

Online Travel Agency (OTA) Market, Global Outlook and Forecast 2022-2028

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Abstracts

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.

This report contains market size and forecasts of Online Travel Agency (OTA) in Global, including the following market information:

Global Online Travel Agency (OTA) Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Online Travel Agency (OTA) market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Online Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Online Travel Agency (OTA) include Booking Holdings, TripAdvisor, Expedia, HomeAway, Kayak, QUNR, Ctrip, Orbitz and MakeMyTrip, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Online Travel Agency (OTA) companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Online Travel Agency (OTA) Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Online Travel Agency (OTA) Market Segment Percentages, by Type, 2021 (%)

Online

Offline

Global Online Travel Agency (OTA) Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Online Travel Agency (OTA) Market Segment Percentages, by Application, 2021 (%)

Making Reservations

Translation Services

Direction Guidance

Audio Guidance

Other

Global Online Travel Agency (OTA) Market, By Region and Country, 2017-2022,
2023-2028 (\$ Millions)

Global Online Travel Agency (OTA) Market Segment Percentages, By Region and
Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Online Travel Agency (OTA) revenues in global market, 2017-2022
(estimated), (\$ millions)

Key companies Online Travel Agency (OTA) revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Booking Holdings

TripAdvisor

Expedia

HomeAway

Kayak

QUNR

Ctrip

Orbitz

MakeMyTrip

TravelZoo

Sabre Corporation

Opodo

Travelgenio

Voyages

Webjet

Wotif.com

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