

Booking in China

Market Direction | 2023-09-04 | 14 pages | Euromonitor

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Report description:

Booking in China has seen a rapid shift from offline to online sales, as the country has one of the highest internet penetration rates in the world, and local consumers are accustomed to booking travel online. However, 2023 is set to see a temporary reversal of this trend, as intermediaries redeploy bricks-and-mortar contact points. This is largely due to the fact that many physical outlets were unable to operate during the pandemic and related restrictions. More importantly, custom tours are ga...

Euromonitor International's Booking in 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 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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