



Global E-Commerce Intelligence
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SAMPLE REPORT

GLOBAL ONLINE TRAVEL MARKET INSIGHTS 2024

PUBLICATON DATE: OCTOBER 2024

PREFACE

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OBJECTIVE

RELIABLE

A LIST OF ADVANTAGES

- yStats.com provides secondary market research: By using various sources of information we ensure maximum reliability of 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.
- Our international employees research and filter all sources and translate relevant information into English. This ensures that the content of the original studies is correctly interpreted.
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- If required, yStats.com provides in-depth analysis for all research projects. Simply send us a request.

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GENERAL METHODOLOGY OF MARKET RESEARCH 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 based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum coverage of 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



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Report Coverage

- The report provides a comprehensive overview of the global online travel market, highlighting key trends, consumer behaviors, and growth forecasts through 2032. It covers the increasing influence of digital platforms, including Online Travel Agencies (OTAs), social media, and mobile technologies, in shaping travel decisions. The report also examines emerging trends such as AI integration, data-driven personalization, and cross-selling strategies that are transforming the travel industry.

Report Structure

- The report begins with an executive summary that highlights the key trends and growth projections of the global online travel market, providing a snapshot of the industry's current state and future trajectory. Following this, a section on the management summary, offering a concise overview of the key findings and insights.
- A detailed analysis of market segmentation follows, covering the roles of Online Travel Agencies (OTAs), mobile platforms, and social media in the travel planning and booking process. The report delves into consumer behaviour insights, focusing on the shift toward personalization, cross-selling of travel experiences, and the growing reliance on data-driven strategies by travel companies. The final sections of the report explore emerging technologies like artificial intelligence (AI) and automation, as well as their impact on customer service, pricing strategies, and overall travel experience optimization.

DEFINITIONS



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

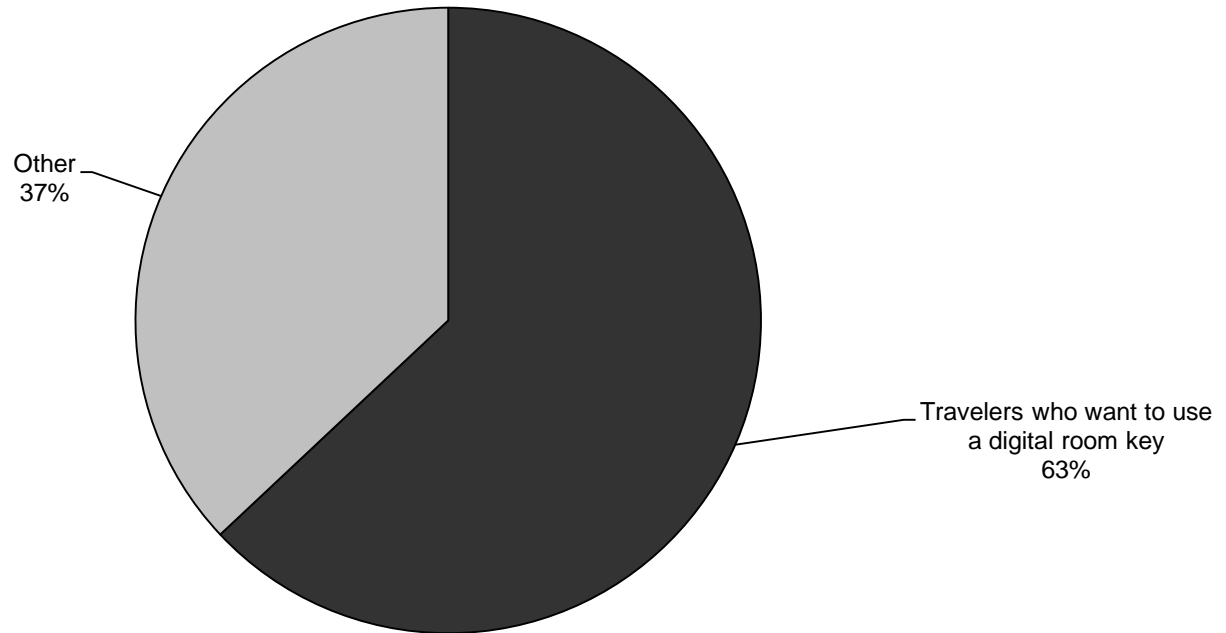
- **ARTIFICIAL INTELLIGENCE (AI)** AI is used in ecommerce marketing to help ecommerce businesses understand their customers and identify new purchasing behaviours and trends.
- **GROSS TRAVEL BOOKINGS** Total retail value of transactions booked via travel booking websites (of agencies or suppliers) or via offline channels, minus cancellations.
- **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.
- **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
- **TRAVEL BOOKERS** individuals who booked travel 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.
- **TRAVEL WEBSITES** Websites with a focus on travel content, such as travel information websites, travel review websites and travel booking websites.

Note: *the definitions from the original sources may differ from those in this chart; exact definitions, where available, are included in the respective charts.



More than 6 in 10 (63%) of global travelers wanted to use a digital hotel room key in June 2024.

Global: Share of Travelers Who Want to Use a Digital Hotel Room Key, in %, June 2024

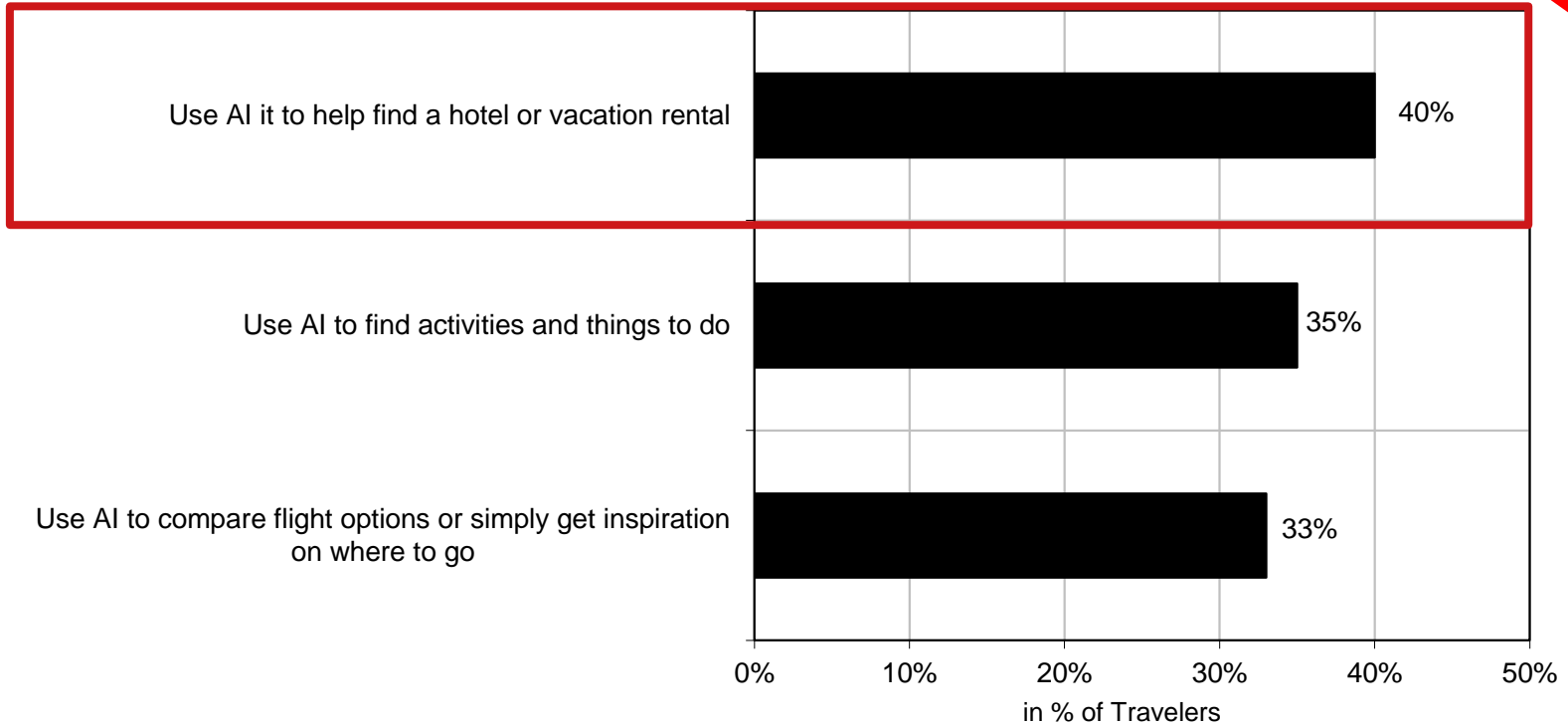


Survey: based on a survey of 13,001 adults who plan to travel in the next 12 months
Source: Hilton & Ipsos, September 2024



Globally, 40% of travelers stated that they would use AI to help find a hotel or vacation rental, as of October 2023.

Global: AI Use Cases in Travel, in % of Travelers, October 2023



Note: does not add up to 100% due to multiple answers possible
 Survey: based on a survey of 20,000 respondents, among adults who are planning domestic or international travel in the next 3 years, conducted September 2023 – October 2023
 Source: Expedia & OnePoll, November 2023

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10%

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