

Booking in Mexico

Market Direction | 2022-09-06 | 16 pages | Euromonitor

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Report description:

Delivery app providers are looking to develop super apps to enable consumers to fulfil their travel needs, from booking trips and flights to hotels. For example, Rappi, the popular delivery app, has developed its offer with RappiTravel, through which users in Mexico can book flights, hotels or packages from the same app. The idea of the super app is that users can connect all the services from the same platform, so that if they buy a trip on Rappi it generates points that they can use to make pu...

Euromonitor International's Booking in Mexico 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.

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Table of Contents:

Booking in Mexico
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List Of Contents And Tables

BOOKING IN MEXICO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Delivery apps develop into super apps so users can fulfil their travel needs, from booking trips and flights to hotels

Platform innovations and partnerships are among the strategies to drive industry recovery

PROSPECTS AND OPPORTUNITIES

Partnerships and acquisitions to feature strongly as OTAs try to overcome the effects of the pandemic and expand their market shares

Focus on business tourism and sustainability to speed up recovery and develop a more sophisticated offer

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 MEXICO

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

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SOURCES

Summary 1 Research Sources

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