

Booking in Peru

Market Direction | 2023-09-05 | 15 pages | Euromonitor

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Report description:

Booking services grew significantly in 2022 and have continued to grow, although to a lesser extent, in 2023. The category has yet to reach the level of sales seen immediately prior to the COVID-19 crisis, although it is close to doing so. Growth has been due to the greater willingness of tourists to turn to travel agencies, both offline and online, to organise, reserve and even pay for their trips, especially for vacations or leisure as they look to enjoy special moments and places. This greates...

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 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Booking achieves significant recovery, with greater performance of online intermediaries due to higher speed, ease of use and access to promotions

Social upheaval and climate problems have more notable impact on travel agencies focused on incoming and domestic tourism than those focused on travel abroad

PROSPECTS AND OPPORTUNITIES

Reinforcement of personalised advice, immediate assistance in unforeseen events and loyalty programmes by big players

Offline intermediaries are competitive in lodging prices due to strong negotiation with hotels, but must adapt to changes in airline booking system and have potential in cruise tourism

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