

## 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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