



**Euromonitor  
International**

# Competitor Strategies in Travel

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## INTRODUCTION

Key findings

## AIRLINES

US carriers continue to lead global airline sales

Global airline industry rebound driven by regional demand and network expansion

Rising fragmentation sparks a new wave of airline consolidation

Airlines focus on reinventing to strengthen positioning globally

Key strategies in the airlines market

Pricing strategies focus on balancing affordability, flexibility and innovation

Technology continues to be at the forefront of airline's strategies

Airlines are leveraging technology to enhance passenger experience

Sustainability is shifting from compliance to competitive advantage

## LODGING

Airbnb continues to lead global lodging

Lodging values sales surge amid robust global demand

Lodging providers balance dynamic pricing, operational efficiency and segmentation

Luxury hotels lead global lodging value recovery, while short-term rentals expand

Hotel chains scale up in emerging markets as consolidation reshapes the landscape

Lodging strategies diverge as developed and emerging markets follow distinct paths

Leading brands dominate lodging sales, with diversification supporting growth

Direct online sales outpace intermediaries

Top players hold position, as regional agility reshapes lower tier rankings

Key strategies in the lodging market

Extended stay models grow as demand shifts towards flexibility and value

Lodging leaders are redefining hospitality through luxury, technology and wellness

## TRAVEL INTERMEDIARIES

Booking Holdings, Trip.com, and Expedia dominate global travel intermediaries

Online travel agencies (OTAs) and digital travel platform sales continue to grow

Short-term rentals show strong growth but remain a small share of intermediary sales

Experiences-driven segments lead growth in intermediary bookings

Curated packages gain ground as travellers seek convenience and value

Key strategies in the travel intermediary market

AI adoption is redefining how intermediaries plan, package, and personalise travel

Trip.com leverages GenAI to drive loyalty and hyper-personalisation

## CONCLUSION

Recommendations for growth

## APPENDIX

Projected company sales: FAQs

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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