



Booking in Australia

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

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Online booking accelerates as digital channels dominate

Accommodation providers deploy AI and dynamic pricing to reclaim direct bookings and margin control

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Chart 2 Booking Sales by Category: Value 2026

WHAT'S NEXT?

Direct suppliers to leverage AI and mobile-first experiences to capture premium travellers

Booking online to outpace offline channels as platforms personalise and bundle offerings

Chart 1 Forecast Booking Sales: Value 2021-2031

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COMPETITIVE LANDSCAPE

Trip.com and airbnb capture new demand as global leaders defend share

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