Euromonitor International

Competitor Strategies in Travel

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Table of Contents

INTRODUCTION

Key findings

AIRLINES

US carriers lead global airlines sales
Global airlines value growth stabilises as networks, yield and hubs drive performance
Airline competition diverges as scale, partnerships and state backing reshape markets
Airline power is rebalancing as hub-led carriers climb the global rankings
Key strategies in the airlines market
Yield-led growth and value-based segmentation reshape airline economics
Airlines monetise demand through segmentation and high-value products
Technology as an execution layer accelerates airline competitiveness
Technology supports growth without friction
Hub-centric network scaling captures global demand flows
Sustainability is becoming a licence to operate and scale

LODGING

Airbnb leads global lodging sales
Global lodging value growth reflects structurally stronger demand and pricing power
Pricing discipline and ADR growth underpin lodging profitability
Lodging performance polarises as growth and value concentrate in distinct tiers
Competitive dynamics diverge as scale consolidates unevenly across regions
Lodging strategies diverge as developed and emerging markets follow distinct paths
Balancing flagship power with portfolio depth becomes a competitive advantage
Direct platforms drive profitability while intermediaries power global scale
Leading companies consolidate position through scale, brands and geography
Key strategies in the lodging market
Lodging portfolios continue to expand into flexible and segmented formats as demand diverges
Direct booking and loyalty ecosystems are becoming central to growth strategies
Global lodging leaders adapt portfolios and distribution to changing demand

TRAVEL INTERMEDIARIES

Booking Holdings, Trip.com, and Expedia dominate global travel intermediaries
Travel intermediaries scale on value, service depth and digital reach
Short-term rentals continue to scale online, with intermediaries capturing the bulk of value
Key strategies in the travel intermediaries market
Intermediaries broaden growth beyond core travel categories
Integrated platforms redefine demand capture
AI operationalises platform-led conversion and loyalty
Traveloka leverages integrated platforms to drive loyalty and seamless conversion

CONCLUSION

Recommendations for growth

APPENDIX

Projected company sales: FAQs

About Euromonitor International

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