabre Corporation Latest Developments
Table 102. Opodo Details, Company Type, Online Travel Platform Area Served and Its Competitors
Table 103. Opodo Online Travel Platform Product Offered
Table 104. Opodo Online Travel Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 105. Opodo Main Business
Table 106. Opodo Latest Developments
Table 107. Travelgenio Details, Company Type, Online Travel Platform Area Served and Its Competitors
Table 108. Travelgenio Online Travel Platform Product Offered
Table 109. Travelgenio Online Travel Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 110. Travelgenio Main Business
Table 111. Travelgenio Latest Developments
Table 112. Webjet Details, Company Type, Online Travel Platform Area Served and Its Competitors
Table 113. Webjet Online Travel Platform Product Offered
Table 114. Webjet Online Travel Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 115. Webjet Main Business
Table 116. Webjet Latest Developments
Table 117. Wotif.com Details, Company Type, Online Travel Platform Area Served and Its Competitors
Table 118. Wotif.com Online Travel Platform Product Offered
Table 119. Wotif.com Online Travel Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 120. Wotif.com Main Business
Table 121. Wotif.com Latest Developments
Table 122. Lastminute Details, Company Type, Online Travel Platform Area Served and Its Competitors
Table 123. Lastminute Online Travel Platform Product Offered
Table 124. Lastminute Online Travel Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 125. Lastminute Main Business
Table 126. Lastminute Latest Developments
Table 127. Agoda Details, Company Type, Online Travel Platform Area Served and Its Competitors

Table 128. Agoda Online Travel Platform Product Offered

Table 129. Agoda Online Travel Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 130. Agoda Main Business

Table 131. Agoda Latest Developments

Table 132. TripAdvisor Details, Company Type, Online Travel Platform Area Served and Its Competitors

Table 133. TripAdvisor Online Travel Platform Product Offered

Table 134. TripAdvisor Online Travel Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 135. TripAdvisor Main Business

Table 136. TripAdvisor Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Online Travel Platform Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Online Travel Platform Market Size Growth Rate (2021-2032) (\$ millions)

Figure 6. Online Travel Platform Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Figure 7. Online Travel Platform Sales Market Share by Country/Region (2025)

Figure 8. Online Travel Platform Sales Market Share by Country/Region (2021, 2025 & 2032)

Figure 9. Global Online Travel Platform Market Size Market Share by Type in 2025

Figure 10. Online Travel Platform in Hotel Booking

Figure 11. Global Online Travel Platform Market: Hotel Booking (2021-2026) & (\$ millions)

Figure 12. Online Travel Platform in Air Ticket Booking

Figure 13. Global Online Travel Platform Market: Air Ticket Booking (2021-2026) & (\$ millions)

Figure 14. Online Travel Platform in Car Rental Service

Figure 15. Global Online Travel Platform Market: Car Rental Service (2021-2026) & (\$ millions)

Figure 16. Online Travel Platform in Attraction Ticket Booking

Figure 17. Global Online Travel Platform Market: Attraction Ticket Booking (2021-2026) & (\$ millions)

Figure 18. Online Travel Platform in Others

Figure 19. Global Online Travel Platform Market: Others (2021-2026) & (\$ millions)

Figure 20. Global Online Travel Platform Market Size Market Share by Application in 2025

Figure 21. Global Online Travel Platform Revenue Market Share by Player in 2025

Figure 22. Global Online Travel Platform Market Size Market Share by Region (2021-2026)

Figure 23. Americas Online Travel Platform Market Size 2021-2026 (\$ millions)

Figure 24. APAC Online Travel Platform Market Size 2021-2026 (\$ millions)

Figure 25. Europe Online Travel Platform Market Size 2021-2026 (\$ millions)

Figure 26. Middle East & Africa Online Travel Platform Market Size 2021-2026 (\$

millions)

Figure 27. Americas Online Travel Platform Value Market Share by Country in 2025

Figure 28. United States Online Travel Platform Market Size Growth 2021-2026 (\$ millions)

Figure 29. Canada Online Travel Platform Market Size Growth 2021-2026 (\$ millions)

Figure 30. Mexico Online Travel Platform Market Size Growth 2021-2026 (\$ millions)

Figure 31. Brazil Online Travel Platform Market Size Growth 2021-2026 (\$ millions)

Figure 32. APAC Online Travel Platform Market Size Market Share by Region in 2025

Figure 33. APAC Online Travel Platform Market Size Market Share by Type (2021-2026)

Figure 34. APAC Online Travel Platform Market Size Market Share by Application (2021-2026)

Figure 35. China Online Travel Platform Market Size Growth 2021-2026 (\$ millions)

Figure 36. Japan Online Travel Platform Market Size Growth 2021-2026 (\$ millions)

Figure 37. South Korea Online Travel Platform Market Size Growth 2021-2026 (\$ millions)

Figure 38. Southeast Asia Online Travel Platform Market Size Growth 2021-2026 (\$ millions)

Figure 39. India Online Travel Platform Market Size Growth 2021-2026 (\$ millions)

Figure 40. Australia Online Travel Platform Market Size Growth 2021-2026 (\$ millions)

Figure 41. Europe Online Travel Platform Market Size Market Share by Country in 2025

Figure 42. Europe Online Travel Platform Market Size Market Share by Type (2021-2026)

Figure 43. Europe Online Travel Platform Market Size Market Share by Application (2021-2026)

Figure 44. Germany Online Travel Platform Market Size Growth 2021-2026 (\$ millions)

Figure 45. France Online Travel Platform Market Size Growth 2021-2026 (\$ millions)

Figure 46. UK Online Travel Platform Market Size Growth 2021-2026 (\$ millions)

Figure 47. Italy Online Travel Platform Market Size Growth 2021-2026 (\$ millions)

Figure 48. Russia Online Travel Platform Market Size Growth 2021-2026 (\$ millions)

Figure 49. Middle East & Africa Online Travel Platform Market Size Market Share by Region (2021-2026)

Figure 50. Middle East & Africa Online Travel Platform Market Size Market Share by Type (2021-2026)

Figure 51. Middle East & Africa Online Travel Platform Market Size Market Share by Application (2021-2026)

Figure 52. Egypt Online Travel Platform Market Size Growth 2021-2026 (\$ millions)

Figure 53. South Africa Online Travel Platform Market Size Growth 2021-2026 (\$ millions)

Figure 54. Israel Online Travel Platform Market Size Growth 2021-2026 (\$ millions)

Figure 55. Turkey Online Travel Platform Market Size Growth 2021-2026 (\$ millions)

Figure 56. GCC Countries Online Travel Platform Market Size Growth 2021-2026 (\$ millions)

Figure 57. Americas Online Travel Platform Market Size 2027-2032 (\$ millions)

Figure 58. APAC Online Travel Platform Market Size 2027-2032 (\$ millions)

Figure 59. Europe Online Travel Platform Market Size 2027-2032 (\$ millions)

Figure 60. Middle East & Africa Online Travel Platform Market Size 2027-2032 (\$ millions)

Figure 61. United States Online Travel Platform Market Size 2027-2032 (\$ millions)

Figure 62. Canada Online Travel Platform Market Size 2027-2032 (\$ millions)

Figure 63. Mexico Online Travel Platform Market Size 2027-2032 (\$ millions)

Figure 64. Brazil Online Travel Platform Market Size 2027-2032 (\$ millions)

Figure 65. China Online Travel Platform Market Size 2027-2032 (\$ millions)

Figure 66. Japan Online Travel Platform Market Size 2027-2032 (\$ millions)

Figure 67. Korea Online Travel Platform Market Size 2027-2032 (\$ millions)

Figure 68. Southeast Asia Online Travel Platform Market Size 2027-2032 (\$ millions)

Figure 69. India Online Travel Platform Market Size 2027-2032 (\$ millions)

Figure 70. Australia Online Travel Platform Market Size 2027-2032 (\$ millions)

Figure 71. Germany Online Travel Platform Market Size 2027-2032 (\$ millions)

Figure 72. France Online Travel Platform Market Size 2027-2032 (\$ millions)

Figure 73. UK Online Travel Platform Market Size 2027-2032 (\$ millions)

Figure 74. Italy Online Travel Platform Market Size 2027-2032 (\$ millions)

Figure 75. Russia Online Travel Platform Market Size 2027-2032 (\$ millions)

Figure 76. Egypt Online Travel Platform Market Size 2027-2032 (\$ millions)

Figure 77. South Africa Online Travel Platform Market Size 2027-2032 (\$ millions)

Figure 78. Israel Online Travel Platform Market Size 2027-2032 (\$ millions)

Figure 79. Turkey Online Travel Platform Market Size 2027-2032 (\$ millions)

Figure 80. Global Online Travel Platform Market Size Market Share Forecast by Type (2027-2032)

Figure 81. Global Online Travel Platform Market Size Market Share Forecast by Application (2027-2032)

Figure 82. GCC Countries Online Travel Platform Market Size 2027-2032 (\$ millions)

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