



Euromonitor
International

Booking in India

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Travel booking increasingly shifts towards online intermediaries, driven by better accessibility and added benefits
Personalisation and habit persistence benefit offline travel intermediaries

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Online intermediaries set to prioritise underpenetrated online lodging booking segment to gain further share
Evolving consumer preferences and beyond customisation experience offers promise growth opportunities for online travel bookings

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Travel in India - Industry Overview

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