



Booking in China

September 2024

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Booking in China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Independent travel on the rise, as group travel loses popularity

Consolidation continues, driven by OTAs

PROSPECTS AND OPPORTUNITIES

Lodging set to see progress in direct booking

Business travel set to increase; however, sales will be dragged by low business confidence

CATEGORY DATA

Table 1 - Booking Sales: Value 2019-2024

Table 2 - Business Travel Sales: Value 2019-2024

Table 3 - Leisure Travel Sales: Value 2019-2024

Table 4 - Travel Intermediaries NBO Company Shares: % Value 2019-2024

Table 5 - Forecast Booking Sales: Value 2024-2029

Table 6 - Forecast Business Travel Sales: Value 2024-2029

Table 7 - Forecast Leisure Travel Sales: Value 2024-2029

Travel in China - Industry Overview

EXECUTIVE SUMMARY

Travel in 2024

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

MARKET DATA

Table 8 - Surface Travel Modes Sales: Value 2019-2024

Table 9 - Surface Travel Modes Online Sales: Value 2019-2024

Table 10 - Forecast Surface Travel Modes Sales: Value 2024-2029

Table 11 - Forecast Surface Travel Modes Online Sales: Value 2024-2029

Table 12 - In-Destination Spending: Value 2019-2024

Table 13 - Forecast In-Destination Spending: Value 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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