



THE BIG BOOK OF OTAs



A Hotelier's Guide to Top Distribution Channels



Updated for 2024





THE **BIG** **BOOK** OF **OTAs**

Love them or not, online travel agencies (OTAs) play a critical role in every property's distribution strategy. According to Expedia Group's 2023 Path to Purchase report, OTAs captured 51% of online hotel & lodging bookings and possess the visibility and marketing power that most individual properties cannot achieve on their own.

Working with OTAs isn't just a matter of signing up and hoping for the best. To take advantage of the opportunities and avoid the pitfalls, you need to actively manage your listings, pricing, and inventory and take a strategic approach to online distribution.

If done correctly, adopting the right OTAs as part of your distribution strategy can actually help drive direct bookings through the "billboard effect." Building a comprehensive channel mix incorporating different types of OTAs will ensure you reach your target audience and secure a steady stream of reservations.

See which OTAs dominate globally, regionally, and across property types based on Cloudbeds customer data and how properties like yours use OTAs as part of their distribution strategy.

At Cloudbeds, we know the world of OTAs and distribution channels can be complex. We've created the Big Book of OTAs to help demystify this process and explain how to create a recipe for success when working with third-party distribution channels.



CONTENTS

00
About OTAs

01
A year in review: Top trends influencing the OTA industry

02
How do OTAs work?

03
Top 5 reasons why travelers use OTAs

04
How do OTA commissions work?

05
What is a channel mix?

06
Choosing a channel manager to support your mix

07
Highest revenue-generating OTAs

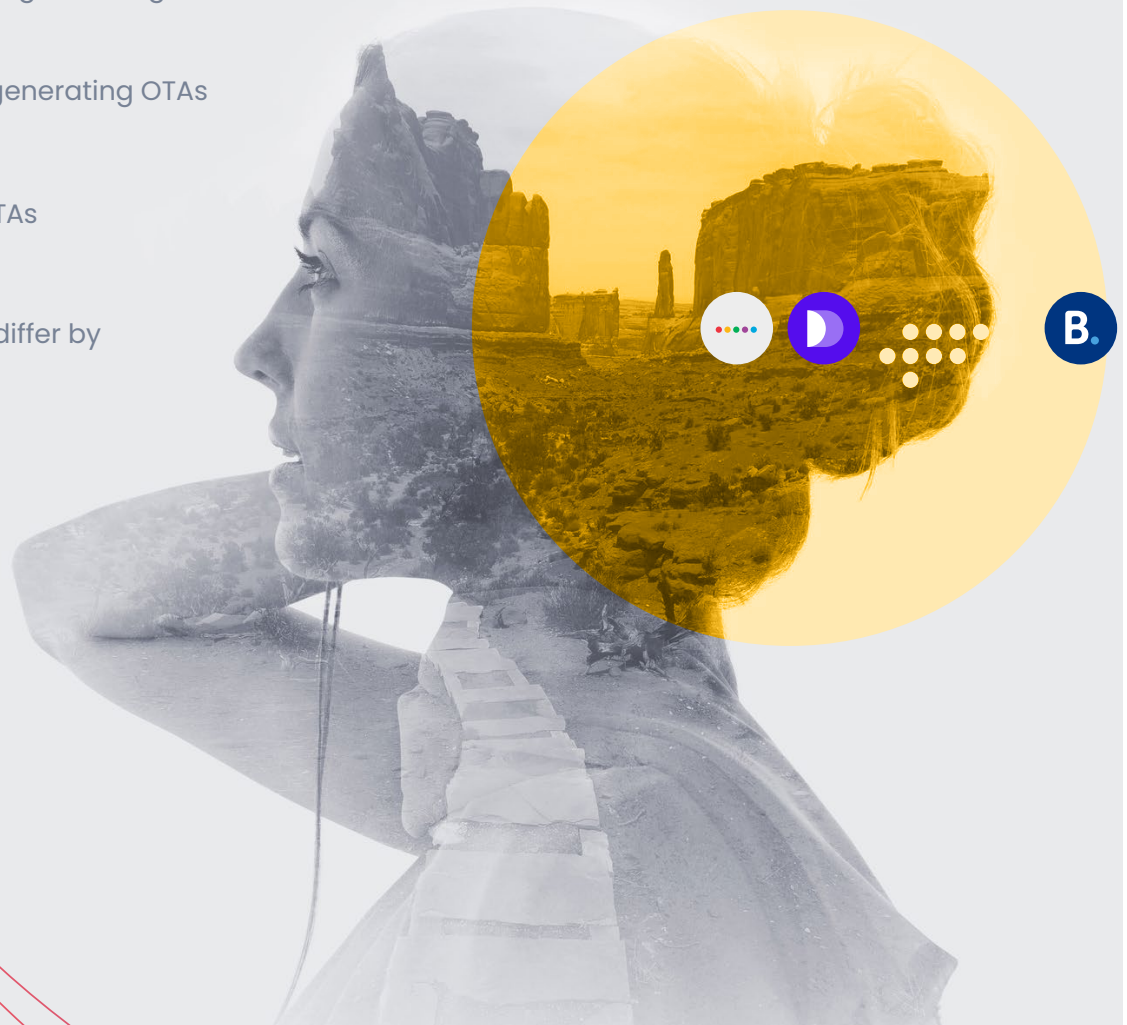
08
Highest revenue-generating OTAs
by country

09
Highlighted niche OTAs

10
How channel mixes differ by
property type

11
Who owns who?

12
OTA Directory





About OTAs

What is an online travel agency (OTA)?

An online travel agency (OTA) is a website that acts as a search engine for travel. They connect providers across the travel industry to help travelers easily plan their trips. On OTA sites, travelers can often access package deals with accommodations, airfare, cruises, rental cars, and more.

Over the years, online travel agencies have evolved into sophisticated marketing channels for properties of all sizes and types. Never before have consumers been able to so easily compare different travel options side-by-side in terms of price, travel dates, and location.

On average, travelers view [141 pages of travel content](#) in the 45 days before booking a trip, with OTAs making up 67 of those pages. Therefore, properties must be active on as many channels as possible to increase brand awareness and drive bookings – both OTA bookings and direct bookings (more on this later). With the increased popularity of OTAs around the world, hoteliers now have access to markets once unattainable.





01

A year in review: Top trends influencing the OTA industry

To ensure you're able to strategize and build the best distribution mix for your property, it's a good idea to keep up to date with the latest news and opportunities. Here, we share some of the major OTA trends from 2023 that we expect to impact the distribution landscape into 2024.





01.

OTAs are back and stronger than ever

After a brief lull during the pandemic, OTAs are once again reporting strong growth and a remarkable pace of recovery. In 2022, OTA business represented almost one quarter or **22% of the total U.S. travel market**.

OTA market share is dominated by two behemoths, Expedia Group and Booking Holdings, which collectively **generated over \$250 billion USD in travel bookings** in the twelve months leading into Q1 2023.

For Booking Holdings, which owns and operates Priceline.com, KAYAK, and Agoda, as well as Booking.com and other travel sites, 2022 was its **biggest year ever**. The company generated almost 900 million room nights globally, a 6% increase over 2019. In 2023, the company generated **\$39.7 billion USD in gross bookings** in the second quarter alone, the highest quarterly figure in the company's history.

As for Expedia Group, which owns and operates Hotels.com, Vrbo, Travelocity, Hotwire.com, and Orbitz, among other travel sites, the numbers are lower but still formidable. In Q2 2023, the value of the company's gross bookings was \$19.2 billion

USD, a **record level for any second quarter** in the company's history.

Regional OTAs have been performing well, too. In Latin America, for example, Despegar **reported \$1.3 billion USD in gross bookings** in the second quarter of 2023, a 16% increase over the same quarter the previous year. As for Trip.com, a leading OTA for Chinese travelers, our data shows a huge jump in revenue generated in 2023 across several countries, indicating the return of this segment to international travel.

"Many booking sites have fully recovered, or even grown, from pre-Covid levels," **Skift reported** in July 2023. "Airbnb leads the online travel agency recovery, powered by the surge in demand for short-term rentals during the pandemic." Skift also noted that, now that pandemic concerns have subsided, U.S. travelers have shifted away from direct hotel booking channels and returned to third-party booking sites.





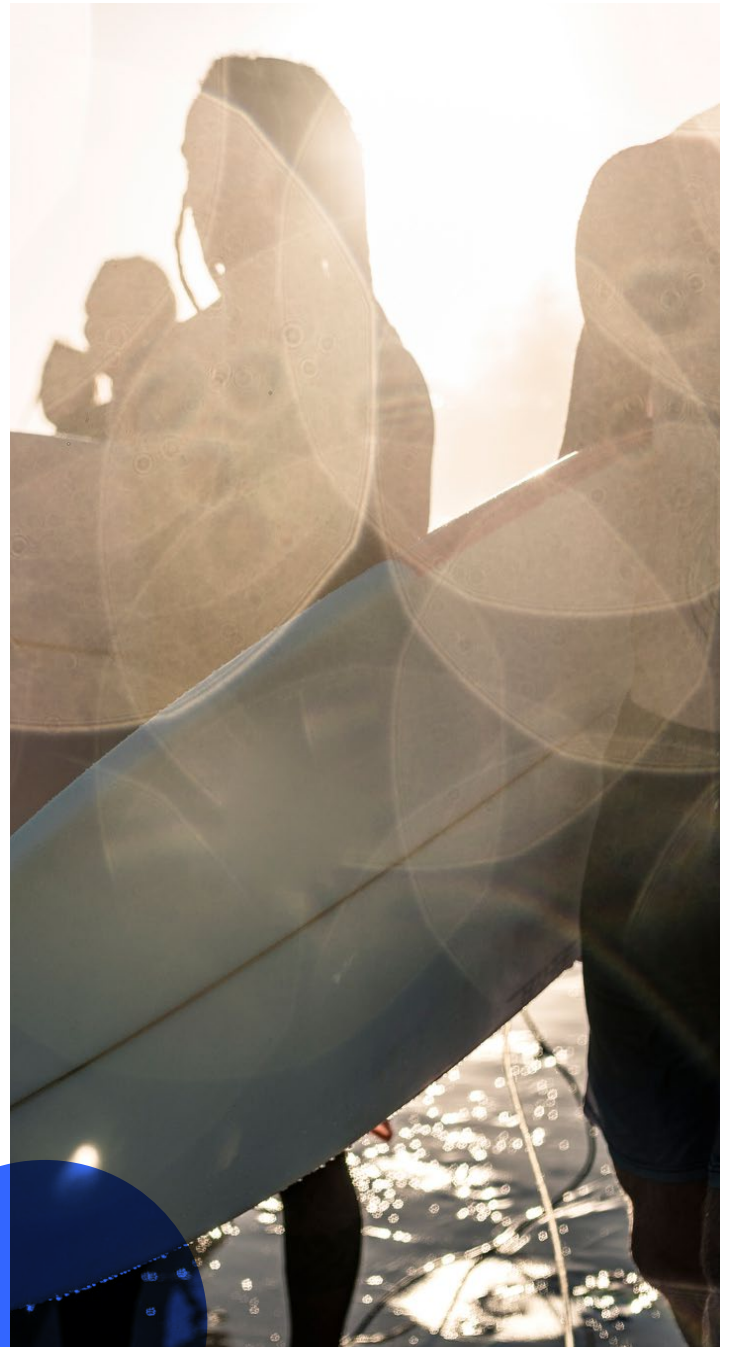
02.

Mobile bookings are a top priority for OTAs

To encourage travelers to book more hotel rooms from mobile devices, OTAs have been channeling their resources into promoting their mobile apps. The strategy seems to be working. [Data from Booking.com](#) shows that almost half of room nights (48%) were booked on its mobile app in the second quarter of this year, an all-time high.

Last year, Booking.com was [the most downloaded OTA app in the world](#), with 80 million downloads. In second place was Airbnb, with 52 million downloads, followed by Expedia, with 27 million downloads. Also ranked within the top ten were Agoda, Vrbo, Skyscanner, Hotels.com, Trip.com, and Trivago.

Meanwhile, relative newcomer Hopper is taking the travel world by storm. Ranked in the sixth position on apptopia's list, with 19.8 million downloads, the app-only OTA is especially popular among Gen Z travelers. And the big OTAs are taking notice. Earlier this year, Expedia ended its supply relationship with Hopper, and in October, Hopper ended its hotel partnership with Booking Holdings, perhaps as a preemptive move.





03.

OTAs and fintech companies are uniting forces

Across the travel industry, there has been a steady rise in investment in fintech products and services to boost revenue and enhance the traveler experience. Fintech, which stands for financial technology, refers to the new wave of finance services companies that employ innovative technology to compete with traditional financial methods and institutions.

Booking.com, which has traditionally operated on an agency model, has recently been [shifting toward the merchant model](#), taking payments for hotel rooms from guests rather than requiring guests to pay the hotel directly.

Agoda has partnered with Sunrate, a global payment platform based in Singapore, and Airwallex, a fintech company that reduces fees charged for processing overseas transactions.

And the buy now, pay later (BNPL) craze has also taken root in OTAs. Airbnb has partnered with Klarna to allow customers to pay for bookings in four payments over a six-week period. Expedia has partnered with Affirm to allow guests to pay for flights and hotels in installments over three, six, or twelve months.

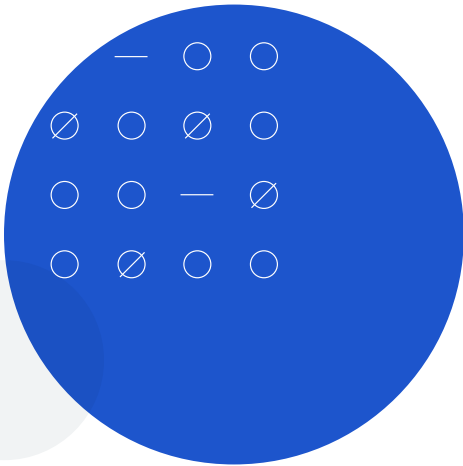
At the same time, financial institutions are partnering with OTAs to sell travel. For example, Nubank formed a partnership with Hopper to provide a comprehensive travel portal for its customers, and Citi launched Citi Travel in collaboration with Booking.com and Rocket Travel to allow Citi ThankYou card members to access inventory on the bank's website and app.





04.

OTAs embrace a future of AI-powered travel planning



Another big shift in 2023 was the widespread adoption of ChatGPT, the generative chatbot built by OpenAI. More than **one million users** signed up to the service within just five days following the launch, and that number has since grown to over 100 million users.

OTAs have been quick to jump on the bandwagon. Trip.com was the first OTA to partner with ChatGPT, introducing TripGen in March, a ChatGPT-powered chatbot. Soon after, Expedia Group announced an Expedia plug-in for ChatGPT. The following month, Expedia released a ChatGPT-powered AI chatbot on its mobile app, allowing users to ask the chatbot for help and get trip ideas while planning travel.

Since then, KAYAK has also formed an integration with ChatGPT. And in June, Booking.com added conversational chat capabilities to its mobile app.

While the adoption of AI by OTAs has come rapidly, the usefulness of these tools has yet to be proven. Rathi Murthy, Chief Technology Officer for Expedia Group, **said in March 2023**, “honestly, the travel industry as a whole has a lot of legacy technology, and it’s not super easy to move in and adopt some of this. But I do see players like us — players that have core technology in the background, large OTAs — start jumping in to experiment and try things out.”

Moving into 2024, OTAs will further develop these technologies to deliver more personalized experiences that will significantly impact how travelers research and book accommodations.



05.

Leisure travel is softening, but other segments are poised for growth

There are signs that leisure travel is slowing down, and the pent-up demand that has fueled travel since the pandemic may have run its course. Fortunately, group and corporate travel are primed to pick up the slack.

“With less chance to bump into coworkers in the office, companies are focused on retaining their culture with more team trips and conferences,” says [Booking.com](#).

Lodging operators who wish to take advantage of the upswing in corporate travel need to be active on the channels where business travelers go to book rooms. And that includes the GDS and OTAs.

“[Hotels] need to widen OTA distribution into a question of third-party distribution,” said Matt Varabkanich, Sr. Research Analyst at Cleveland Research, during [Cloudbeds’ 2023 Passport User Conference in October](#). “I would break it down into four buckets: global OTAs like Booking.com, Expedia, Hotels.com, and Airbnb; regional direct-to-consumer OTAs like Agoda, Traveloka, Makemytrip, and Vrbo; wholesale B2B distribution; and closed user groups.

“Closed user groups is where we’re seeing the most emergence of new channels. In North America, that takes shape through the form of banks, credit card companies, retailers, or phone service providers creating travel portals that their customers can exclusively book through, a lot of times supplied by the OTAs, but we’re seeing an emergence of that taking place more here in North America and Asia Pacific. My guess is that would be more skewed towards super apps.”

Other expected growth drivers include international travel and events. In a [survey of travel managers](#) in the U.S. and Europe from Deloitte, more than half of respondents said they expect industry events to spur travel growth this year. The popularity of remote and hybrid work may act as an impetus, with meetings, conferences, and events providing an opportunity for coworkers, clients, and prospects to connect in person, Deloitte speculates.





06.

Loyalty and retention are also top priorities for OTAs

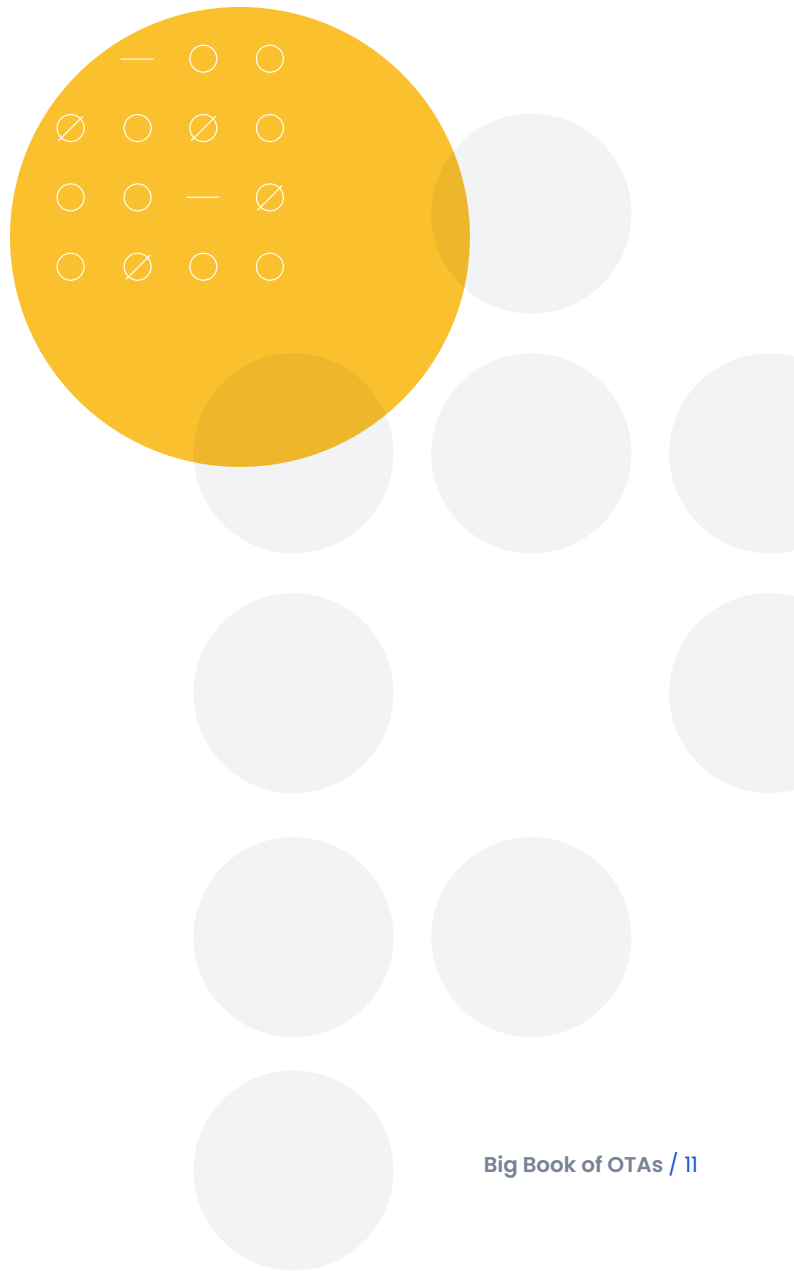
If there's a downturn in the economy and inflation remains high, travelers are expected to take fewer trips and will be more price-sensitive when choosing destinations and hotels. This will make it more challenging for hotels to attract repeat guests and **build guest loyalty**.

To combat this challenge, OTAs have made significant efforts to secure traveler loyalty. Booking.com's Genius loyalty program is wildly popular, with first-tier members receiving a 10% discount on accommodation at participating hotels – and even bigger discounts for higher tiers. Those discounts come at the expense of hotels in the form of lower rates and higher commissions.

Earlier this year, Expedia Group launched the One Key loyalty program, which consolidates its previous programs, allowing members to earn points and use rewards on Expedia, Hotels.com, and Vrbo. Already, the program has an estimated 168 million members worldwide. While Expedia claims the program will help hoteliers accelerate demand and attract high-value travelers across its brands, hotels can expect to carry some of the costs of the perks.

"Uber has expanded into rides and food delivery and travel services in the UK, and I imagine those super apps are looking into more ways to sell travel services," said Varabkanich during Passport. "On the global OTA side, the biggest two have taken different avenues, with Booking Holdings on the consolidation side, having acquired wholesaler Getaroom and is currently battling the European Commission to buy the number two flight OTA in Europe."

"Whereas Expedia has put its eggs in the baskets of Hotels.com, Expedia.com, and Vrbo and is pushing to drive more customer loyalty to the group of those brands. So, there's different forms taking place of emergences vs. consolidation, something I think would be interesting to keep an eye on in terms of the emergence of new channels."





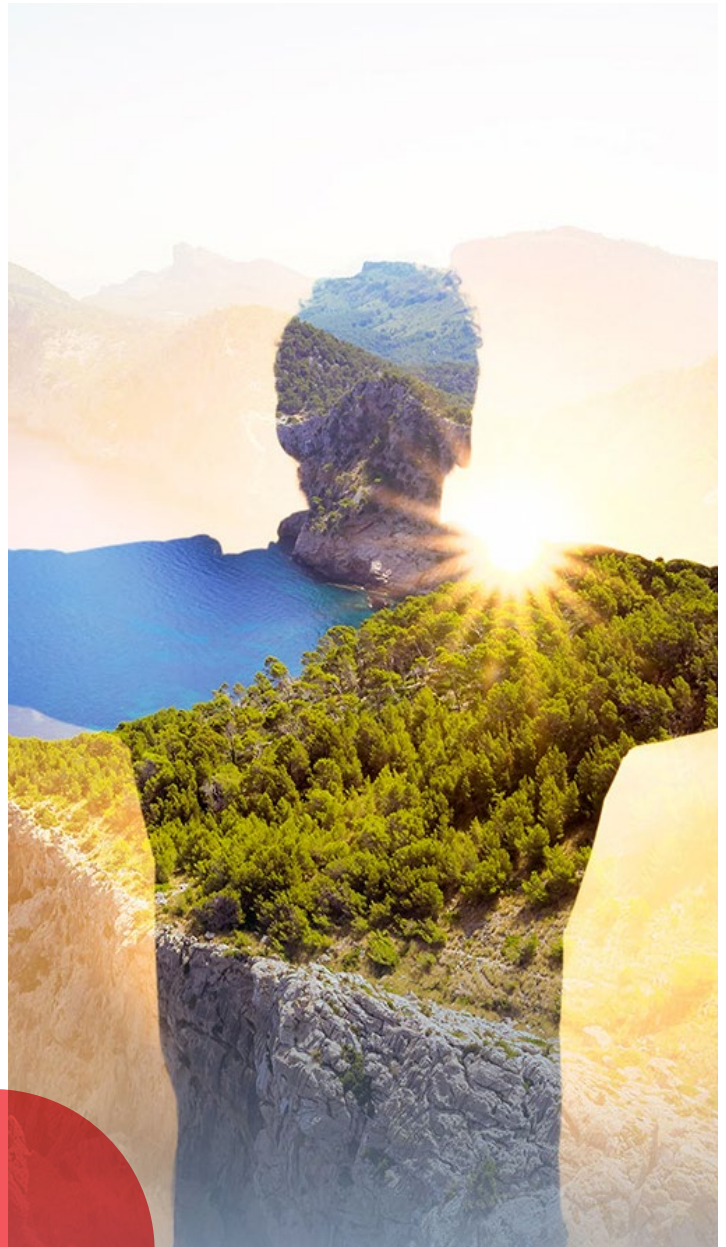
07.

OTAs are finding new ways to entice travelers

OTAs are also making it easier for travelers to discover new destinations and properties that might not otherwise be on the radar. In 2022, Airbnb introduced Categories, a new way for guests to discover unique places to stay. The site now lists over 60 categories based on the accommodation style, location, and proximity to activities, including tiny homes, luxe locations, and beachfront spots.

On Vrbo, visitors can visit the “Get inspired” section and browse categories such as family trips, the beach, pet-friendly accommodations, and places with swimming pools. Booking.com has a “pick a vibe” section with options like relax, outdoors, romance, city, beach, food, and skiing.

In May 2023, Airbnb also introduced Rooms, a product that takes the company back to its roots as a platform for finding shared accommodation. With Rooms, travelers can browse ‘Host Passports,’ an expanded profile with photos and fun facts to choose the host they’ll connect with best.





02

How do OTAs work?

Online travel agencies emerged in the 1990s, using the internet's extensive reach to aggregate global travel supply into a single place so consumers could book their own travel online. These self-service tools reshaped the hotel industry and the way travel was researched and booked, as the general public could now easily plan their trips and reserve their airfare, accommodations, and tours on their own rather than rely on a physical travel agent.

Sites such as Expedia.com, Booking.com, Airbnb, Orbitz, Hotels.com, and TripAdvisor are often consumers' first stop when researching and booking their next trip. These sites offer a

seamless user experience at all stages of the buying process: problem/need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

Properties of all types and sizes can connect to multiple OTAs through an integrated channel manager. A distribution system, like a channel manager, shares room inventory and rates from your property management system (PMS) to your booking engine and OTAs. Properties that use a channel manager can streamline hotel operations, increase hotel revenue via revenue management best practices, and increase occupancy across channels (all without the fear of overbookings).





OTA business models



Hotels form partnerships with OTAs by basically outsourcing marketing to OTAs, who then make money through two business models: the merchant model (guest pays the OTA in advance) and the commission model (guest pays the hotel at check-in or check-out). Most OTAs offer a blended model so that hotels can let guests choose which option they'd prefer.

The merchant model

In this model, the online travel agency acts as the merchant of record and collects payments from guests at the time of booking. Once the guest has checked out, the OTA pays the hotel. Contracts exist between hotels and OTAs to provide a set number of rooms to the OTA at a favorable rate. The OTA then makes a profit off each room sold but must meet its contractual thresholds.

The agency (commission) model

In this model, the consumer books via the OTA but pays the hotel directly at the time of checkout. The hotel then pays the OTA a commission on the total value of the booking after checkout. There are no contracts and rates are set by hotel management.

A third model, advertising, has increased in popularity and exists on metasearch sites such as Google Hotel Ads, Tripadvisor, Trivago, and KAYAK. Metasearch engines work primarily on a cost-per-click basis where hotels can promote their rooms with links to their direct booking engine, and pay a fee based on the number of clicks they receive. Some of these sites, such as Google, also offer a cost-per-acquisition model (also known as "pay per stay") where the property pays a percentage of the total reservation cost upon completion of the stay.

For hotels, it can be frustrating to watch distribution costs rise without getting more in return, but there are costs associated with direct bookings too. Demand doesn't appear without at least some sort of distribution or marketing strategy in place, and those marketing campaigns, loyalty offers, special deals, and direct booking tools have a cost to the hotel. That's why it's important to use OTAs wisely and in conjunction with your own direct marketing strategy.



Online travel agencies vs. online travel agents

Before the rise of OTAs, it was the role of a travel agent to book leisure and business travel. This is because travelers back then did not have access to hotel availability and rates the way we do today. While the internet has made it easier for travelers to book their own trips online, some segments like luxury, corporate, and group travelers still prefer to utilize a person, or online travel agent, to help plan and book a trip.

Travel agents are beneficial when planning complex trips such as a destination wedding, honeymoon, or corporate trip. They have the expertise and connections to find unique accommodations at better rates than most people can find themselves.

Travel agents such as Kuoni have a team of destination experts who work behind the scenes to curate tailor-made accommodations, experiences, and itineraries. Their in-person stores allow travelers to enjoy a glass of champagne while meeting with a travel expert to plan their dream vacation.

Travel agents usually have a portfolio of properties they recommend to travelers and take a commission fee, similar to OTAs. Strong relationships with travel agents can help properties drive more bookings in alternative segments than the OTA market.





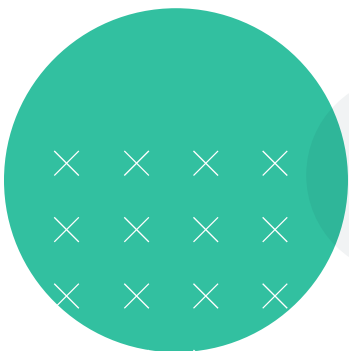
Difference between OTAs and metasearch

With so many online booking channels available today, it can be challenging to understand the difference between certain channels.

Metasearch websites like Skyscanner act as aggregators and display hotel information and room rates from a variety of online channels, including OTAs like Agoda, Trip.com, Travelocity, or Priceline.com and a hotel's website. It enables travelers to compare all of their hotel booking options in real time across the web so that they can book the best deal.

OTAs provide room rates and booking capabilities for only one channel – their own. Meanwhile, metasearch sites can display up to twenty or more results.

Properties can invest in hotel marketing efforts through metasearch engines. Metasearch sites rank listings and it pays off to be near the top. Paying to have your listing higher in the ranks to drive more direct bookings can drive serious results.



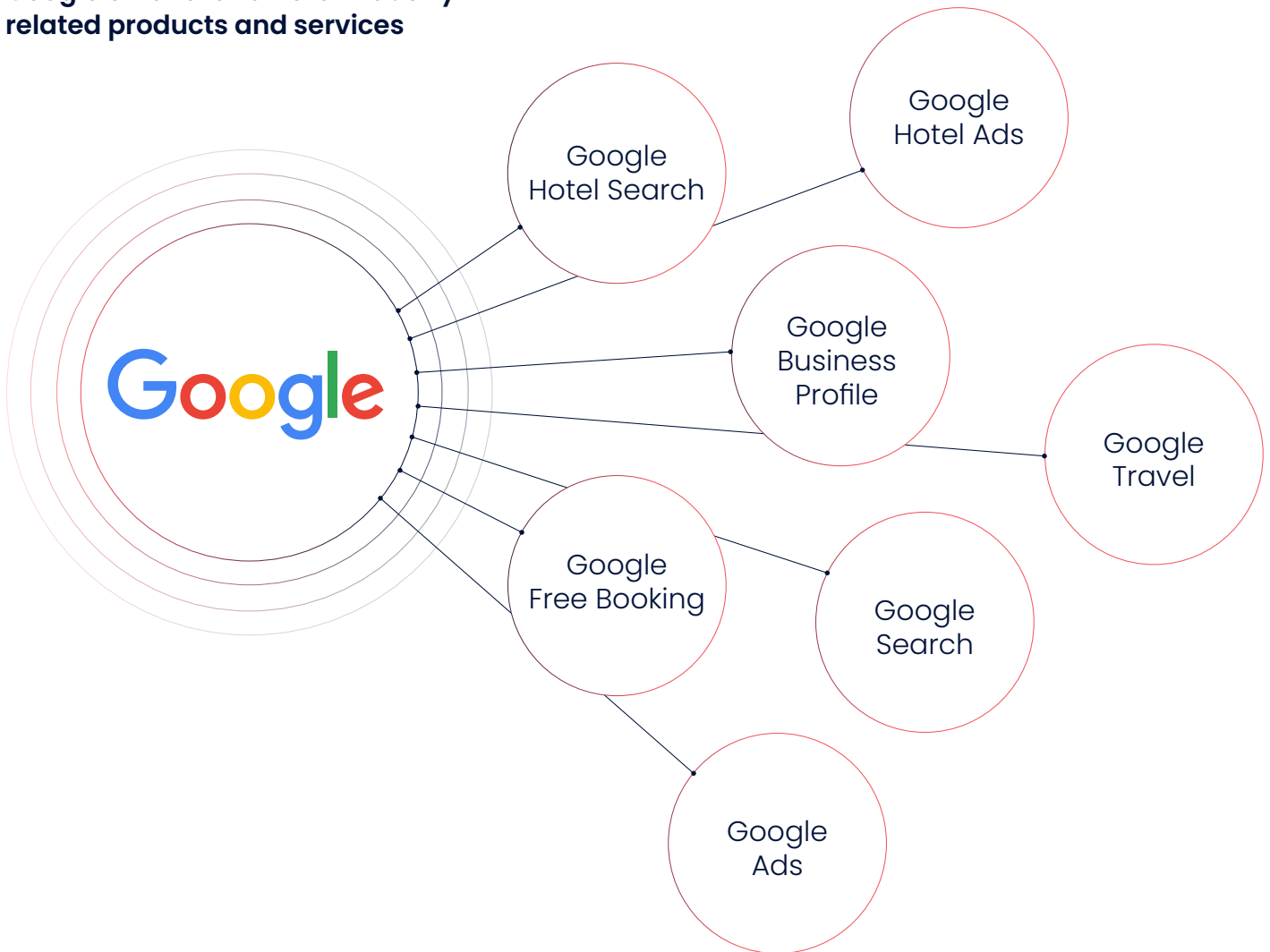


Is Google an OTA?

Google is often a traveler's first stop when looking for a hotel room. In recent years, Google has changed the hospitality industry with its products. Google offers Google Hotel Search, which acts as a hotel metasearch platform. When a traveler enters a property's name into Google, it will show all of the rates and listing information from across the web.

Google also has free booking links, a game-changer for independent hotels as they can list their direct rates and links to their own website within the Google Hotel Search box. This option encourages potential guests to book direct.

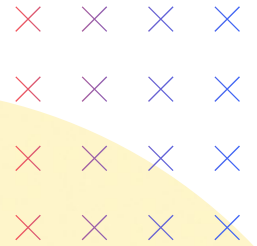
Google's travel and hotel industry-related products and services





03

Top 5 reasons why travelers use OTAs



01.

Convenience

With so much information online today, travelers use OTAs to easily browse and book their accommodations using a trustworthy website. OTAs provide the convenience of price, location, and property-type comparisons. The ability to filter down thousands of properties to one that fits their trip goals is an invaluable tool that saves hours of time.

02.

Loyalty programs

Larger OTAs have loyalty programs that reward travelers for booking multiple trips through their site, including rooms (or beds), car rentals, plane tickets, and activities. For example, the new [One Key reward program](#) gives travelers the flexibility to earn and use rewards across Expedia Group using OneKeyCash.





03.

Price-driven decisions

Online travel agencies are often considered the cheapest place to book and the best place to find package deals. Though many hotel brands have tried to change this perception by pushing direct booking campaigns and strategies, OTAs still benefit from being thought of as low-cost leaders.

For example, Agoda has a '[Coupons & Deals](#)' section of its website offering daily deals and spontaneous savings. Every day, these offers change and include incentives such as percentage off coupons and special rates on select hotels. Offers like this are hard for consumers to pass up and help increase the likelihood of generating a booking.

04.

Extensive advertising & marketing budgets

Discount and deal-centric advertising campaigns help shape consumer notions that OTAs are the best place to book. Skift reports the going rate for a 30-second Superbowl slot in the 2023 game was \$7 million USD, with Booking.com making an appearance in the fourth quarter with its Booking. yeah ad.

Online travel agencies have one job: to get their inventory, including yours, in front of the right person at the right time. They're constantly creating new and innovative ways to get rooms and rates in front of travelers. Of course, the cost of this innovation is how they justify their fees and commissions to the properties that list on their platforms.

05.

Secure global payments & traveler protection

OTAs give travelers the ability to complete safe and secure payment transactions in their preferred currency. They support multiple payment methods depending on location, providing travelers the flexibility that independent properties are often unable to accommodate unless they use secure, integrated payment processing (which the [Cloudbeds Hospitality Platform](#) offers) that's equipped to send hospitality-enriched data to banks and also supports multiple payment methods and currencies.

In addition, OTAs often offer traveler protection to provide peace of mind while booking. Last year, Airbnb introduced Aircover, a free protection for travelers included for every guest. Its purpose is to help provide refunds or new accommodations if you experience an issue such as a host cancellation, trouble checking in, or a key missing amenity.



04

How do OTA commissions work?



Online travel agency commission rates are either a fixed payment or percentage of sale that OTAs charge properties for a listing on their website. Hoteliers pay OTAs a commission because their properties can generate more visibility and bookings from the increased traffic on OTA websites. It would be very difficult and costly to generate the same results through direct channels alone.



OTA commissions cover the enormous advertising costs that OTAs like Expedia and Booking.com spend to bring people to their site, along with support, development, reputation management, and more (in 2022, [Expedia spent \\$3.8 billion USD in advertising](#)).





How much commission do hotels pay to OTAs?

Unfortunately for hoteliers, booking sites have significantly increased their commission rates over the past few years. Previously, they sat at around 10%, and today, the average commission rate ranges from 15–30%+.

To illustrate, if an OTA charges 20% commission for a hotel booking, then a hotel that sold their room for a nightly room rate of \$200 would be required to pay the OTA \$40 for that OTA booking.

Some OTAs, like Airbnb, offset their commission rates and fees to guests to reduce the cost burden on properties. The commission is a critical factor for independent hotels when determining their pricing strategy and what OTAs to include as part of their distribution strategy, as the monthly commission fees from varying OTAs can quickly add up.

How do commissions vary?

While the average commission range for many big online travel agents is 15–30%, some smaller and more niche OTAs offer lower rates – sometimes as low as 4%. It's common for commission rates for properties on the same OTA to vary based on their region and property type.

It's crucial to visit an OTA's website before forming a partnership to research their commission rate structure. Consider each OTA's reach and visibility within the hospitality industry and the types of hotel guests they attract.

Ask yourself:

- Does this OTA attract our target audience?
- What regions is this OTA most active in?
- How does their commission structure work? Do they offset any of the costs?
- How does this OTA add value to my distribution strategy?
- Is the higher commission fee worth it? What benefits or services does this OTA provide?





Are there any other OTA fees or costs?

There can often be hidden fees in addition to the commission rates charged by OTAs, making it critical to review your contract carefully.

Here are the most common costs and fees associated with OTAs.

Commission on upsells. Some OTAs will take a commission on upsells that properties offer guests during the booking process, such as breakfast, towels, parking, and more. It's a good idea to promote extras or upsells as incentives on your own website, which may also help drive more direct bookings, instead of paying even more fees to OTAs. If your OTA contract requires you to keep rate parity with the OTA, then adding special deals or discounted upsells could be another way to capture more direct bookings.

VAT/GST. Depending on your region's local tax laws, you may be required to pay additional taxes on top of your commission payment. If tax is not included, be sure to check with your local tax authority to see what the protocol is for reporting.

Channel manager commissions & fees. If using a channel manager to connect your property management system (PMS) to OTAs (which is recommended!), ensure you are using a system that doesn't charge any extra fees or commissions. Some channel managers require you to pay per OTA connection or transaction — a hidden cost that significantly adds up over time.

Cancellation rates. An indirect cost that can affect your bottom-line revenue is higher cancellation rates associated with OTA listings. Many OTAs use 'free cancellation' to entice potential guests to book, while properties are left to deal with the repercussions when guests find a better deal. Phocuswire found that OTAs under Booking Holdings had a **cancellation rate of 50%** compared to an average direct booking cancellation rate of 18.2%. This can prove to be a challenge across the hotel industry when it comes to forecasting occupancy.

Increased visibility. OTAs like Agoda offer hoteliers the option to pay higher commission fees in exchange for higher placement in OTA search results. Depending on your hotel's marketing strategy, this cost could be worthwhile to help drive more online bookings.



How to reduce your OTA commission rate



You may be wondering — ***is there a way to reduce OTA commission rates?***

This is a challenging question, and the answer is dependent on multiple factors. Large, recognizable hotel brands are more likely to successfully negotiate commission rates, while smaller independent properties face more of a battle.

It can be worth a try to see if you can negotiate a lower commission rate. However, it's also a good idea to look at other approaches like:

Be more strategic with your OTA strategy. Instead of connecting to the most 'well-known' OTAs that often have the highest commission rates, take time to research other distribution channels. The travel industry has dozens of niche and regional OTAs with much lower commission rates and the potential to attract your ideal traveler profile better. These travelers are less likely to cancel and more likely to be repeat guests. A mix between big and small OTAs can drive the results you need without the cost.

Restrict your available inventory on OTAs. As part of your revenue management strategy, reduce your reliance on OTAs during the high season and invest in direct channels like your hotel website, booking engine, and Google Business Listing. Utilize OTAs during the low season when you need more demand to fill your hotel rooms.

Collect guest information and develop a communication strategy. OTAs are a great way to introduce guests to your property, but once they stay with you, it's your responsibility to deliver an exceptional guest experience and loyalty program that makes them want to return (and book direct!) Upon check-in, ensure that you collect guest contact information like email and mobile phone number to send in-stay and post-stay communication messages through text, WhatsApp, and email. Consider using a guest engagement solution to streamline guest communication with automated messaging to encourage new customers to return.



Cost of OTA commissions vs. cost of direct bookings

Acquiring guests, directly and indirectly, can be costly, but are both essential aspects of a hotel's marketing strategy. As discussed above, the main costs associated with OTAs for hotels include:

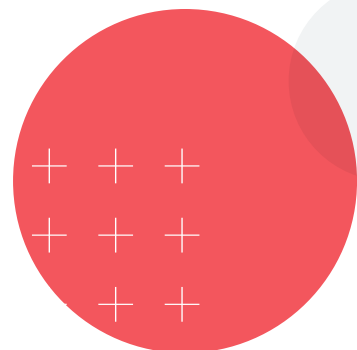
- Commission rates (ranging from 15–30% on average) for each channel connection
- Channel manager fees (if your provider charges fees & commissions for connections or bookings)
- Taxes & additional fees

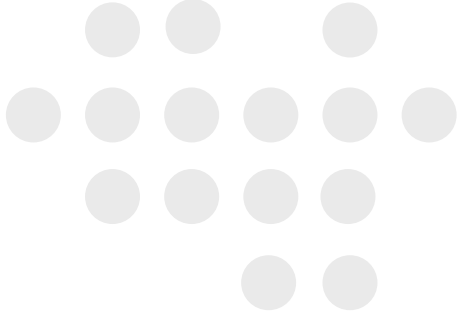
A successful direct booking strategy usually requires a multi-channel approach that incorporates a variety of digital channels such as social media, website, metasearch, search engine optimization (SEO), search engine marketing (SEM), and online listings like Google Business.

While many of these direct channels are free (think SEO, social media, and Google hotels [free booking links](#)), they do require a significant time investment to get set up and go through the optimization process (this should be an ongoing process).

Paid digital marketing channels like SEM and metasearch usually operate on a cost-per-click (CPC) business model where accommodation providers pay a set fee each time a traveler visits their website.

Both OTA listings and direct hotel marketing strategies should be used for a balanced distribution strategy. As a best practice, measure the ROI for each channel and experiment throughout the year to see what works best for your property.





05

What is a channel mix?

A channel mix is the selection of travel sites that a property connects to with the goal of gaining increased visibility across its target audience.

With hundreds of online channels today, properties that want to build an effective distribution strategy should prioritize those that align with their hotel brand and attract visitors they've identified as their **target market**.

Choosing the right online travel agents for your channel mix can help your property get exposure across different regions and audiences to increase occupancy rates without additional marketing spend. Also, OTA sites often include currency conversions, language support, and tailored experiences based on purchasing habits that help convert travelers on a global scale. It would be difficult to repeat these features and marketing tactics on your website without spending a large budget on marketing.





The billboard effect: How to choose a channel mix that drives direct bookings

Travelers in the [planning phase](#) of their trip will often run into the same properties repeatedly when searching across different online travel agencies. Expedia Group found in its 2023 report that the average trip consideration window is 71 days, with 33 days in the inspiration phase and 38 days in the research and planning phase. During the early stages of planning, travelers average around 2.5 page views per day, but in the days before a booking, page views increase exponentially, with 25 page views on the day of purchase

During this long booking process, travelers often go directly to a property's website to find out more information, especially if they've seen the same property on multiple OTAs.

This phenomenon is called "The Billboard Effect" and was introduced by Chris Anderson, Associate Professor at Cornell University, in 2009. This [Cornell study](#) found that hotels listed on OTAs experience a boost in direct hotel bookings due to their presence on OTA websites.

More recently, Anderson released a follow-up study in 2017 titled '[The Billboard Effect: Still Alive and Well](#)' and found that while the demand funnel is more complex today with the multitude of marketing efforts such as SEO and SEM, 30% of direct bookers still start their research process at an OTA.

While the demand funnel is more complex today with the multitude of marketing efforts such as SEO and SEM, 30% of direct bookers still start their research process at an OTA.

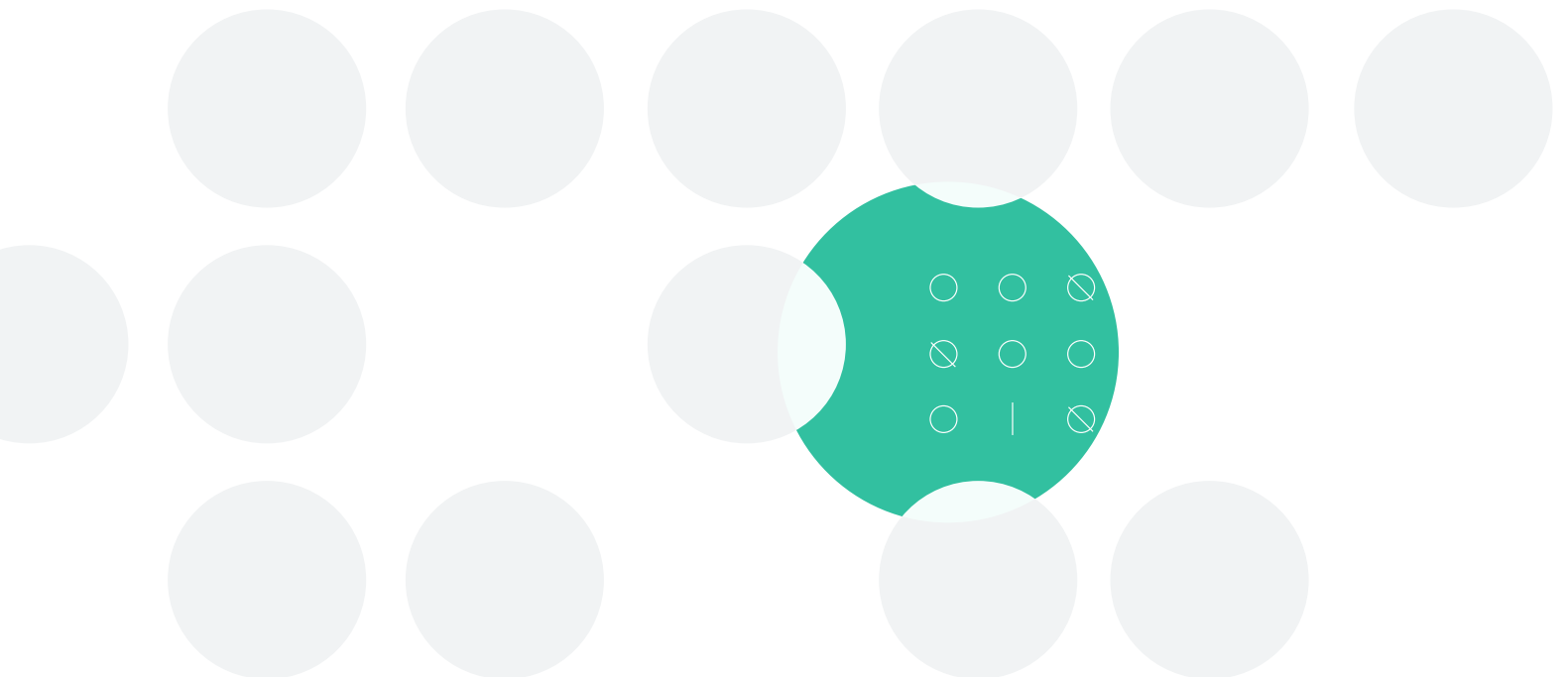


Advantages of the billboard effect

The number one advantage of the billboard effect in the hospitality industry is getting more visibility on your property, more visitors to your website, and more direct bookings.

By having multiple OTA listings, you increase the chances of being noticed by travelers and having them visit your own website to learn more and book direct.

Listings on popular global OTAs will ensure a steady volume of traffic to your site, increasing the opportunity for direct bookings, and niche OTAs will help drive more qualified traffic to your website with a higher likelihood of conversion. Therefore, developing a channel mix that fits your audience and property will be pivotal in maximizing the billboard effect.





Building your channel mix

Building a robust channel mix that consists of a wide variety of OTAs is critical to driving more reservations and hotel revenue. Your mix should include a selection of OTAs from the following categories:

Global OTAs

Major, global OTAs like Expedia, Booking.com, and Tripadvisor should be the foundation of your channel mix. They attract hundreds of millions of visitors each month, making them a critical channel to promote your property. However, these sites have millions of listings and charge up to 30% commission rates, so they should not be the only channels you depend on.

Regional OTAs

Regional OTAs help attract domestic travelers and those from specific countries. For example, while Agoda is not a popular booking site in Mexico, Mexican properties can list their property to attract visitors from Asia and the UK, where it is a very popular OTA. Regional OTAs can be especially useful for filling demand during your off-seasons when travelers in the opposite hemisphere prepare to travel during their seasonal break.

Niche OTAs

One of the most lucrative strategies for your channel mix is to include niche channels that target particular audiences. Niche OTAs today include surf or ski properties, camping or glamping properties, luxury or boutique properties, and more. Travelers who visit these sites have very specific desires, and if they find a property that meets their needs, they are more likely to be repeat guests.





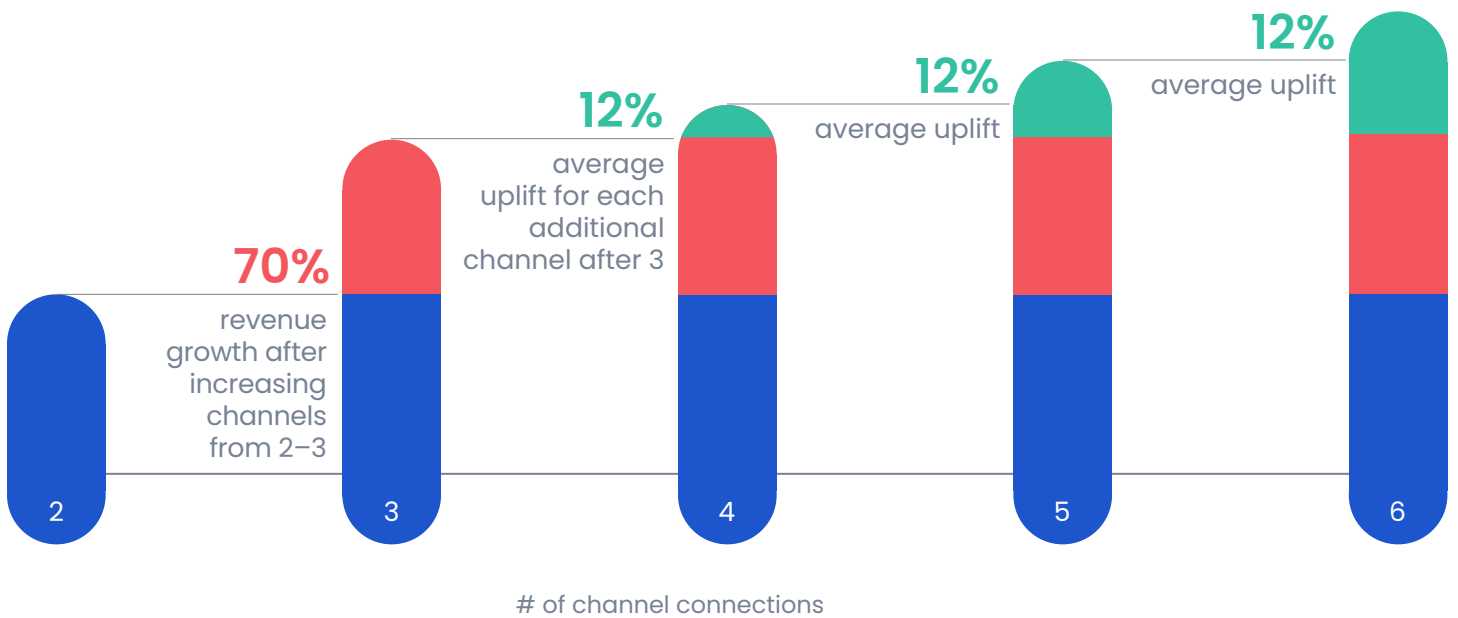
The (channel) recipe for success

Different OTAs cater to different property types and audiences, making it essential to understand your target audiences and your unique market position before choosing your channels. The optimal channel mix won't be the same for every property, so we've developed a recipe for success to help properties build their distribution strategy.

Our customer data shows that properties with 21-50 rooms experience significant revenue growth (70%) when increasing their channel connections from 2 channels to 3. After this, **each additional channel results in an average uplift of 12%, leveling out at 6 channel connections.**

Properties with 21-50 rooms who increased their channel connections from 2 to 3 channels saw a 70% increase in revenue.

Revenue lift after second channel connection

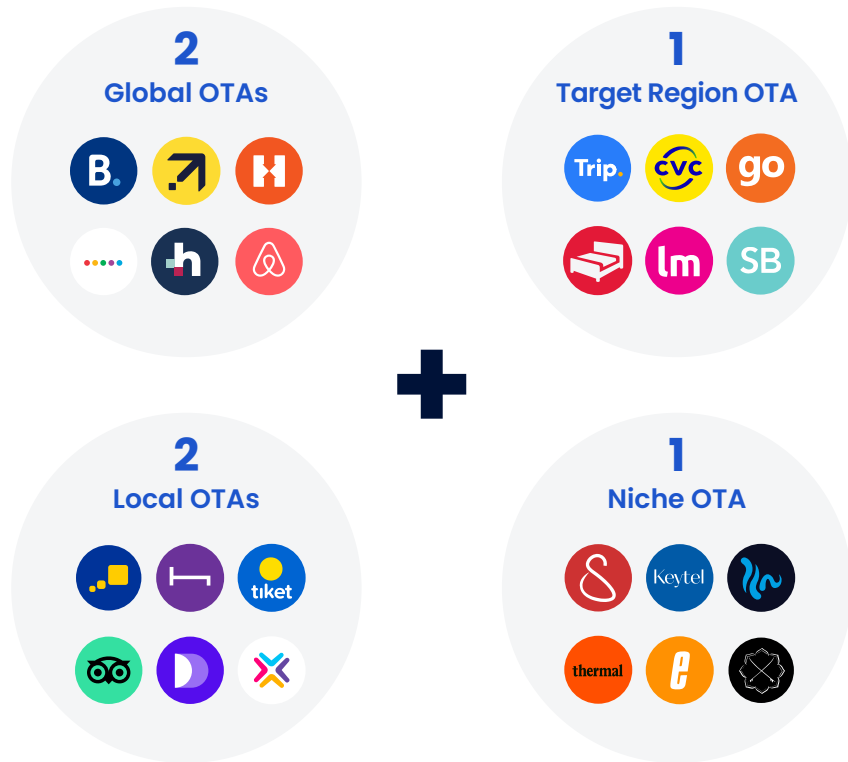




To create an optimal channel mix, properties should follow the six-channel recipe as a guide, incorporating OTAs that best fit your property. You can find a comprehensive list of OTAs grouped by category in the OTA directory on page 49–81.



Recipe A: If your property has a niche



Recipe B: If your property doesn't have a niche





Tips for building your ideal channel mix

1. Include your go-tos

As part of your mix, choose OTAs that you're familiar with and you know deliver results. As you add new channels, ensure you properly [optimize your property's OTA profile](#) so you can improve your listing rank on their website and gain more visibility.

2. Consider alternative channels such as bed banks

A bed bank is an alternative wholesale channel for properties to leverage as part of their channel mix. As group and business travel picks up in the next year, bed banks will be an even more important distribution channel. Bed banks purchase rooms from properties, typically in bulk and for specific dates, at discounted rates and resell them to OTAs, airlines, and travel agents. Hotelbeds is one of the largest wholesalers, with [71,000 travel distributors](#) (up 10,000 from last year) in 150 destinations.

3. Familiarize yourself with OTA business models

The two main business models that OTAs use today are the agency model and the merchant model. Under the agency model, OTAs act as an agent, passing reservations booked by customers to hotels and receiving a commission in return. Commissions can either be paid at the time of booking or after an agreed-upon time period (ie. after the check-out month).

The merchant model is another common business model. Under merchant models, hotels sell rooms at wholesale prices to OTAs, and from there, OTAs are responsible for setting room rates and selling to customers. Booking.com recently moved away from an agency model towards a merchant model, reaching [60% of global adoption in 2022](#).

A third model, advertising, has increased in popularity and exists [on metasearch sites](#). Metasearch engines work primarily on a cost-per-click basis where hotels can promote their rooms with links to their direct booking engine and pay a fee based on the number of clicks they receive. Some of these sites, such as Google, also offer a cost-per-acquisition model (also known as "pay per stay") where the property pays a percentage of the total reservation cost upon completion of the stay.



4. Analyze fees and commission rates

All OTAs charge different fees and commission rates depending on their business models. When building out your channel mix, it's important to identify the fees per channel and the value your property gains from each. Commission rates have grown steadily over the years, with most today ranging between 15% and 30%. Keep in mind that there is room for negotiation when finalizing your contract with OTAs, so be sure to push to get the lowest rate possible for your property type.

It's good practice to include a combination of OTAs with differing commission structures to get the most visibility for your property while limiting spend.

5. Look at where your competitors are listed

It's essential to be active on channels where your competitors are listed, not only so you can keep a competitive edge but also because these OTAs are likely the best channels to encounter your target audience. However, it's also important to identify channels undiscovered by your competition where you can be first to market. Consider targeting a new region to drive new [guest demographics](#) to your property.

6. Measure your results and refine

Continually review your channel mix and make changes over time to keep your content fresh and relevant. See which channels are bringing in the most reservations and evaluate if the commission costs are within a reasonable rate for your [revenue management strategy](#). Once you get more comfortable managing your channel mix, you can experiment with adding different OTAs or adjusting how you distribute your inventory.



7. Manage reviews

Naturally, as you increase the number of channels your property is connected to, you'll also collect more reviews. Positive online reviews are one of the best tools to convert travelers into guests. On the other hand, poor reviews can negatively impact your business. Therefore, you should develop a strategy to [manage your online reputation](#). Sending out post-stay surveys to gauge guest satisfaction can allow you to identify and resolve issues before they become bad reviews and also help you recognize guests willing to leave you a positive review.

8. Don't forget about your social channels

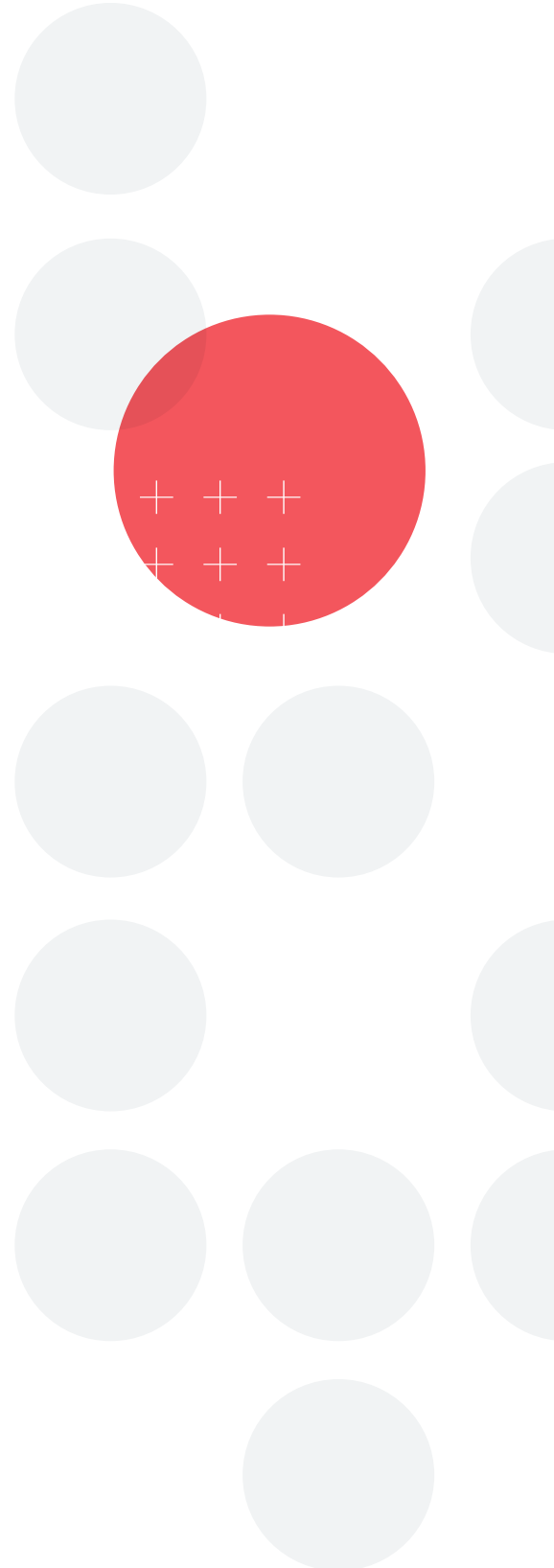
Your social media profiles serve as an extension of the billboard effect since many travelers use social media as a search engine (especially [TikTok](#) and [Instagram](#)). Understand what social media sites your target audience frequents and actively engages on these channels. By showcasing your property on social media through videos, high-quality pictures, and reviews, you can establish trust and encourage users to book direct.

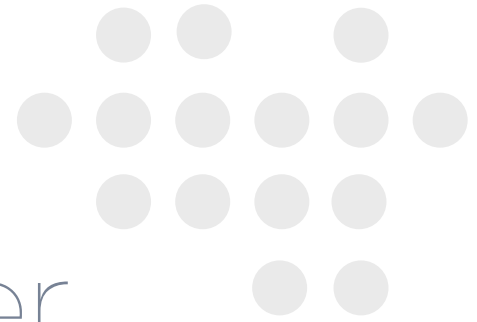
9. Have a user-friendly website

Driving traffic to your website is only half the battle. Ensure that your website is easy to navigate and mobile-responsive for a seamless user experience. A [modern design](#) that matches your brand and clear calls to action can help direct users to book.

10. Invest in a channel manager

A channel manager is essential for managing multiple OTAs so you can keep track of your rates and availability in real time while avoiding unintentional overbookings. Look for a channel manager that's integrated with your property management system (PMS) to facilitate a more seamless online booking experience.





06

Choosing a channel manager to support your mix

A channel manager is an essential part of a property's online distribution strategy as it's used for managing multiple OTAs so you can keep track of your inventory in real-time while avoiding unintentional overbookings. A good channel manager will provide two-way synchronization with your property management system and booking engine to keep your rates and availability in sync.

Here are a few considerations when [choosing a channel manager](#):

01

Make sure your channel manager connects to the channels you already use and depend on.

02

Analyze which other channels they connect to. Does it connect to the largest OTA networks like Airbnb, Expedia, and TripAdvisor? What about local connections in your area? For example, if you're in South America, Despegar is an important connection.





03

Choose a channel manager that integrates with your [property management system](#) and booking engine so your availability and rates are updated in real-time, reducing the possibility of overbookings or losing the opportunity to sell a recently canceled room.

04

Your channel manager should have near-instantaneous two-way synchronization to reduce the risk of overbookings. Depending on the provider, connection speed can range from seconds (like Cloudbeds) to minutes.

05

Prioritize a channel manager with comprehensive features, including multi-currency support, reporting, multiple users, and user roles.

06

Find out what type of onboarding and support the channel manager provider offers. You'll want to find a vendor that cares about your success and has 24/7 support in case you need help.

07

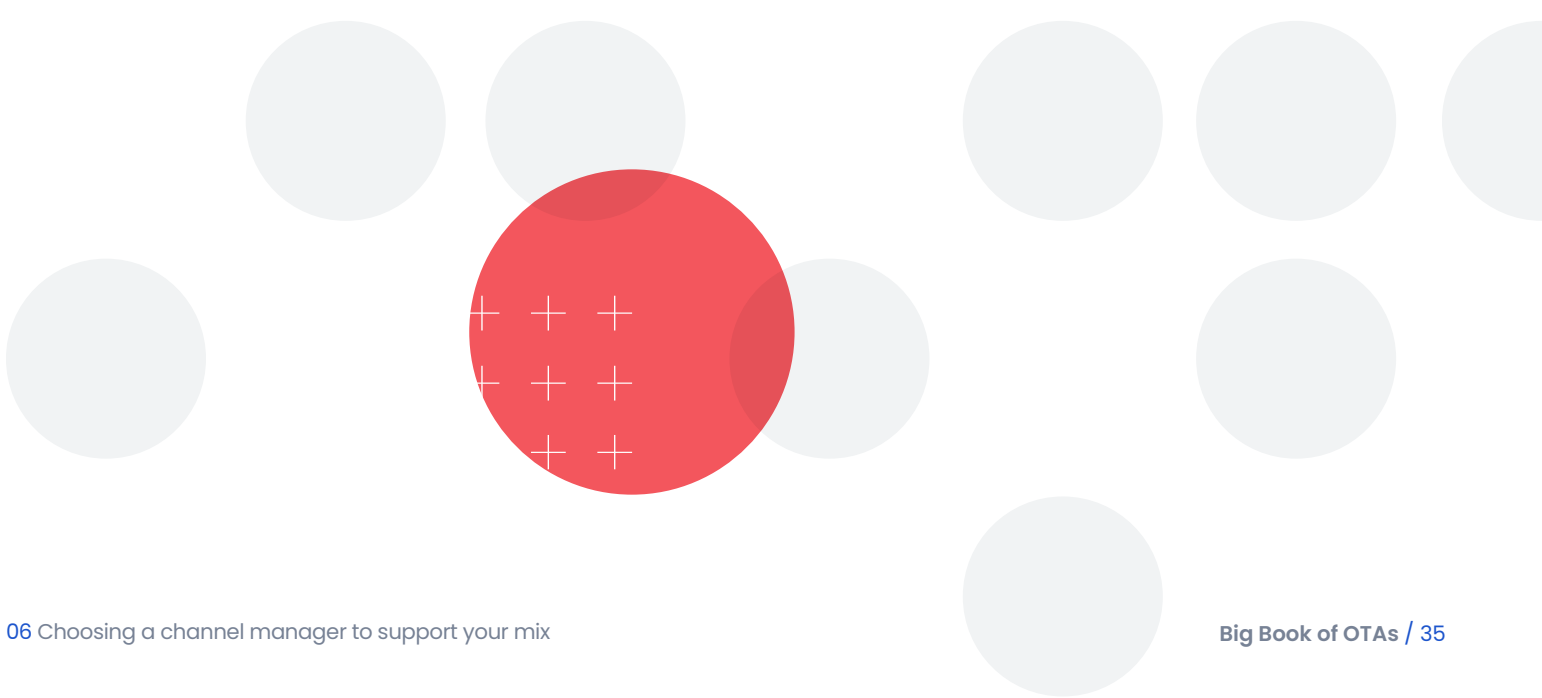
Ask the channel manager software provider about their data safety and security compliance. This is important since the system will be processing your rates and guest information, so you'll want to ensure the data is secure and compliant with PCI DSS, SCA, GDPR, and guest data compliance.

08

Look for a channel manager that lets you connect to unlimited channels without a per-channel fee and doesn't add additional commission and transaction fees on top of what your OTAs already charge.

09

Check online reviews on software review sites and seek a channel manager that's recognized by the industry. Large OTAs have premier/preferred partner programs to recognize software partners with high-quality technical connections.















07

Highest revenue-generating OTAs

Based on Cloudbeds' data gathered from thousands of customer properties between 2021 (the benchmark used in our last report) and 2023, we've seen a remarkable pace of recovery for OTAs. While top OTAs like Booking.com, Expedia, and Airbnb have held onto their spots as the highest-revenue generating OTAs, we saw China's Trip.com rise two spots, indicating the return of Asian travelers to market.

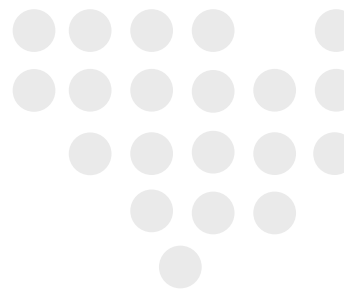
Rank	OTA
1	 Booking.com
2	 Expedia
3	 Airbnb
4	 Hostelworld
5	 Agoda
6	 Trip.com
7	 Hotelbeds
8	 Vrbo
9	 Traveloka
10	 Despegar / Decolar





08

Highest revenue-generating OTAs by country



Based on Cloudbeds data, we've highlighted the OTAs that are generating the most revenue for our customers in leading travel destinations.

Hostelworld has moved up on the list across multiple countries, demonstrating that demand for hostels (jumping 5 spots in Thailand and the Philippines), shared accommodations, and experiences is back. In addition, we can see the return of Asian travelers as Agoda and Trip.com rise in North America and make their first appearance on Latin American lists.

North America

Canada		USA	
Rank	OTA	Rank	OTA
1	Booking.com	1	Booking.com
2	Expedia	2	Expedia
3	Airbnb	3	Airbnb
4	Hostelworld	4	Hostelworld
5	Agoda	5	Agoda
6	Dorms.com	6	Vrbo
7	Trip.com	7	HotelTonight
8	Vrbo	8	Hotelbeds
9	Mrs & Mrs Smith	9	Trip.com
10	Tripadvisor	10	Vrbo

Regional OTA
 Niche OTA
 New to the ranks compared to last year
 Rising the ranks compared to last year



LATAM

Brazil

Rank	OTA
1	Booking.com
2	Expedia
3	Airbnb
4	Charlie
5	Hostelworld
6	Despegar/Decolar
7	CVC
8	Hotelbeds
9	Agoda
10	Hotelnet

Colombia

Rank	OTA
1	Airbnb
2	Booking.com
3	Expedia
4	Vrbo
5	Hotelbeds
6	Keytel
7	Hostelworld
8	Mr & Mrs Smith
9	Coliving
10	Glampinghub

Mexico

Rank	OTA
1	Booking.com
2	Expedia
3	Airbnb
4	Hostelworld
5	Hotelbeds
6	Despegar/Decolar
7	Keytel
8	PriceTravel
9	Agoda
10	Mr & Mrs Smith

Europe

Portugal

Rank	OTA
1	Booking.com
2	Hostelworld
3	Expedia
4	Airbnb
5	Hotelbeds
6	Agoda
7	Vrbo
8	Mr & Mrs Smith
9	Tablet Hotels
10	Keytel
11	Dorms.com

Spain

Rank	OTA
1	Booking.com
2	Hostelworld
3	Airbnb
4	Expedia
5	Agoda
6	Hotelbeds
7	Keytel
8	Mr & Mrs Smith
9	Dorms.com
10	HRS

UK

Rank	OTA
1	Booking.com
2	Expedia
3	Hostelworld
4	Airbnb
5	Agoda
6	Hotelbeds
7	Trip.com
8	Pitchup
9	Mr & Mrs Smith
10	Dorms.com

Regional OTA
 Niche OTA
 New to the ranks compared to last year
 Rising the ranks compared to last year



APAC

Australia

Rank	OTA
1	Booking.com
2 ⁺²	Hostelworld
3	Expedia
4	Airbnb
5 ^R	Agoda
6 ⁺¹	Hotelbeds
7 ^R ⁺²	Trip.com
8	Vrbo
9 ^N	Reconline
10 ^N	Hotelnet

Philippines

Rank	OTA
1 ⁺¹	Booking.com
2 ^R	Agoda
3 ⁺¹	Expedia
4 ⁺⁵	Hostelworld
5 ^R	Trip.com
6	Airbnb
7 ^R	Traveloka
8	Hotelbeds
9 ^N	Vrbo
10 ^R	Tiket.com

Thailand

Rank	OTA
1 ⁺¹	Booking.com
2 ^R	Agoda
3 ⁺⁵	Hostelworld
4	Expedia
5 ^R	Trip.com
6 ^R	Traveloka
7	Airbnb
8	Hotelbeds
9 ^R	Goibibio
10 ^R ^N	Tiket.com



Regional OTA
 Niche OTA
 New to the ranks compared to last year
 Rising the ranks compared to last year



09

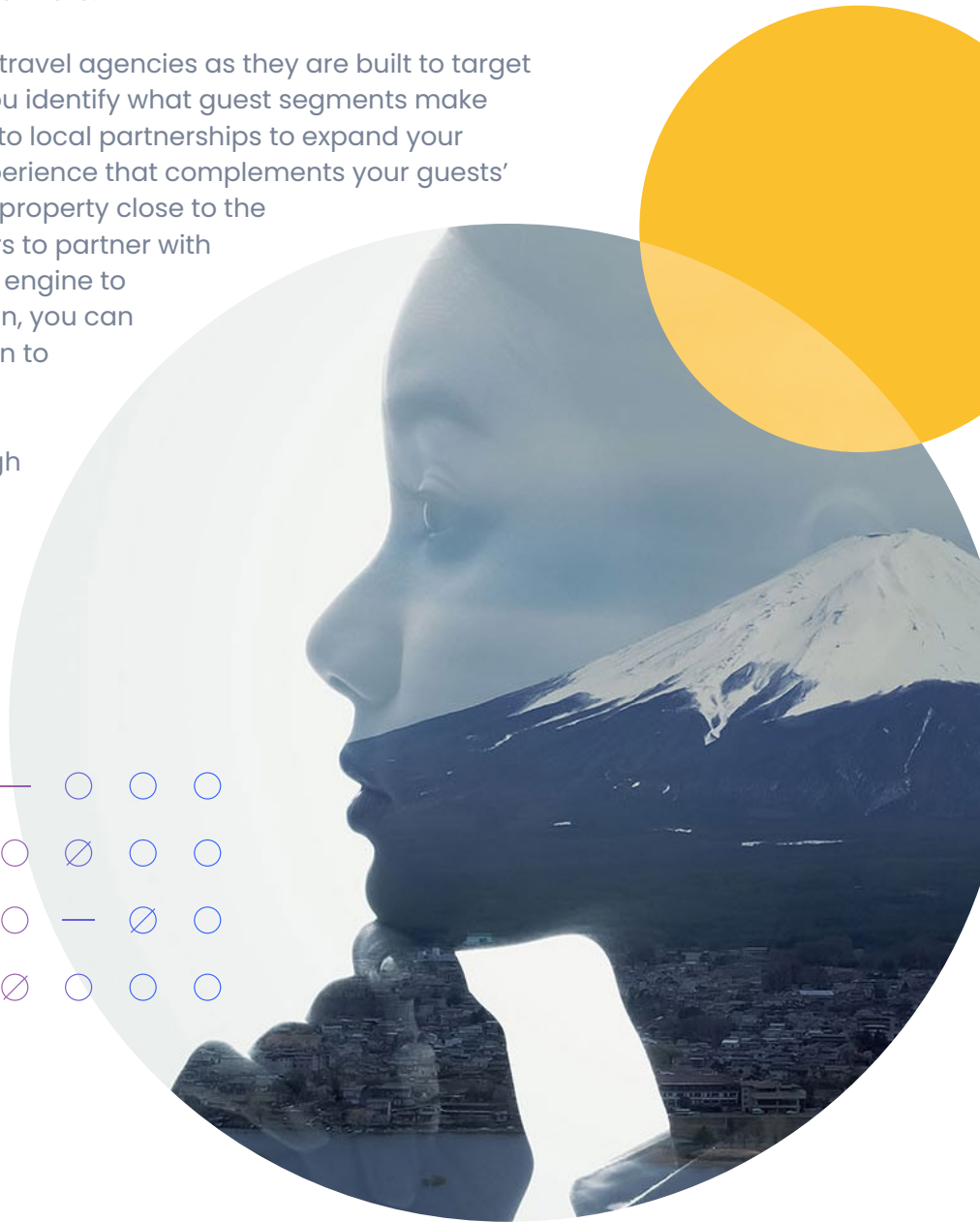
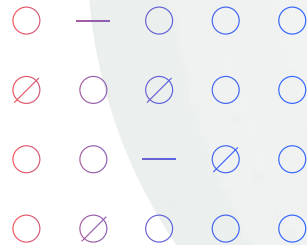
Highlighted niche OTAs

Niche OTAs are online travel agencies catering to specific audiences and travel needs. Many niches exist today, including OTAs for skiers, campers or glampers, adventure travelers, luxury travelers, and more.

Niche platforms can be the best online travel agencies as they are built to target more specific guest segments. Once you identify what guest segments make sense for your property, you can look into local partnerships to expand your offerings to provide a more tailored experience that complements your guests' travel plans. For example, if you have a property close to the beach, you can find local surf instructors to partner with and offer lessons through your booking engine to attract surfers. When the guests check in, you can show them where the best surf is in town to improve the guest experience.

After a guest's first trip is booked through a niche OTA, the guest will likely forego OTAs for their next trip in favor of booking directly on the hotel website. Niche OTAs are an essential part of any property's online distribution strategy as they build loyalty and encourage direct bookings.

In the niche OTA market, many new channels have emerged over the past few years, especially surf & sport OTAs and luxury OTAs.

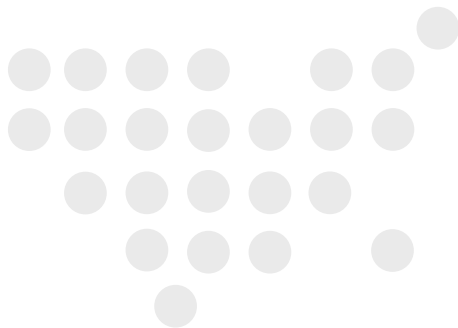




Highlighted niche OTAs

Surf & Sports

The global surfing tourism market is **predicted to grow** at a compound annual growth rate of 6%, from 9.5 billion USD in 2022 to 17.1 billion USD by 2032. Travelers are increasingly looking for unique experiences, many tailored to specific activities like surfing, and seek out properties that cater to their needs. Today, the top revenue-generating Surf & Sport OTAs include:



thermal

Thermal offers a handpicked collection of the best surf trips in the world, with a focus on amazing guides who create one-of-a-kind, authentic experiences.



Good Story has an inventory of surf hotels and internationally recognized surf schools and camps for both novice and experienced surfers.



Surf Holidays provides unique places to stay with quality local surf instruction to deliver the surf holiday of a lifetime on some of the best breaks in the world.



Luex Surf & Snow Travel connects travelers with operators/suppliers of once-in-a-lifetime sports travel experiences and products.

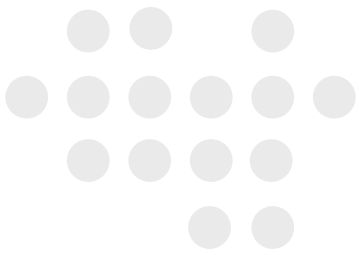


Highlighted niche OTAs

Luxury

In May 2023, [Deloitte reported](#) that the luxury travel industry had rebounded to pre-pandemic levels and is currently thriving, with a global market value of 1.2 trillion USD. Bookings at five-star hotels rose 19% over the first three quarters of 2021, and luxury travelers are more keen than ever to experience “Instagram-worthy” experiences in unique and remote locations.

The following OTAs cater to travelers looking for luxury accommodations:



Mr & Mrs Smith includes a collection of carefully curated hotels that are first anonymously evaluated and visited by staff. This exclusive OTA works on an invitation-only basis.



Prestigia is made up of hand-selected quality and unique hotels from all over the world. This OTA offers the best price guarantees, promotions, and exclusive offers.



icastelli.net luxurious, historical, and unique highlevel hotels are the property types found on this OTA. Collections include exclusive boutique hotels, golf hotels, spa hotels, and more.



i-escape provides unforgettable travel experiences, including eco-retreats, safari lodges, and boutique hotels. Also included is an award-winning booking system with a direct dialogue between guests and property and free advice from travel consultants.

Tablet®Hotels

Tablet Hotels the official hotel selection of the MICHELIN Guide. This OTA showcases hotels that provide meaningful experiences to guests, regardless of budget.

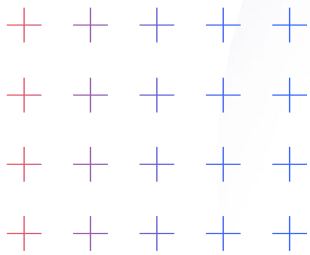


Spotlight LGBTQIA+ OTAS

The global LGBTQIA+ travel market is **valued at over \$568.5 billion USD annually**. While many countries have become increasingly welcoming to the queer community, discrimination is still prevalent today. A **Booking.com study** revealed that 58% of LGBTQ+ travelers face discrimination while traveling, and 41% canceled a trip within the past year after seeing their destination wasn't LGBTQ+ friendly.



OTAs like ebab have emerged to offer safe and friendly accommodations to the LGBTQIA+ community.









10

How channel mixes differ by property type

Our data shows that while the top global OTAs dominate across almost all property types, some OTAs offer more opportunities for specific property types.

Most popular channel connections for Hotels & Boutiques

Rank	OTA
1	 Booking.com
2	 Expedia
3	 Airbnb
4	 Agoda
5	 Trip.com

We've seen that our hotel customers are increasingly adopting Airbnb as part of their channel mix. Airbnb welcomes hotels that have a unique, independent environment and style.








Most popular channel connections for Hostels

Rank	OTA
1	 Booking.com
2	 Hostelworld
3	 Expedia
4	 Agoda
5	 Airbnb

Most popular channel connections for Vacation Rentals

Rank	OTA
1	 Booking.com
2	 Airbnb
3	 Expedia
4	 Vrbo
5	 Agoda

Most popular channel connections for Bed & Breakfasts

Rank	OTA
1	 Booking.com
2	 Expedia
3	 Airbnb
4	 Agoda
5	 Trip.com



11

Who owns who?

At first glance, there seem to be hundreds of different OTAs in the market, but in actuality, most OTAs are owned by top brands such as Tripadvisor, Expedia, and Booking Holdings. Numerous acquisitions and mergers have created enormous powerhouse companies that dominate today's OTA market. These companies have diversified their hospitality business portfolio beyond OTAs to include sectors like flights, car rentals, tours and activities, restaurant reservations, and more. Many OTAs will cross-post property listings with their partners and subsidiaries, therefore, diversifying your channel mix across networks can greatly increase visibility.

The following infographic helps illustrate "who owns who" in the OTA world. Under some acquisitions, the acquired company continues to operate as an independent subsidiary, while in other instances the smaller company is dissolved and their brand is merged into the larger company. Also, in some cases, the acquired company had other smaller companies and brands attached that then become part of or absorbed by the larger company. Therefore, this list of parent companies and subsidiaries does not reflect every single merger or acquisition that has taken place between each OTA.

For example, Airbnb has acquired a handful of companies that now operate under the Airbnb brand, whereas Expedia Group owns many companies that operate under their own brand but are owned by Expedia Group. Also note that aside from OTAs, Emirates/Dnata own subsidiaries in several categories including air transport, aviation services, flight catering, ground handling, cargo, and more – not all of which have been included here.



[See the full infographic here.](#)



Tripadvisor
 Airfarewatchdog
 Bókun
 BookingBuddy
 Cruise Critic
 Family Vacation
 FlipKey
 TheFork
 Holiday Lettings
 HouseTrip
 Jetsetter
 Niumba
 OneTime
 Oyster
 Reco
 SeatGuru
 SinglePlatform
 SmarterTravel
 Vacation Home Rentals
 Viator



Expedia.com
 Hotels.com
 Expedia Affiliate Network
 Trivago
 Egencia
 Orbitz
 Travelocity
 Hotwire
 Wotif Group
 Expedia Group Media Solutions
 CarRentals.com
 Classic Vacations
 Expedia Local Expert
 Expedia Cruises
 TravelDoo
 MrJet
 ebookers.com
 Cheaptickets
 VRBO
 Stayz
 Abritel
 Bookabach
 FeWo-direkt



Booking.com
 Priceline.com
 KAYAK
 Agoda
 OpenTable
 Rentalcars.com
 Cheapflights
 HotelsCombined
 Rocketmiles
 Momondo
 FareHarbor
 Getaroom



HotelTonight



HostelsCentral



BestDay



Keytel
 Restel
 Beds4Travel



HRS for Enterprises
 HRS for Travelers
 Destination Solutions



Trip.com
 Skyscanner
 Qunar
 Travix
 Ctrip



Yalago
Emirates Holidays
Travel Republic
Gold Medal UK & UAE
Sunmaster
Travelbag
Rehlaty

hotelbeds

Bedsonline
Hotelopia
Carnect
JBSHotels
Easy Market Travel Solutions
Last minute travel
Roiback

eDreams ODIGEO

GO Voyages
Opodo
Travellink
Liligo



Goibibo
Redbus



TravelDesk
WebsiteTravel
OperatorHub



12

OTA Directory | Learn more about the leading OTAs

You're now ready to use the following section to build your ideal channel mix! Make sure to incorporate top, regional, and niche OTAs to reach the most travelers, and benefit from the billboard effect.

Remember, commission rates vary depending on the OTA's business model:

- Agency model commissions typically range from 5-15%.
- Merchant models typically require a discounted rate of 15-25% off Best Available Rate (BAR).
- Wholesale channels typically require further discounted rates from BAR, and are often opaque and packaged with flights and cars into a holiday package. Wholesale rates are typically made available to other distributors, like travel agents, and are not sold directly to the end travel consumer.
- GDS supports all business models.

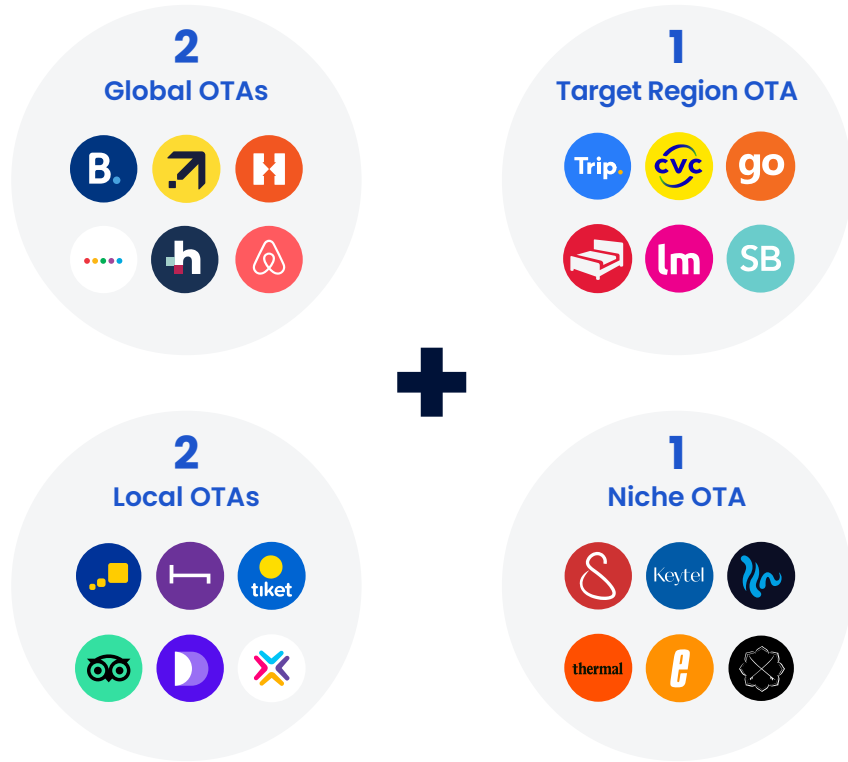




As a reminder, here is the channel mix recipe you should use:



Recipe A: If your property has a niche



Recipe B: If your property doesn't have a niche





9flats.com

9flats.com is an innovative online marketplace that connects people who want to rent out a spare room, flat, or igloo with people who want to stay in more personal accommodations when they travel.

[Website](#)

Property type

Vacation Rental

Category

N/A

Target market segment

City trips, Apartments

Business model

Agency

Demand origin

Global



GLOBAL PARTNER SERVICES

Agoda is one of the world's fastest-growing OTAs with a global network of 2 million properties in more than 200 countries and territories. Agoda also feeds Priceline in North America.

[Website](#)

Property type

All

Category

Top

Target market segment

South East Asian and North American travelers

Business model

Merchant, Agency

Demand origin

Global



Airbnb's accommodation marketplace provides access to 7 million unique places to stay in more than 100,000 cities and 191 countries and regions.

[Website](#)

Property type

All

Category

Top

Target market segment

N/A

Business model

Merchant

Demand origin

Global





Altovita provides corporate housing solutions for short and long-term stays. They feature a collection of vacation homes that are vetted through a 4-tier process.

[Website](#)

Property type

Vacation Rental

Category

Niche

Target market segment

City trips, apartments & Remote workers / Digital nomads

Business model

Agency

Demand origin

Global



Founded in June 2013 and based in Taipei. AsiaYo is a room booking platform offering people a chance to discover over 60,000 uniquely designed accommodations covering 60 cities in Taiwan, Hong Kong, Japan, Korea and Thailand.

[Website](#)

Property type

All

Category

Regional

Target market segment

Holiday Homes

Business model

Agency

Demand origin

Asia



Atrapalo is an OTA that has become a reference in the Spanish market and is currently in the process of expansion into Latin America.

[Website](#)

Property type

All

Category

Regional

Target market segment

N/A

Business model

Wholesale

Demand origin

Europe, Latam





BBPlanet is an easy and rapid online booking system. Its database offers a vast range of more than 13500 accommodations in Italy.

[Website](#)

Property type

All

Category

Regional

Target market segment

N/A

Business model

Agency

Demand origin

Europe



BedandBreakfast.eu is one of the largest booking sites in the world for bed and breakfasts. They allow travelers to discover new properties, property owners to advertise their inventory to new travelers, and give property owners resources to run their business.

[Website](#)

Property type

Bed & Breakfast

Category

Regional

Target market segment

N/A

Business model

Agency

Demand origin

Europe



BedandBreakfast.it is one of the largest booking sites in the world for bed and breakfasts. They allow travelers to discover new properties, property owners to advertise their inventory to new travelers, and give property owners resources to run their business. They are now owned by Expedia, Inc and belong to the HomeAway network.

[Website](#)

Property type

Bed & Breakfast

Category

Regional

Target market segment

N/A

Business model

Agency

Demand origin

Europe



**bedandbreakfast.nl**

BedandBreakfast.nl is focused on the Netherlands and is a part of one of the largest booking site groups in the world for bed and breakfasts. They allow travelers to discover new properties, property owners to advertise their inventory to new travelers and give property owners resources to run their business. They are now owned by Expedia, Inc and belong to the HomeAway network.

[Website](#)

Property type

Bed & Breakfast

Category

Regional

Target market segment

N/A

Business model

Agency

Demand origin

Europe

**Beds4travel**

Beds4Travel is a subsidiary of Restel that specializes in the direct contracting of hotels in holiday destinations. They maximize the diversification of hotels in different markets and segments, multiplying their global presence.

[Website](#)

Property type

All

Category

N/A

Target market segment

N/A

Business model

Wholesale

Demand origin

Global

**BestDay**

BestDay is an operator of an online travel agency based in Cancun, Mexico. The company offers a variety of travel packages and provides ticket booking for airlines, hotels, tours, cars, cruises, and travel deals.

[Website](#)

Property type

Hotel

Category

Regional

Target market segment

Focused on Mexican region

Business model

Merchant

Demand origin

LATAM





bookabach

Bookabach is an OTA based in New Zealand that connects homeowners with over 2 million rental properties to travelers looking for holiday accommodations.

[Website](#)

Property type

Vacation Rental

Category

Regional

Target market segment

Focus on New Zealand

Business model

Agency

Demand origin

Oceania



Booking.com

Booking.com is one of the largest and most popular travel websites in the world. They enable properties — from established brands to small independent properties — to grow their business and reach global travelers of all kinds.

[Website](#)

Property type

All

Category

Top

Target market segment

N/A

Business model

Agency

Demand origin

Global



BookOutdoors

BookOutdoors offers a modern, seamless booking experience for outdoor enthusiasts. Founded by tech and hospitality leaders, this platform provides curated selections with delightful perks, championing the joy and wonder of outdoor adventures.

[Website](#)

Property type

Campground

Category

Niche

Target market segment

Campers

Business model

Agency

Demand origin

North America





citybreak

Citybreak is a comprehensive digital ecosystem for the travel & tourism industry, offering real-time inventory, dynamic packaging, and a unified checkout system. With 150+ integrations, it supports varied sales channels, ensuring hoteliers can expand business opportunities effortlessly.

[Website](#)

Property type

All

Category

GDS

Target market segment

N/A

Business model

GDS

Demand origin

Global



COLIVING.COM

Coliving is a unique opportunity for people to live and work with new partners, colleagues, and friends. Whether a person needs a home for a week, a month, a year or longer.

[Website](#)

Property type

Vacation Rental, Hostel

Category

Niche

Target market segment

Remote workers / Digital nomads

Business model

Agency

Demand origin

Global



cultuzz.

Cultuzz was found in 2000 and offers specialized online distribution solutions for hotels to enhance online sales profitability and reach.

[Website](#)

Property type

All

Category

GDS

Target market segment

N/A

Business model

GDS

Demand origin

Global





CVC was founded in 1972 in Sao Paulo and is now the largest tour operator in Latin America. They offer accommodations, flights, cruises, and more.

[Website](#)

Property type

All

Category

Regional

Target market segment

Brazilian travelers

Business model

Wholesale

Demand origin

LATAM



Despegar is the largest online travel agency focused on Latin America. Decolar is their OTA focused solely on marketing to Brazilian travelers.

[Website](#)

Property type

All

Category

Regional

Target market segment

Brazilian travelers

Business model

Agency

Demand origin

South America



Didatravel is a global, tech-driven travel distributor trusted by over 30,000 B2B clients. Offering access to 700,000+ hotels, 600 airlines, and expansive destinations, it prioritizes technology solutions, vast resources, and dedicated 24/7 customer service for optimal business performance.

[Website](#)

Property type

All

Category

GDS

Target market segment

N/A

Business model

GDS

Demand origin

Global





Dorms.com is all about hostels. It is a global hostels-only marketplace offering localized websites that allow travelers to browse in their native language.

[Website](#)

Property type

Hostel

Category

N/A

Target market segment

N/A

Business model

Agency

Demand origin

Global



Ebab.com was the first website to offer safe, private accommodations for travelers in the gay community and continues to be a leader in this category.

[Website](#)

Property type

All

Category

Niche

Target market segment

LGBTQIA+ travelers

Business model

Agency

Demand origin

Global



eDreams is one of the world's leading online travel agencies and Europe's largest flight retailer. They offer travelers more than 1.7 million property listings and more than 155,000 flight routes.

[Website](#)

Property type

All

Category

N/A

Target market segment

N/A

Business model

Merchant, Agency

Demand origin

Global





Expedia

Expedia is the parent company to more than 200 travel booking sites. They attract millions of reservations per year for hundreds of thousands of properties around the world.

 [Website](#)

Property type

All

Category

Top

Target market segment

N/A

Business model

Merchant, Agency

Demand origin

Global



FeWo-direkt®

FeWo-direkt is an OTA based in Germany as part of HomeAway that has more than two million vacation rentals in 190 countries around the world.

 [Website](#)

Property type

Vacation Rental

Category

Regional

Target market segment

German travelers

Business model

Agency

Demand origin

Europe



FLIPKEY®

FlipKey, a subsidiary of Tripadvisor Rentals, connects hoteliers to a vast audience with over 830,000 properties globally. Integrating with FlipKey grants access to Tripadvisor's extensive user base, enhancing property visibility and leveraging 465 million traveler reviews.

 [Website](#)

Property type

Vacation Rental

Category

N/A

Target market segment

N/A

Business model

Merchant

Demand origin

Global





GlampingHub

Glampinghub is an OTA focused on Glamping properties. Glamping, also known as luxury camping or glamorous camping, its an experience-based kind of travel that allows guests to get outside and enjoy the great outdoors, but without the hassles of traditional camping.

[Website](#)

Property type

Vacation Rental, Campground

Category

Niche

Target market segment

Campers

Business model

Agency

Demand origin

Global



goibibo

Makemytrip, Goibibo, HotelTravel, and Easytobook have all rolled into one single channel - Ingoibibo making it one of the largest online hotels booking engine in India and also one of the leading air aggregators.

[Website](#)

Property type

All

Category

Regional

Target market segment

Indian travelers

Business model

Agency

Demand origin

India



GOOD STORY SURF

Good story surf is a booking website for surf hotels in sri lanka, they connect guests to accomodation and surfing lessons.

[Website](#)

Property type

All

Category

Regional

Target market segment

Surfers

Business model

Wholesale

Demand origin

Asia





Google Drives Direct Bookings Like Never Before

Millions of travelers around the world search for hotels on Google every day. With this new product, you get your rates and availability in front of travelers earlier and drive more direct bookings.

[Website](#)

Property type

All

Category

Top

Target market segment

N/A

Business model

Advertising

Demand origin

Global



Hero Travel is a Sydney-based B2B travel marketplace offering travel agents an all-in-one booking, payment, and ticketing platform for selling accommodations, transportation, and tours.

[Website](#)

Property type

All

Category

Regional

Target market segment

N/A

Business model

Merchant

Demand origin

Oceania



HiBnb offers a unique niche in Cannabis Tourism, connecting cannabis users to cannabis-friendly accommodation providers.

[Website](#)

Property type

Vacation Rental

Category

Niche

Target market segment

Cannabis users

Business model

Merchant

Demand origin

North America





HIPCAMP

HipCamp is everywhere you want to camp. From public parks to private land, Hipcamp is one of the most comprehensive guides to camping in the United States.

[Website](#)

Property type
Campground, Vacation Rental

Category
Niche

Target market segment
Campers

Business model
Merchant

Demand origin
North America



Holdinn.com platform is an online avenue to reach hotels and all types of accommodation in Saudi Arabia, which enables its users to search, get the best rate, and book directly from their hosts.

[Website](#)

Property type
All

Category
Regional

Target market segment
N/A

Business model
Agency

Demand origin
Asia, Africa, Europe



Holiday Lettings

Holiday Lettings, with 700,000 properties in 150+ countries, is the go-to for diverse accommodations from villas in Spain to yurts in East Anglia. An ideal hotel alternative offering privacy and value, it also boasts massive exposure as a part of Tripadvisor.

[Website](#)

Property type
Vacation Rental

Category
N/A

Target market segment
UK travelers

Business model
Agency

Demand origin
Europe





Hopper differentiates itself with cutting-edge fintech features designed to improve the reservation process, appealing especially to the younger, smartphone-centric demographic. Every day, Hopper analyzes over 30 billion price points in real-time so travelers never miss a deal.

[Website](#)

Property type

All

Category

N/A

Target market segment

Gen-Z travelers

Business model

Advertising

Demand origin

Global



TRAVEL JUST BECAME MORE FUN

HostelGalaxy.com is a next-gen OTA offering one of the lowest accommodation deposit on the market: just 10% at booking, with 90% due on arrival. It offers richer experiences and serving hotels, hostels, chalets, and more

[Website](#)

Property type

All

Category

Niche

Target market segment

N/A

Business model

Merchant, Agency

Demand origin

Global



HostelsClub is a young and dynamic online booking service that enables thousands of travelers to book all over the world in an easy, fast and secure way.

[Website](#)

Property type

Hostel

Category

Niche

Target market segment

N/A

Business model

Agency

Demand origin

Europe





Hostelworld is a leading OTA for hostel-focused accommodations worldwide.

[Website](#)

Property type

Hostel

Category

Top

Target market segment

N/A

Business model

Merchant

Demand origin

Global



Hotelbeds is the leading B2B travel wholesaler that connects to 150 markets with 71,000 global premium travel distributors like tour operators, travel agents, and airlines.

[Website](#)

Property type

Hotel

Category

Top

Target market segment

N/A

Business model

Merchant

Demand origin

Global



Hotelnet has been creating value by optimizing online presence and distribution with digital solutions and advanced systems.

[Website](#)

Property type

Hotel

Category

GDS

Target market segment

N/A

Business model

GDS

Demand origin

Global





Hotels.com® is a provider of hotel accommodation worldwide, offering booking services through its own network of localized websites and telephone call centers.

[Website](#)

Property type

All

Category

N/A

Target market segment

N/A

Business model

Merchant, Agency

Demand origin

Global



HotelREZ provides real time updates to manage inventory, rates, availability and bookings for distribution to the Global Distribution Systems (GDS), primarily used by travel agents, as well as to millions of other bookers using websites powered by the GDS worldwide.

[Website](#)

Property type

Hotel

Category

GDS

Target market segment

N/A

Business model

GDS

Demand origin

Global



HotelTonight is known as the best place for guests to make last minute reservations.

[Website](#)

Property type

Hotel, Vacation Rental, Bed & Breakfast

Category

Regional

Target market segment

Last minute travelers

Business model

Merchant

Demand origin

North America, Europe, Oceania





hotwire™

Hotwire, under Expedia, Inc., offers discreet bookings to help fill unsold rooms without revealing hotel details until after purchase, preserving your brand's rate integrity while increasing occupancy

[Website](#)

Property type

Hotel

Demand origin

Global

Category

N/A

Target market segment

Last minute travelers

Business model

Merchant, Agency



HRS

HRS is one of the market leaders in the global business travel market and one of the top 3 hotel portals in Europe.

[Website](#)

Property type

All

Demand origin

Global

Category

N/A

Target market segment

N/A

Business model

Merchant, Agency



i-escape

OUR FAVOURITE HIDEAWAYS

Founded in 2001, i-escape curates a handpicked collection of boutique hotels, B&Bs, villas, and apartments for discerning, affluent travelers worldwide.

[Website](#)

Property type

Bed & Breakfast, Campground, Hotel, Vacation Rental

Demand origin

Global

Category

Niche

Target market segment

Luxury travelers & families

Business model

Merchant





icastelli.net offers a unique collection of historical hotels all over the world, providing top service to its clientele, not simply a booking website but a Dedicated Club.

[Website](#)

Property type

Hotel, Vacation Rental

Category

Niche

Target market segment

Luxury travelers

Business model

Agency

Demand origin

Europe



Jalan.net is one of the largest travel providers in Japan. They offer online booking services, travel information, and a discussion forum for domestic Japanese travel. Jalan also allows users to book transportation and activities.

[Website](#)

Property type

All

Category

Regional

Target market segment

N/A

Business model

Wholesale

Demand origin

Asia



Keytel

formerly Hotusa

Made up of a pool of companies from various fields of the tourism sector, Keytel is an online distribution company that allows customers to make hotel bookings online

[Website](#)

Property type

Hotel

Category

GDS

Target market segment

N/A

Business model

GDS

Demand origin

Global





lastminute.com

lastminute.com is an online travel and leisure retailer for last minute accommodation and flights and car rental bookings.

[Website](#)

Property type

All

Category

N/A

Target market segment

Last minute travelers

Business model

Merchant

Demand origin

Global



LOGITRAVEL

Logitravel specializes in beach destinations, boasting over 500,000 properties worldwide, with a focus on Spanish and Portuguese coasts. Offering expert recommendations, 24/7 support, competitive rates, and flexible payment and cancellation options for hoteliers.

[Website](#)

Property type

Hotel

Category

N/A

Target market segment

N/A

Business model

Merchant, Agency

Demand origin

Europe



LUEX

LUEX is a leading online surf and snow travel agency providing unbiased, expert advice for trips around the world. They connect travelers with operators/suppliers of sports travel experiences and products.

[Website](#)

Property type

All

Category

Niche

Target market segment

Surfers & Snowboarders/Skiers

Business model

Merchant

Demand origin

Global





MG

MG Bedbank has over 350,000 hotels worldwide and 20,000+ direct contracts within Indonesia and Southeast Asia

[Website](#)

Property type

Hotel

Category

N/A

Target market segment

Luxury and Business Travelers

Business model

Merchant

Demand origin

Asia



Miki distributes competitive hotel rates and travel products via our B2B XML API. We connect you directly to the wholesalers, retailers and travel suppliers that they partner with.

[Website](#)

Property type

Hotel

Category

N/A

Target market segment

N/A

Business model

Wholesale

Demand origin

Europe



Mr & Mrs Smith is a travel club for hotel lovers, a carefully handpicked collection of the world's most captivating boutique hotels and villas.

[Website](#)

Property type

All except hostels

Category

Niche

Target market segment

Luxury travelers

Business model

Merchant

Demand origin

Global





OPENGDS

OpenGDS is a hub for properties to share their availability, rates & extra's and to receive reservations from agents. This way, agents can "plug & play" add properties to their platform without worrying about the entire infrastructure and real-time connections.

[Website](#)

Property type

All

Category

N/A

Target market segment

N/A

Business model

N/A

Demand origin

Global



opodo

Opodo is an online travel agency that offers deals in regular and charter flights, low-cost airlines, hotels, cruises, car rental, dynamic packages, holiday packages, and travel insurance.

[Website](#)

Property type

All

Category

N/A

Target market segment

N/A

Business model

Merchant

Demand origin

Global



ORBITZ

Orbitz.com is a travel fare aggregator website and travel metasearch engine. The website is owned by Orbitz Worldwide, Inc., a subsidiary of Expedia Group.

[Website](#)

Property type

All

Category

N/A

Target market segment

N/A

Business model

Merchant, Agency

Demand origin

Global





pegipegi

Established in 2012, Pegipegi has provided travelers in Indonesia with the best online reservation service.

[Website](#)

Property type

All

Category

Regional

Target market segment

Indonesian travelers

Business model

Agency

Demand origin

Global



Pitchup is a leading online marketplace for outdoor accommodations, specializing in campsites, RV sites, caravans, cabins or glamping accommodations. Over 1 million travelers from 99 countries have already booked on Pitchup.com.

[Website](#)

Property type

Campground

Category

Niche

Target market segment

Campers

Business model

Agency

Demand origin

Global



Prestigia.com is an online booking agency specialized in luxury, design, and charming hotels all over the world.

[Website](#)

Property type

All

Category

Niche

Target market segment

Luxury travelers

Business model

Agency

Demand origin

Global





PriceTravel®

PriceTravel is an operator of an online travel agency based in Cancun, Mexico. The company offers a variety of travel packages and provides ticket booking for airlines, hotels, tours, cars, cruises and travel deals.

[Website](#)

Property type

All

Category

Regional

Target market segment

Focused on Mexican Region

Business model

Merchant

Demand origin

LATAM



reconline

With Reconline hotels receive a One-Stop-Distribution Solution that connects their inventory with over 450,000 travel agents worldwide (GDS), and the major online travel portals worldwide.

[Website](#)

Property type

Hotel

Category

GDS

Target market segment

Corporate Travel

Business model

GDS

Demand origin

Global



RESTEL TRAVEL

Restel is a provider of global tourist services that offers travel agencies a wide range of destination products through a platform that connects hotels, airlines, transfers, car rental, and destination activities.

[Website](#)

Property type

Hotel

Category

GDS

Target market segment

N/A

Business model

GDS

Demand origin

Global





Revato is a direct booking platform syncing to the HotelsCombined network, which allows you to reach a global audience of over 30 million users searching for accommodation every month.

[Website](#)

Property type

All

Category

N/A

Target market segment

N/A

Business model

Agency

Demand origin

Global



Ridescope is an innovative OTA dedicated to surfing, kite-surfing and board-sports; specializing in hotels located near surf spots. Ridescope offers online booking services for accommodation, activities and flights.

[Website](#)

Property type

All

Category

Niche

Target market segment

Surfers

Business model

Agency

Demand origin

Global



Riparide is a leading Australian outdoor adventure OTA that brings property owners and local photographers together to create visually beautiful travel stories that inspire guests to book their escape.

[Website](#)

Property type

N/A

Category

Niche

Target market segment

Nature escape/Adventurers

Business model

Merchant

Demand origin

Oceania, North America





SpeedyBooker

SpeedyBooker is a fast-growing online booking engine for B&Bs, Hotels, Guesthouses, and hostels. They generate over 60,000 bookings per year.

[Website](#)

Property type

All

Category

Regional

Target market segment

UK travelers

Business model

Agency

Demand origin

Global



STASH HOTEL REWARDS®

With the Stash Hotel Rewards loyalty program, independent hotels get the tools to compete against chains, reduce OTA share and attract new guests.

[Website](#)

Property type

All

Category

N/A

Target market segment

N/A

Business model

Agency

Demand origin

Global



STAY BONANZA

Stay Bonanza is zero-commission OTA. When you sign up with Hotel Bonanza, your property will receive worldwide visibility, with extended reach to travelers in Europe, Australia, and New Zealand.

[Website](#)

Property type

All

Category

Top

Target market segment

European, Australian, and New Zealander travelers

Business model

Agency

Demand origin

Global





Stayz connects travelers with over 2 million global properties, from quaint cottages to spacious homes. Ideal for hoteliers wanting to offer guests privacy, flexibility, and unique amenities, ensuring a personalized and comfortable holiday experience.

[Website](#)

Property type

Vacation Rentals

Category

N/A

Target market segment

Australian travelers

Business model

Agency

Demand origin

Oceania



Surfholidays.com is an online booking website founded by surfers to offer Surf travelers a wide choice of accommodation and surf lessons in the best surf schools throughout the world's top surf towns.

[Website](#)

Property type

All

Category

Niche

Target market segment

Surfers

Business model

Merchant

Demand origin

Global



Tablet® Hotels

Tablet, now part of Michelin, features outstanding global properties defined by a strong personality, attention to detail, and exceptional service. Every property featured on Tablet is first evaluated and approved by a selection committee.

[Website](#)

Property type

Hotels

Category

Niche

Target market segment

Luxury travelers

Business model

Agency

Demand origin

Global





thermal

Thermal is a community of surfers who believe our best days on the water are the result of people who have dedicated their lives to sharing their passion for surfing with others.

[Website](#)

Property type

Campground, Hostel, Hotel

Category

Niche

Target market segment

Surfers

Business model

Merchant

Demand origin

Global



tiket.com

Tiket.com is one of the largest OTAs in Indonesia. They provide online purchasing for accommodations, transportation, events, and attractions.

[Website](#)

Property type

All

Category

Regional

Target market segment

Indonesian travelers

Business model

Merchant, Agency

Demand origin

Asia



travelguru

Travelguru Homestays is a marketplace that offers guests an opportunity to book unique accommodations anywhere in India. Be it a heritage home in a city, an aesthetic villa on a beachside, a hilltop solitary stay or a bungalow for an extended family vacation.

[Website](#)

Property type

Vacation Rentals

Category

Regional

Target market segment

N/A

Business model

Merchant

Demand origin

Asia





Travellink, a leading OTA in the Nordics and part of eDreams ODIGEO, offers hoteliers access to a vast market with its expansive flight, hotel, and car rental portfolio, ensuring optimal pricing, quality, and service.

[Website](#)

Property type

All

Category

Regional

Target market segment

Swedish, Norwegian, Finnish, and Danish travelers

Business model

Merchant, Agency

Demand origin

Europe



Travelocity, part of the Expedia Group, emphasizes enriching travel experiences with a customer-first approach. They offer innovative products and support throughout the journey, ensuring travelers are well-equipped for memorable adventures.

[Website](#)

Property type

Hotels

Category

N/A

Target market segment

N/A

Business model

Merchant, Agency

Demand origin

North America



Traveloka is Indonesia's largest online travel agents. Traveloka lists hundreds of thousands of properties across Asia and around the world.

[Website](#)

Property type

All

Category

Regional

Target market segment

N/A

Business model

Agency

Demand origin

Asia





TravelRepublic

Travel Republic offers flights, accommodations, experiences, and holiday essentials across the world, for competitive prices.

[Website](#)

Property type

N/A

Demand origin

N/A

Category

Regional

Target market segment

Holiday Travelers

Business model

Merchant

Trip.com

Trip.com is a leading Chinese provider of travel services including accommodation reservations, transportation tickets, package tours, and corporate travel management.

[Website](#)

Property type

All

Demand origin

Global

Category

Regional

Target market segment

Chinese travelers

Business model

Agency



trivago

Trivago is a global hotel search platform comparing prices from hundreds of booking sites, offering access to over 5 million accommodations in 190 countries. Its extensive filtering options and aggregated reviews make it a powerful tool for hoteliers to increase visibility and bookings.

[Website](#)

Property type

All

Demand origin

Global

Category

N/A

Target market segment

Metasearch

Business model

Advertising





Vacatia

Vacatia is an innovative hospitality company reinventing the timeshare experience across discovery, booking, and stay.

[Website](#)

Property type

Resorts

Category

N/A

Target market segment

N/A

Business model

Demand origin

North America



VIAGIO

Viagio (formerly HostelCulture) makes finding the right hostel an easy and safe process but also makes authentic local culture easily accessible for low budgets by offering local tours and guides.

[Website](#)

Property type

Hostel

Category

N/A

Target market segment

N/A

Business model

Agency

Demand origin

Global



Vrbo

With over 2 million bookable vacation rentals, Vrbo connects homeowners with families and vacationers looking for something more than a hotel for their trip.

[Website](#)

Property type

Vacation Rental

Category

Top

Target market segment

Families

Business model

Agency

Demand origin

Global





WebsiteTravel™ (by Adventium Technology) is a wholesale distributor with over 23,000 listings from 3,700 suppliers worldwide. Get exposed to 600+ travel agents, live availability distribution, and instant reservation confirmations.

[Website](#)

Property type

All

Category

Regional

Target market segment

N/A

Business model

Wholesale

Demand origin

Oceania



Wimdu is one of the world's leading search engines for vacation rentals. With a vast selection of properties from around the globe, guests know they can find an authentic and affordable accommodation wherever they go.

[Website](#)

Property type

Vacation Rentals

Category

N/A

Target market segment

N/A

Business model

Merchant

Demand origin

Global



With inventory in 791 cities and 89 countries and growing, wink.travel supports sales channels everywhere while delivering on the promise of low cost bookings.

[Website](#)

Property type

All

Category

N/A

Target market segment

N/A

Business model

Agency

Demand origin

Global





Wotif, a trusted Australian OTA for nearly 20 years, books an average of 4 hotels every minute, offering hoteliers vast exposure. Beyond hotels, Wotif also provides flight, car hire, and activity bookings, embodying 'Travel' for countless Aussies.

[Website](#)

Property type

All

Category

Regional

Target market segment

Australian travelers

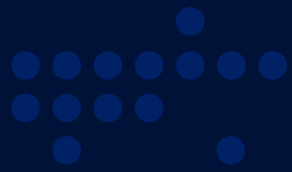
Business model

Merchant, Agency

Demand origin

Oceania





**Grow revenue faster,
streamline operations,
and deliver memorable
guest experiences.**

[Learn More](#)

