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SAMPLE REPORT
GLOBAL ONLINE ACCOMMODATION BOOKING MARKET 2019
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PREFACE

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- yStats.com provides secondary market research: By using various sources of information we ensure maximum objectivity for all obtained data. As a result companies get a precise and unbiased impression of the market situation.
- Only reliable sources such as national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries and news portals are used as a basis for the analyses, statistical reports and forecasts.
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GENERAL METHODOLOGY OF MARKET REPORTS

Secondary Market Research

- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources. Our reports are based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity for reported data. As a result, companies gain a precise and unbiased impression of the market situation.
- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions

- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types

- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure

- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values

- If available, additional information about the data collection, for example the time of survey and number of people surveyed, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies are most often used. When referencing currency values in the Action Title, the EUR values are also provided in brackets. The conversions are made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used.

METHODOLOGY OF THE CURRENT REPORT

Report Coverage

- This report covers the global online travel market for accommodation booking. It takes into account a wide definition of accommodation, including hotel rooms, hostels, apartments, private rooms and others. While the focus is on leisure and unmanaged travel, some sources cited in this report might also include business travel.
- Besides sales figures, penetration and rankings, this report also reveals important market trends, such as the rise of mobile bookings and peer-to-peer services.
- All global regions are covered in this report, including Africa, Asia-Pacific, Europe, Latin America, the Middle East and North America, while data availability varied by country.

Report Structure

- The global chapter opens the report, including an overview of global market developments, trends, regional and country comparisons.
- The rest of the report is divided by regions. The regions are presented in the order of descending total online travel sales.
- Within each region, regional information is included first, where available, and the countries are also presented in the order of descending online travel sales. Where no comparable sales figures were available, other related criteria such as total E-Commerce sales, online shopper and Internet penetration were applied.
- In the country sections, the following information is covered, where available: online accommodation booking sales, channels used for booking accommodation, devices used to book accommodation online, share of consumers booking travel accommodation online and the rank of this category among other categories purchased online, and top websites used to book accommodation. Not all types of information mentioned are provided for each country due to varying data availability.
- For the global and regional sections, also information about overall online travel sales was included as a context for the development of the online accommodation booking segment.

DEFINITIONS

The following expressions and definitions are used in this market report*:

▪ **ONLINE TRAVEL SALES**	the sales of leisure and unmanaged business travel services (e.g. transportation tickets, accommodation, holiday tours) transacted online; usually refers to gross online travel bookings.
▪ **ONLINE ACCOMMODATION BOOKING**	booking of accommodation for domestic or overseas travel; includes hotel rooms and other types of lodging
▪ **DIRECT BOOKING CHANNELS**	channels for booking accommodation directly from a supplier, such as a hotel
▪ **ACCOMMODATION BOOKERS**	individuals who booked accommodation services via different channels (e.g. online travel bookers if booked via the Internet), usually refers to individuals who booked within the previous 12 months.
▪ **ONLINE TRAVEL AGENCIES**	abbreviated as OTAs, travel websites which act as intermediaries between suppliers and buyers, allowing to book various travel services, such as flight tickets, train tickets, hotel rooms and others.
▪ **TRAVEL WEBSITES**	websites with a focus on travel content, such as travel information websites, travel review websites and travel booking websites.
▪ **PEER-TO-PEER SERVICES**	technology-based networks that facilitate transactions between private individuals enabling them to rent assets from other individuals, such as accommodation sharing portals, ride hailing, etc.
▪ **ACCOMMODATION SHARING PORTALS**	services for individuals to book private rooms, apartments and other accommodation from other individuals, e.g. Airbnb

Note: *the definitions used by the original sources might differ from the ones stated on this chart; the exact definition used by each source, where available, is included on the respective charts

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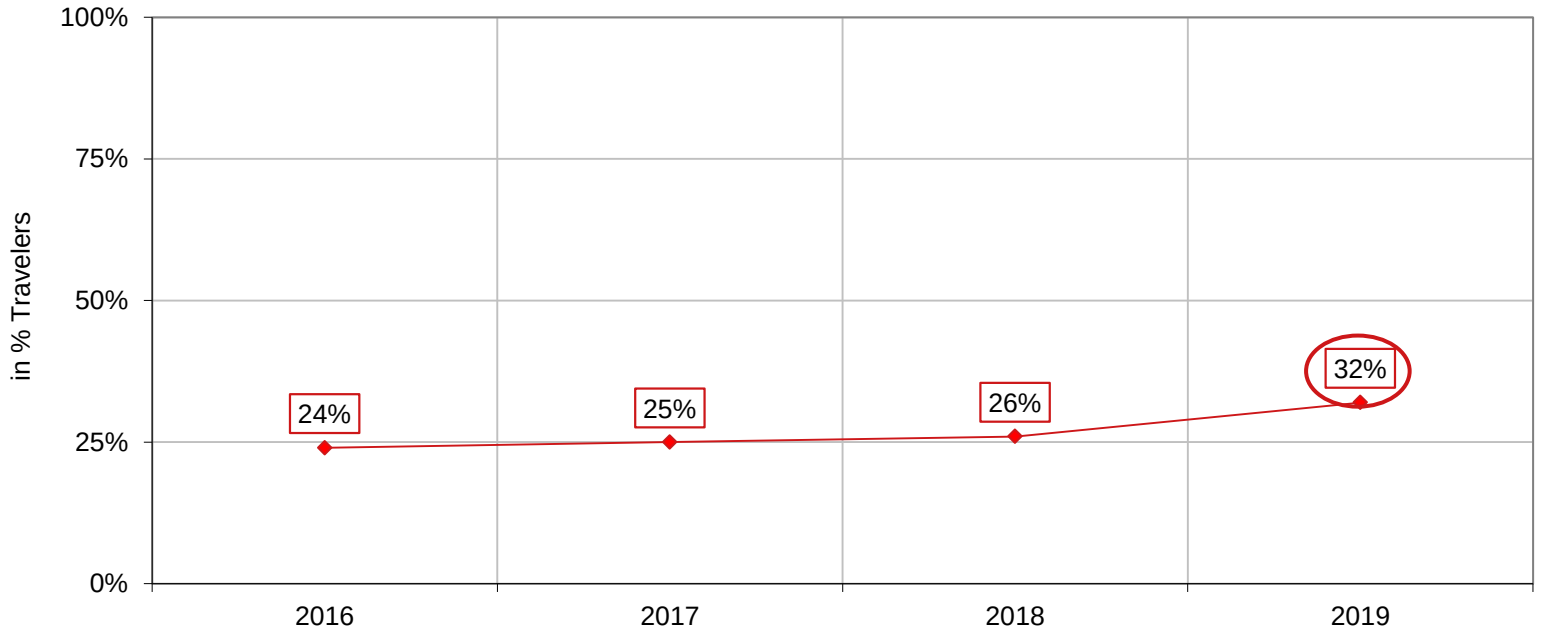
The share of travelers in Russia planning to search and book their holiday accommodation via dedicated websites reached 32% in 2019.

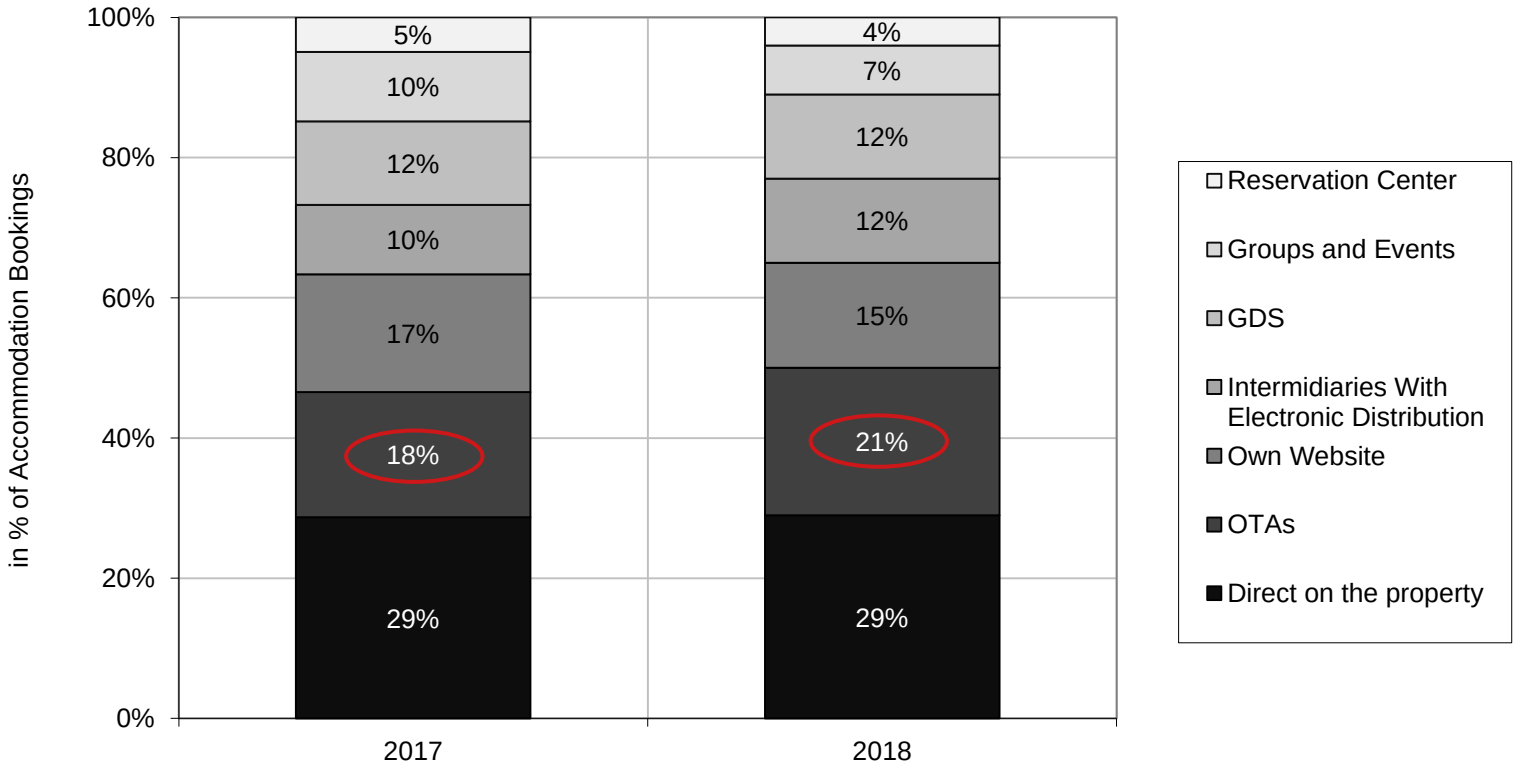
Russia: Share of Travelers Planning to Search and Book Holiday Accommodation via Dedicated Websites, in %, 2016 – 2019



Note: share of respondents who said they or most likely would independently search and book accommodation for their next holiday via specialized websites
Survey: based on a survey of 1,600 respondents in 140 locations, conducted in March 2019; ages 18+
Source: NAFI, May 2019

In Brazil, OTA's share of accommodation bookings increased from 18% in 2017 to 21% in 2018.

Brazil: Breakdown of Accommodation Bookings by Channel, in %, 2017 & 2018



Note: may not add up to 100% due to rounding
Survey: based on a survey of 596 projects and 105,872 accommodation units from 16 associated networks in Brazil
Source: FOHB, July 2019

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