



# Research Report Explores the Global Online Travel Agency(OTA) Market 2019-2025

*"Online Travel Agency(OTA) - Market Demand, Growth, Opportunities and Analysis of Top Key Players to 2025"*

PUNE, MAHARASHTRA, INDIA, March 28, 2019 /EINPresswire.com/ -- Global [Online Travel Agency\(OTA\) Market](#) Size, Status and Forecast 2019-2025

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Smart tourism refers to the application of information and communication technology for developing innovative tools in tourism.[1] It supports integrated efforts at a destination to find innovative ways to collect and use data derived from physical infrastructure, social connectedness and organizational sources (both government and non-government), and users in combination with advanced technologies to increase efficiency, sustainability, experiences. The information and communication technology tools used for smart tourism include IoT, mobile communication, cloud computing, and artificial intelligence. It combines physical, informational, social, and commercial infrastructure of tourism with such tools to provide smart tourism opportunities.[1]The principles of smart tourism lie at enhancing tourism experiences, improve the efficiency of resource management, maximize destination competitiveness with an emphasis on sustainable aspects.It should also gather and distribute information to facilitate efficient allocation of tourism resources and integrate tourism supplies at a micro and macro level ensuring that the benefits are well distributed.

In 2018, the global Online Travel Agency (OTA) market size was xx million US\$ and it is expected to reach xx million US\$ by the end of 2025, with a CAGR of xx% during 2019-2025.

This report focuses on the global Online Travel Agency (OTA) status, future forecast, growth opportunity, key market and key players. The study objectives are to present the Online Travel Agency (OTA) development in United States, Europe and China.

The key players covered in this study

Booking Holdings

TripAdvisor

Expedia

HomeAway

Kayak  
QUNR  
Ctrip  
Orbitz  
MakeMyTrip  
TravelZoo  
Sabre Corporation  
Opodo  
Travelgenio  
Voyages  
Webjet  
Wotif.com

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Market segment by Type, the product can be split into

Online  
Offline

Market segment by Application, split into

Making Reservations  
Translation Services  
Direction Guidance  
Audio Guidance  
Other

Market segment by Regions/Countries, this report covers

United States  
Europe  
China  
Japan  
Southeast Asia  
India  
Central & South America

The study objectives of this report are:

To analyze global Online Travel Agency (OTA) status, future forecast, growth opportunity, key market and key players.

To present the Online Travel Agency (OTA) development in United States, Europe and China.

To strategically profile the key players and comprehensively analyze their development plan and strategies.

To define, describe and forecast the market by product type, market and key regions.

In this study, the years considered to estimate the market size of Online Travel Agency (OTA) are as follows:

History Year: 2014-2018

Base Year: 2018

Estimated Year: 2019

Forecast Year 2019 to 2025

For the data information by region, company, type and application, 2018 is considered as the base year. Whenever data information was unavailable for the base year, the prior year has been considered.

Complete report with Comprehensive table of contents@

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