

Trends in Travel and Tourism Distribution - November 2016

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“Mobile is increasingly taking over as the channel of choice for searching and booking travel. Indeed, there is little doubt that searching and booking via mobile devices, which include smartphones and tablets, has become the fastest-growing travel-distribution channel in virtually every major market worldwide.”

This report looks at the following areas:

- What are the trends in the use of mobile for searching and booking travel?
- How much of the travel market is controlled by OTAs?
- How do direct channels compare with indirect channels in the airline, hotel, car-rental and cruise sectors?
- Which are the key players in the online accommodation-rental sector?
- How are tour operators adapting to the current travel distribution environment?
- What is the impact of social media on tourism and travel distribution?

This report provides an overview and update about trends in travel distribution, including the rise of mobile, the ongoing importance of the global distribution system (GDS) and the growing dominance of online travel agents (OTAs). Metasearch, the importance of Google as a travel site and the Airbnb phenomenon are also examined. Otherwise, specific developments involving air travel, accommodation, car rental, cruises and tour operators are also discussed and analysed.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Introduction

Data Sources

Overview

Figure 1: Tourist arrivals* by major country market, 2014-20

The Rise of Mobile

Google change favours mobile

US online travel bookings are going mobile

Figure 2: US travel bookers, 2014-19

Smartphones instead of tablets

Figure 3: US mobile travel bookers by device, 2014-19

PC use on the decline

Figure 4: US digital travel sales by device, 2014-19

Mobile in China

Airlines adapt to mobile

Figure 5: Mobile readiness of airline website, 1 September 2015

Making airline websites 'responsive'

Hotels go mobile

OTA apps versus hotel apps

Mobile at IHG

Mobile growth at TripAdvisor

Global Distribution Systems

Amadeus

Amadeus Altéa Suite

Amadeus' new 'community model' platform for hotels

Sabre

Airline solutions

Hospitality solutions

Sabre's Business Travel Services connects hotels and travel buyers

Travelport

Mobile Travel Technologies

Geographical diversification

650,000 accommodation establishments

A coming revolt against GDS charges?

Lufthansa charges extra for bookings via GDS

Emirates critical of GDS model

AXESS International Network

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Sirena-Travel GDS
TravelSky

Online Travel Agents

Hotels are the 'golden goose'
Independents depend more on OTAs than chains
OTA business models
Merchant model
Expedia is still mainly merchant model
Figure 6: Expedia's revenue by business model, 2013-15
Expedia Traveler Preference programme
Agency model
Opaque channels
'Name Your Own Price' and Hotwire
China
India

Metasearch

Figure 7: Trend in trivago's third-party revenue, 2013-15

Concur acquires Hipmunk
Google
Book Direct
TripAdvisor
Business model
Instant booking
Difference between Instant Booking and TripConnect
Expedia and Priceline account for half of TRIP's revenue
Figure 8: Proportion of TripAdvisor's revenue from Expedia & Priceline, 2011-15

Accommodation Rental Distribution Trends

Airbnb
Figure 9: Airbnb's growth in revenue compared to OTAs, July 2015-July 2016
Regulatory noose is tightening

Airline Distribution Trends

Case study: Spirit Airlines
Figure 10: Booking-channel breakdown for Spirit Airlines, 2014-15*

Hotel Distribution Trends

Direct vs. indirect channels
Top 50 markets channel breakdown
Figure 11: Breakdown of revenue* by channel in Q2 2016
International vs. North American markets

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Figure 12: Breakdown of revenue* by channel for international & North American markets, Q2 2016

Trend in transient bookings

Figure 13: Breakdown of revenue* by channel for international & North American markets, Q2 2015 vs Q2 2016

Car-Rental Distribution Trends

Rentalcars.com

Figure 14: Trend in Rentalcars.com's rental-car days, 2014-15

Cruise Distribution Trends

Travel agents dominate

Changing cruise-industry dynamics

A long-term trend?

Carnival Cruise Lines

Brands have independent channels

Travel agents are important

Tour Operators

Tour operators as hotel distribution platforms

Thomas Cook targets wealthy Chinese

What Next?

TV as a travel-marketing platform

Lufthansa to bring on the apps

Growing role of social media

Package holidays on the rise again

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