



# Competitor Strategies in Travel

February 2023

Table of Contents

## COMPETITOR STRATEGIES IN TRAVEL

Scope

Key takeaways

### AIRLINES

US carriers dominate global airline spending

Airlines see strong growth, but inflation remains a threat

Travel restrictions contribute to fragmentation in Asia and Eastern Europe

Chinese airlines set to return to prominence

Inflation drives up cost of global airfares

International travel drives full-service airlines' recovery

### LODGING

Airbnb leads global lodging

Strong recovery post pandemic for lodging

Inflation to force lodging providers to look for efficiencies

Short-term rentals ahead of the global lodging recovery curve

Lodging a fragmented market, except in North America

Despite globalisation, developed markets dominate most key players' revenues

Key players rely on few core brand, despite expanding brand portfolios

Loyalty programmes help global chains increase share and online direct sales

Global rankings predicted to see only minor changes

### TRAVEL INTERMEDIARIES

Airbnb surges in travel intermediary rankings

Intermediaries enjoy strong post-lockdown recovery

Short-term rentals drive growth for intermediaries

Business intermediaries struggle to recover sales

Travel intermediaries focus on customer loyalty

Package holidays outpace overall intermediaries growth

### KEY FINDING

Key takeaways

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/competitor-strategies-in-travel/report](http://www.euromonitor.com/competitor-strategies-in-travel/report).