

Booking in China

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Booking in China
Euromonitor International
September 2023

List Of Contents And Tables

BOOKING IN CHINA
KEY DATA FINDINGS
2023 DEVELOPMENTS
Offline booking makes a comeback
Sustainable travel is gaining momentum
PROSPECTS AND OPPORTUNITIES
Concept of travel management company (TMC) continues to penetrate booking space
Generative AI enables more personalised experience
CATEGORY DATA
Table 1 Booking Sales: Value 2018-2023
Table 2 Business Travel Sales: Value 2018-2023
Table 3 Leisure Travel Sales: Value 2018-2023
Table 4 Travel Intermediaries NBO Company Shares: % Value 2018-2023
Table 5 Forecast Booking Sales: Value 2023-2028
Table 6 Forecast Business Travel Sales: Value 2023-2028
Table 7 Forecast Leisure Travel Sales: Value 2023-2028
TRAVEL IN CHINA
EXECUTIVE SUMMARY
Travel in 2023 - China reopens
Airlines: Key trends
Hotels: Key trends
Booking: Key trends
What next for travel?
MARKET DATA
Table 8 Surface Travel Modes Sales: Value 2018-2023
Table 9 Surface Travel Modes Online Sales: Value 2018-2023
Table 10 Forecast Surface Travel Modes Sales: Value 2023-2028
Table 11 Forecast Surface Travel Modes Online Sales: Value 2023-2028
Table 12 In-Destination Spending: Value 2018-2023
Table 13 Forecast In-Destination Spending: Value 2023-2028
DISCLAIMER
SOURCES
Summary 1 Research Sources

Booking in China

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-13
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com