

Booking in China

Market Direction | 2024-09-12 | 14 pages | Euromonitor

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Report description:

According to the Ministry of Culture and Tourism, travel intermediaries in China organised 132 million domestic trips in 2023, although this accounted for less than 3% of total domestic trips in the same year. Consumers increasingly favour independent travel over group travel, with the help of online travel agents (OTAs) and social commerce platforms such as Red Book and Douyin. Moreover, OTA giant Trip.com has launched the AI-powered assistant TripGenie, which can be used to map out a detailed...

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 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

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reliable information resources to help drive informed strategic planning.

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