

Booking in Indonesia

Market Direction | 2023-09-01 | 15 pages | Euromonitor

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Report description:

Online bookings are showing a significant growth trend in 2023. The repeal of PPKM at the end of 2022 has had a very positive impact on this category. Various promos offered by OTA, especially special price promotions for orders on certain dates, are proving very effective in attracting consumer interest. The Lebaran holiday period, followed by the year-end holiday period, still makes the biggest contribution to sales value in the category. Online booking has held on to the appeal it rapidly gai...

Euromonitor International's Booking in Indonesia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2018-2022, 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 2027 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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Increase in interest in booking surface travel modes amongst value for money driven locals

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