

# Booking in Asia Pacific

December 2022

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Key findings

## REGIONAL OVERVIEW

Asia Pacific loses most actual sales over the 2017-2022 period

Asia Pacific will again become the biggest region for booking sales over the 2022-2027 period

Slower growth in China during 2022 limits the overall dynamism in Asia Pacific

Air travel records major losses in China and Japan

Booking is recovering after the battering it took due to COVID-19...

...but China is slowing the overall regional performance

## LEADING COMPANIES AND BRANDS

Lack of concentration in most countries among travel intermediaries

Ctrip.com a strong leader in travel intermediaries

Booking Holdings has a wide presence across Asia Pacific

Traveloka and MakeMyTrip among the brands moving up the rankings

## FORECAST PROJECTIONS

Healthy growth rates expected over the 2022-2027 period

Online booking sales growth will continue to outpace the offline performance

## COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

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Vietnam: Market Context

Vietnam: Competitive and Retail Landscape

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