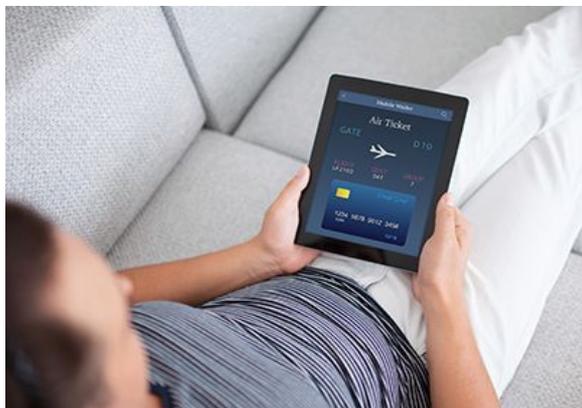


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“Online travel aggregators have maintained their dominant position in the travel industry, though they are struggling to promote brand loyalty in a market where consumers are willing to shop around to find the best deals. These sites are therefore pushing to improve organic site visits and the customer-brand relationship by taking on more of a travel agent role.”

– Andrew Moss, Consumer Technology Analyst

This report looks at the following areas:

- Increasing OTA access points
- Increasing loyalty in OTAs

The total UK (United Kingdom) holiday market volume grew in 2017. OTAs (Online Travel Aggregators) were the leading online booking method.

However, although OTAs are used for their convenience in collating multiple providers to one site, customers are often using multiple comparison sites to ensure they get the best deal possible. This has the effect of reducing the convenience that attracts people to OTAs, and also reduces customer loyalty to a particular comparison site.

OTAs are therefore looking to improve their relationship with holidaymakers by promoting loyalty schemes and increasing advertising for brand awareness rather than converting search results to bookings. Furthermore, OTAs are also looking to improve organic site visits by expanding to a holistic booking platform and promoting their package holidays.

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