

Booking in Argentina

Market Direction | 2024-09-12 | 15 pages | Euromonitor

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Report description:

While OTAs (Online Travel Agencies) have grown substantially in recent years, a lack of engagement during the COVID-19 pandemic led many local consumers to lose trust in these types of intermediaries. In many cases, consumers prefer to use agencies with physical branches where they can speak to a person in the event of any issues with services and contractors.

Euromonitor International's Booking in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2019-2023, 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 2028 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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Euromonitor International
September 2024

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BOOKING IN ARGENTINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

More intermediaries, including key player Despegar.com, opening physical stores for in-person sales

Intermediaries are increasingly focusing on offering exotic and personalised trips

PROSPECTS AND OPPORTUNITIES

American Express Travel's acquisition of Carlson Wagonlit Travel will increase concentration in corporate travel sales

Online channel will continue to grow and become increasingly relevant for direct suppliers

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