

Travel Intermediaries in Asia Pacific

August 2021

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Scope Key findings

REGIONAL OVERVIEW

Despite 2020's decline, Asia Pacific remains the biggest region Immediate return to positive growth expected in 2021 Sales in all countries fall off a cliff in 2020 Air travel badly hit by border closures and travel restrictions Lodging sales record strong growth in China Pandemic helps speed up digitalisation in travel intermediaries

LEADING COMPANIES AND BRANDS

Increasing concentration being driven by China's Ctrip Ctrip continues gaining share Booking Holdings has a wide regional presence Ctrip continues to lead the brand rankings

FORECAST PROJECTIONS

Immediate return to positive growth expected from 2021... ...with digitalisation continuing to drive the industry

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