

Booking in India

Market Direction | 2023-12-15 | 15 pages | Euromonitor

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Report description:

On the back of a competitive pricing structure, the facility to cross-compare, and a seamless customer journey, travel bookings via online channels have gained further momentum, which is set to take the penetration of online travel bookings to 47% in 2023. With Indian consumers seeking better value from their travel spending, their perception of finding the best prices online has enhanced the appeal of online travel booking platforms. Through payment-related discounts and exclusive card-related...

Euromonitor International's Booking in India 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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BOOKING IN INDIA

KEY DATA FINDINGS

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Further penetration of online travel booking, with competitive pricing structure and seamless customer journey

Offline travel intermediaries with high consumer trust and benefits continue to dominate

PROSPECTS AND OPPORTUNITIES

Online travel booking holds promising opportunities due to evolving consumer behaviour and increasing innovations

Growth in loyalty initiatives and consumer preference to benefit direct bookings in hotels and surface travel over the forecast period

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