



Global E-Commerce Intelligence
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SAMPLE REPORT
GLOBAL ONLINE AIRLINE BOOKING MARKET 2019
PUBLICATION DATE: DECEMBER 2019

PREFACE

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A LIST OF ADVANTAGES

- 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

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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

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Report Coverage

- This report covers the global online travel market for airline tickets. It takes into account a wide definition of the market, including bookings through direct channels (airline website and apps) and intermediaries (online travel agencies). The report focuses on leisure and unmanaged business travel.
- Besides sales figures, penetration and rankings, this report also reveals important market trends, such as the rise of mobile bookings.
- All global regions are covered in this report, including Asia-Pacific, Europe, Latin America, the Middle East and Africa, and North America, while data availability varied by country.

Report Structure

- The global chapter opens the report, including an overview of global market developments and trends.
- 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 total 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 airline booking sales, channels used for booking flights, share of consumers booking flights online, and top websites and apps used to book flights. Not all types of information mentioned are provided for each country due to varying data availability.

DEFINITIONS

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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 AIRLINE/FLIGHT BOOKING** booking of flight tickets for domestic or overseas travel; includes bookings through online direct channels (airline websites and apps) and intermediaries (e.g., OTAs).
- **DIRECT BOOKING CHANNELS** channels for booking flight tickets directly from a supplier, such as an airline's website or mobile app.
- **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 BOOKERS/ TRAVELERS** individuals who booked travel services via different channels.
- **ONLINE TRAVELERS** individuals who use the Internet and research or purchase travel services.
- **TRAVEL WEBSITES** websites with a focus on travel content, such as travel information websites, travel review websites and travel booking websites.

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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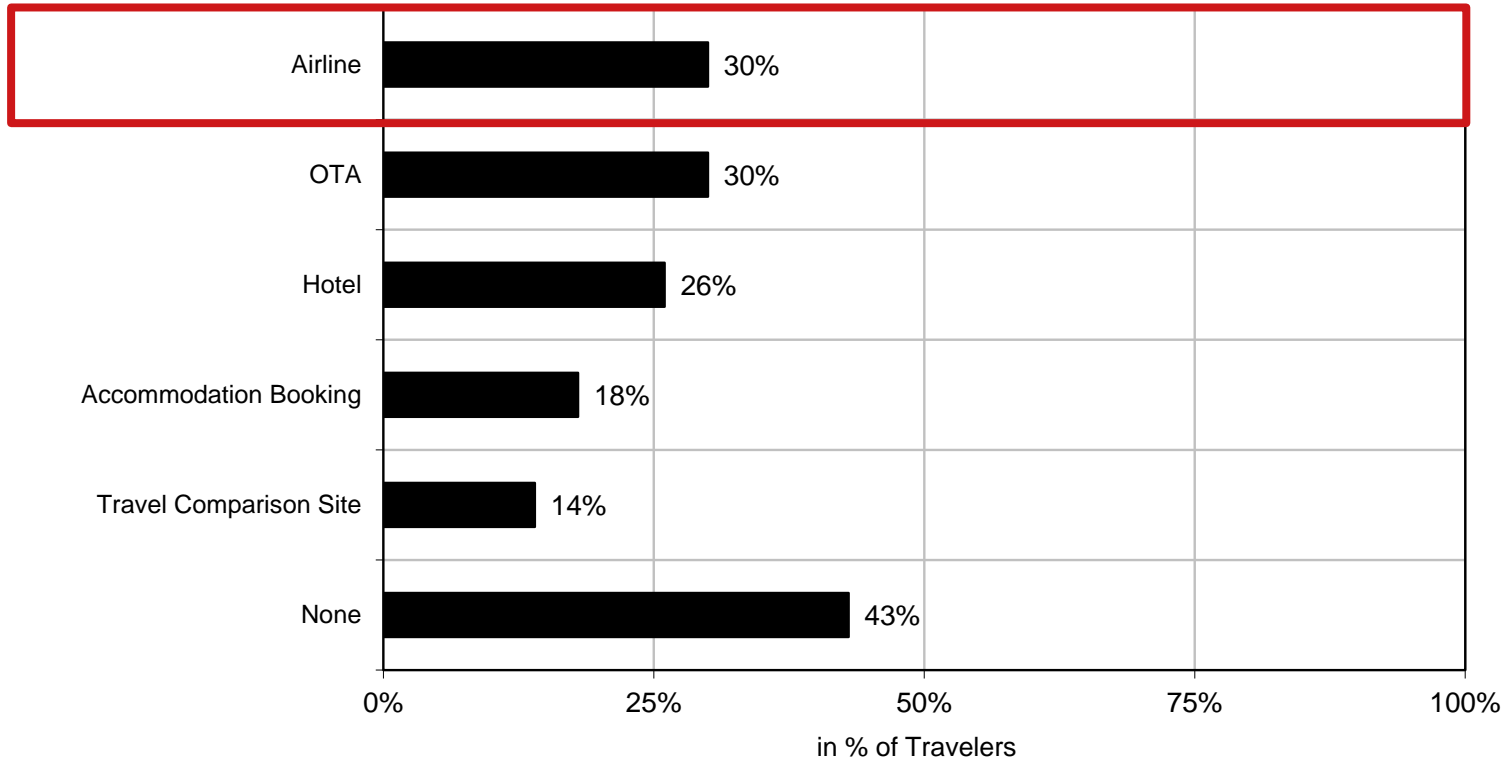
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Three in ten online travelers surveyed in selected countries worldwide in 2018 had airline apps installed on their smartphones.

Global: Types of Travel Apps Installed on a Smartphone, in % of Travelers, 2018



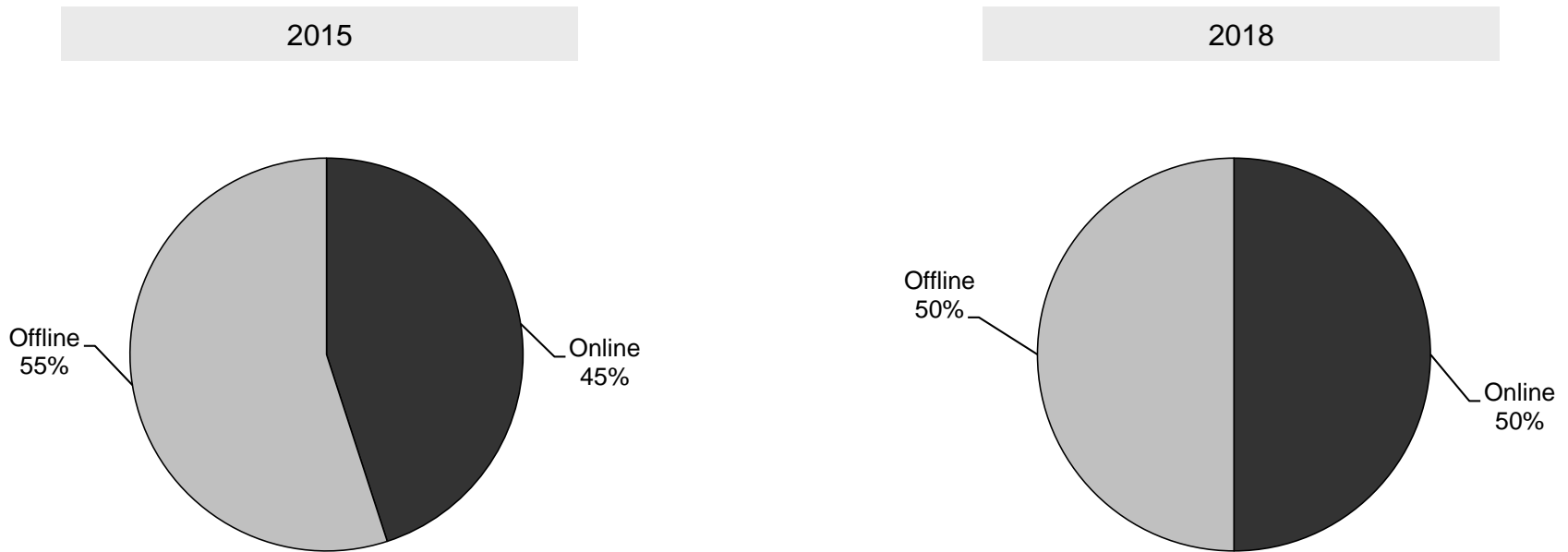
Note: does not add up to 100% due to multiple answers possible

Survey: based on an online survey of 1,100 travelers from 8 countries; question asked: "Do you have any of the following categories of travel apps currently installed on your smartphone?"

Source: Travelport Digital, April 2019

Half of air travel bookings in India in 2018 were online, up by +5 percentage points from 2015.

India: Online Share of Air Travel Bookings, in %, 2015 & 2018





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