

## Booking in Thailand

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

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### Report description:

Already recovering to pre-pandemic levels the previous year, across both travel intermediaries and direct suppliers, value sales of booking in Thailand continue to record healthy growth in 2024. While Agoda, Traveloka and Booking.com continue to lead online travel agencies (OTAs) in Thailand, these platforms are facing challenges as many lodging providers, particularly larger hotel chains, are increasingly prioritising direct bookings. Tourists tend to search for hotel information through OTAs b...

Euromonitor International's Booking in Thailand 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  
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