

## **Booking in Hong Kong, China**

Market Direction | 2022-10-10 | 18 pages | Euromonitor

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### **Report description:**

Post-pandemic, there has been a quick shift to online and mobile apps for booking travel among local consumers. Other than local tours, which might require booking through an intermediary, staycation packages also tend to be popular for booking through travel agents in Hong Kong. Through agile response to this sudden shift in consumer behaviour, online intermediaries such as Klook and KKday have been able to quickly capture share in a post-pandemic environment. Online intermediaries can provide...

Euromonitor International's Booking in Hong Kong, China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Booking Offline, Booking Online, Business Travel, Direct Suppliers, Leisure Travel, Travel Intermediaries.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Booking market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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## **Table of Contents:**

Booking in Hong Kong, China  
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List Of Contents And Tables

### **BOOKING IN HONG KONG, CHINA**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Online intermediaries record improving growth, leveraging staycation trend

Offline intermediaries picking up recovery in second half of 2022

#### **PROSPECTS AND OPPORTUNITIES**

Booking via intermediaries expected to see quicker recovery, especially in lodging and packages

Permanent shift to online for business travel bookings whereas offline intermediaries remain relevant for leisure travel

#### **CATEGORY DATA**

Table 1 Booking Sales: Value 2017-2022

Table 2 Business Travel Sales: Value 2017-2022

Table 3 Leisure Travel Sales: Value 2017-2022

Table 4 Travel Intermediaries NBO Company Shares: % Value 2017-2022

Table 5 Forecast Booking Sales: Value 2022-2027

Table 6 Forecast Business Travel Sales: Value 2022-2027

Table 7 Forecast Leisure Travel Sales: Value 2022-2027

CHART 1 Inbound Receipts: 2022-2027

CHART 2 Average Spend per Trip for Inbound Arrivals: 2022-2027

### **TRAVEL IN HONG KONG, CHINA**

#### **EXECUTIVE SUMMARY**

Travel in 2022

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

#### **MARKET DATA**

Table 8 Surface Travel Modes Sales: Value 2017-2022

Table 9 Surface Travel Modes Online Sales: Value 2017-2022

Table 10 Forecast Surface Travel Modes Sales: Value 2022-2027

Table 11 Forecast Surface Travel Modes Online Sales: Value 2022-2027

Table 12 In-Destination Spending: Value 2017-2022

Table 13 Forecast In-Destination Spending: Value 2022-2027

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

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