

Booking in Peru

Market Direction | 2022-10-11 | 15 pages | Euromonitor

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Report description:

Both online and offline intermediaries are seeing substantial recovery in 2022, thanks to Peruvians' energetic response to removed restrictions in terms of booking trips. Pent-up demand is driving sales as consumers eagerly plan holidays following two years of restrictions and lockdowns. Many Peruvian travellers perceive booking through intermediaries as offering a greater guarantee of security than buying from direct suppliers, particularly when it comes to packages. Intermediaries are thus ben...

Euromonitor International's Booking in Peru 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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Intermediaries benefit from perception of safety and security

Domestic tourists make more use of intermediaries in 2022 compared to pre-pandemic years

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Peruvians prefer to book travel products separately as they show greater interests in the online channel

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