



THE BIG BOOK OF OTAs

A Hotelier's Guide to Top Distribution Channels





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 [Phocuswright's 2020 research report](#), OTAs captured roughly 64% of online hotel & lodging bookings and have 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.



While we have made every attempt to ensure that the information contained in this document has been obtained from reliable resources, Cloudbeds is not liable for any loss or damage caused by or resulting from any inaccuracies, errors, omissions, or outdated data in such information.

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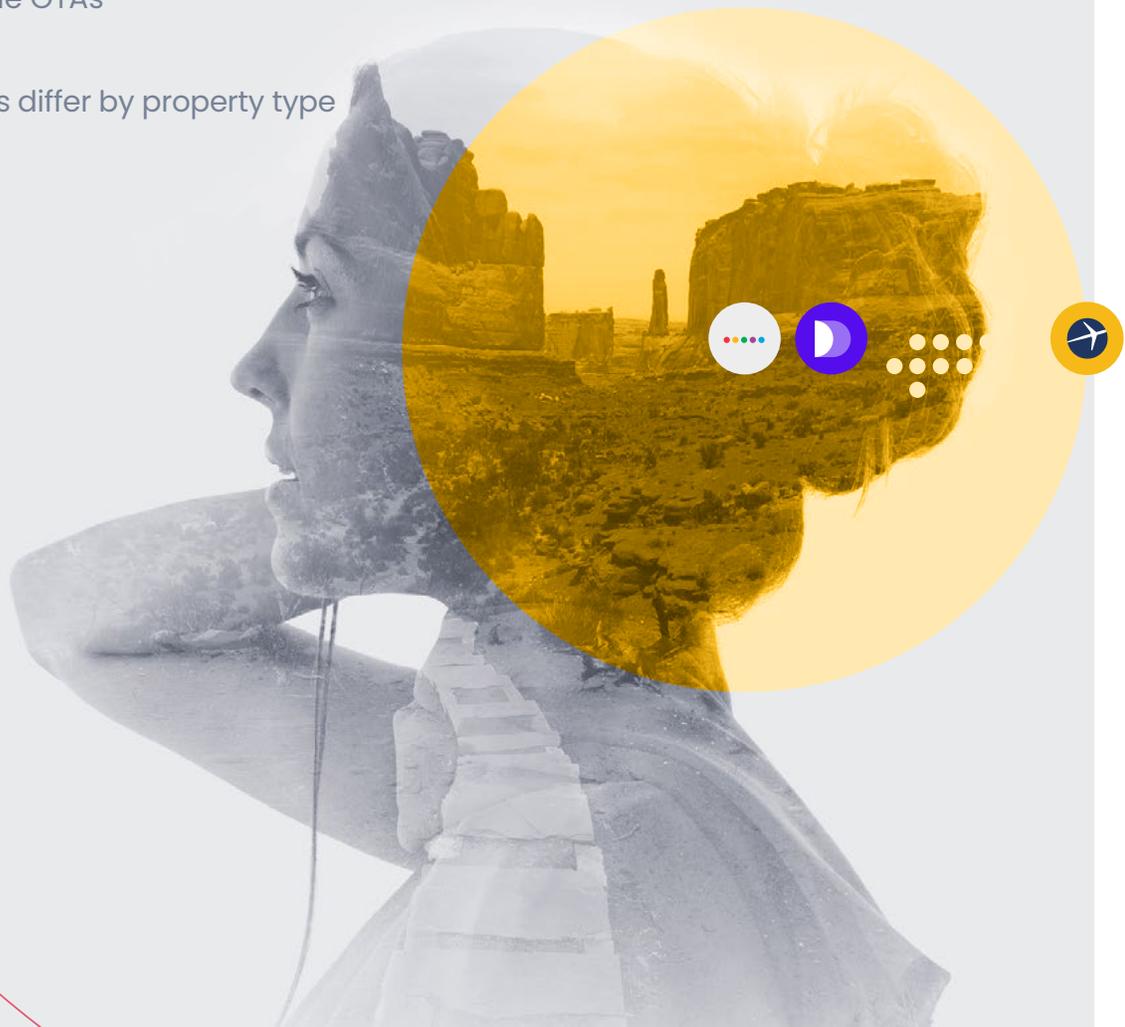
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About OTAs

Online travel agencies (OTAs) 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. A [Cornell study](#) found that 93% of consumers switch between different OTAs before making a final decision, making it essential for properties to be active on as many channels as possible to increase brand awareness and drive bookings – even more 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

OTAs bounce back with a vengeance

2021 was a year of immense learning and change for properties and OTAs as travel ramped up again after significant declines due to the pandemic. Before the pandemic, Cloudbeds internal data showed that OTAs contributed a third of occupancy for properties, but in 2020, OTA contribution dropped to staggering lows. Website contributions or direct bookings overtook OTAs and continue to lead; however, we've seen OTAs start to climb back to 2019 numbers thanks to lifted travel restrictions and changes implemented by OTAs.

OTA vs. website contribution to occupancy



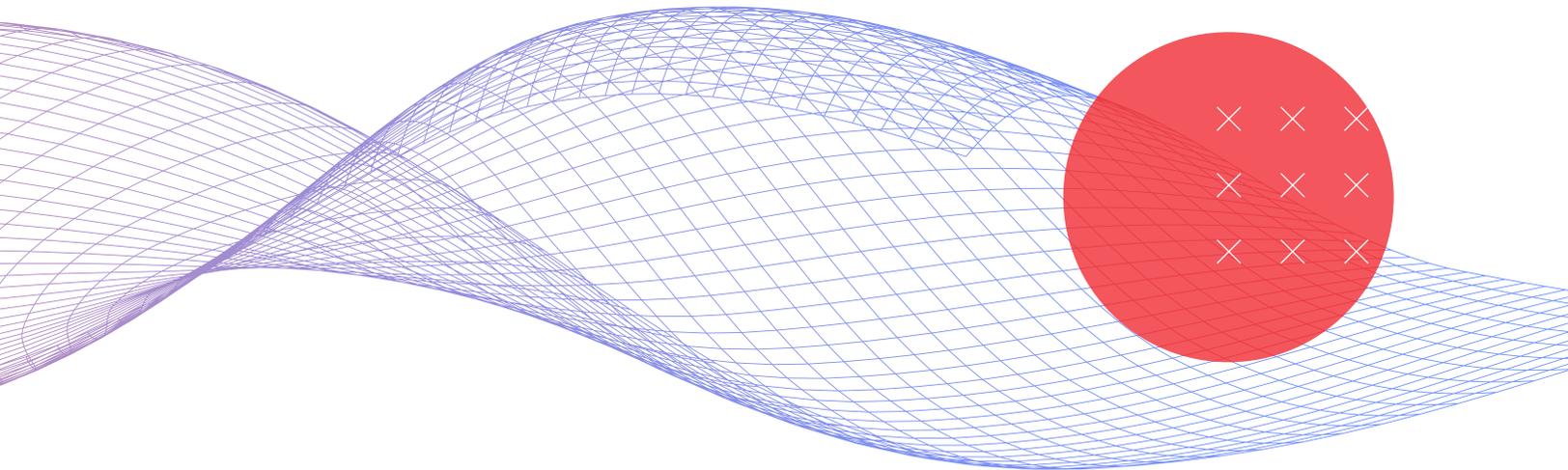


OTAs find new ways to entice travelers with sustainability badges and long-term stays

61% of global travelers say the pandemic has made them want to travel more sustainably in the future, with more than 73% of travelers more likely to choose accommodations that have implemented sustainability practices. The increasing importance of sustainable travel options has prompted OTAs such as Booking.com and Expedia to implement new sustainability categories and initiatives.

Properties on Booking.com, for example, can choose from 32 sustainability practices verified by independent sustainability experts. These properties then receive a “Travel Sustainable Badge” to display on their listing, informing travelers of their sustainability efforts.

Long-term stays have also become an important selling proposition for OTAs as people have increased flexibility for extended travel with remote work and “workcations” becoming more popular. Airbnb’s Q3 2021 earnings report showed that long-term stays of 28 days or more are the company’s fastest-growing trip length, up 14% from the previous year. Agoda offers a specialized landing page called ‘Agoda Long Stay’ where they offer travelers discounted, contract-free rates on stays longer than 30 days. Long-term stays are beneficial for property owners as they provide consistent income and take the pressure off of constantly attracting new guests.





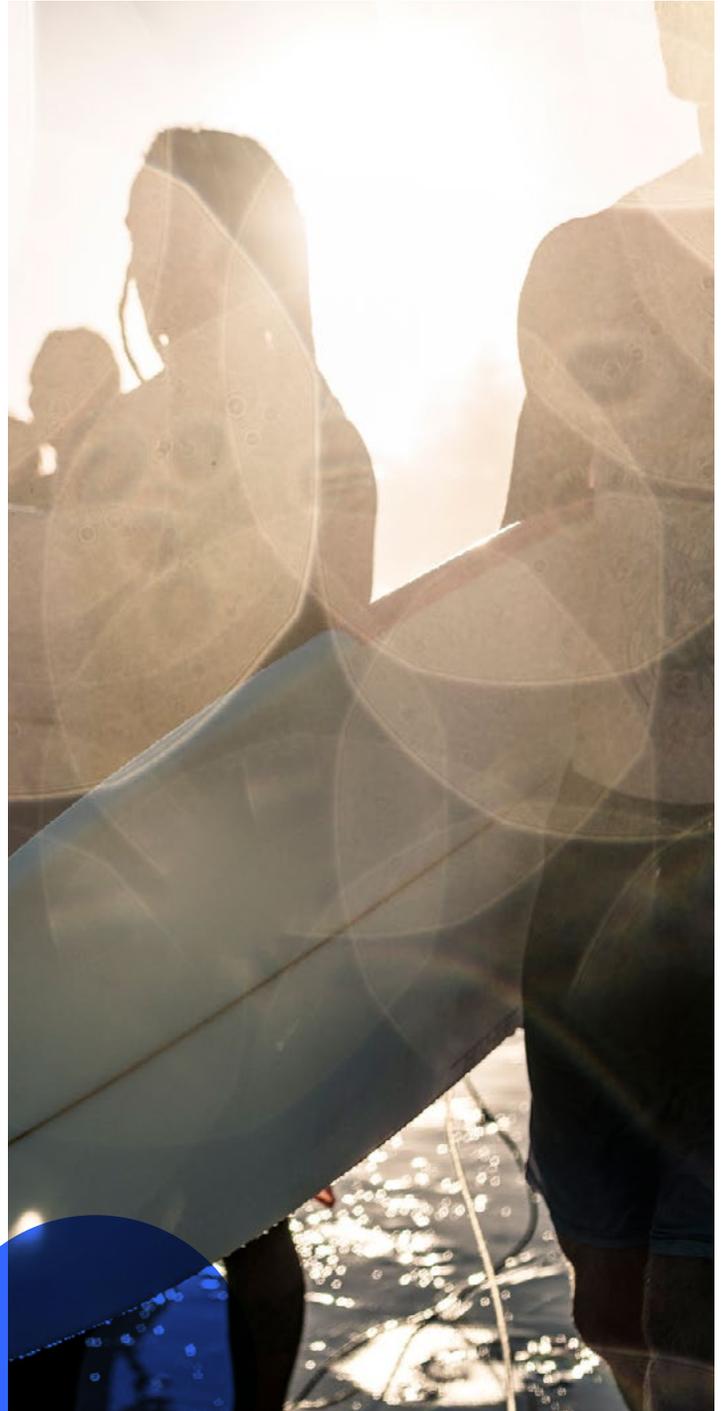
Business travel lags while domestic leisure travel soars

[Travel analysts predict](#) that it will take until 2024 or 2025 for business travel to recover to pre-pandemic rates — if it ever does. Companies have realized the efficiencies associated with remote work and meetings, reducing the need for business travel.

At Cloudbeds, we predict that some shifts in business travel will be here to stay for good. Bleisure travel, a blend of leisure and business travel, will extend the length of previously short business trips so that travelers can spend time exploring after office hours. Extended bleisure stays, combined with increased remote work, will continue the surge in demand that we saw over the pandemic for short-term rentals.

Properties that want to capitalize on this shift must provide proper amenities such as high-speed internet, desks, and coffee machines to entice workers to book extended work trips at their property. Last year, Airbnb introduced [Wi-Fi testing](#) for hosts to showcase their Wi-Fi speeds to give travelers visibility into what level of connectivity they can expect. Properties that have speeds above 50Mbps will receive a “fast Wi-Fi” amenity beside their listing.

On the flip side, unpredictable global restrictions have made domestic leisure travel more attractive and popular. According to [Statista](#), during the pandemic, the United States contended with 1.4 billion domestic trips, and, in the United Kingdom, 75% of all travel spend came from domestic tourism alone. Properties that want to attract domestic travelers for weekend trips or staycations should seek out prominent regional OTAs.





OTAs expand to include unique travel experiences & a full spectrum of offerings

Deloitte's [2022 Travel Outlook report](#) identified that younger and wealthier travelers are leading the return to travel. These demographics expect unique travel experiences, such as staying in a luxury treehouse or a converted grain silo in the middle of the desert. Airbnb recently added [56 new vacation rental categories](#), including tiny homes, caves, castles, and yurts. In the first quarter of 2022, nights booked for summer travel to these unique property types have increased by 80%. In June 2022, [Airbnb announced their \\$10 million OMG! Fund](#) which was created to finance 100 property owners as they transform their property into a truly unique travel destination. Hostelworld also [recently introduced "Roamies,"](#) a new group tour option for like-minded travelers who seek to visit lesser-known spots and interact with local communities.

OTAs have felt the pressure to expand their product offerings to provide a full-service experience for visitors, including access to flights, tours, restaurants, activities, and car rentals. Recently, [Booking.com and Hopper](#) expanded into full-service OTAs offering flight, accommodation, and activity options by utilizing partnerships with travel companies. Hostelworld has also expanded its offerings to include low-budget hotels and bed and breakfasts.





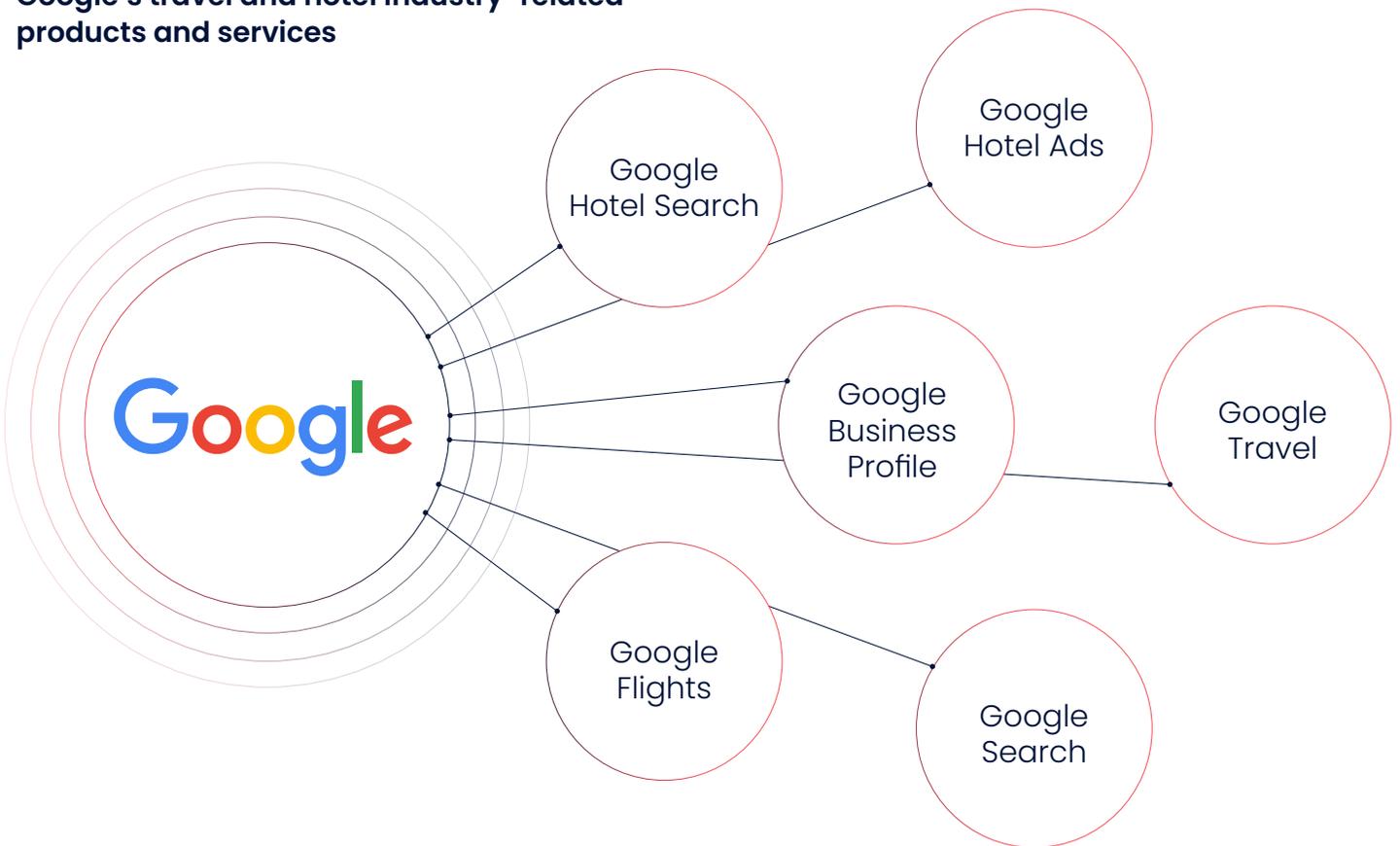
Google Hotel Search disrupts the OTA space

Google Hotel Search has disrupted the online travel industry, changing how travelers book their vacations. When a traveler enters a property name into Google, the site will return a list of hotel rates from various OTAs on which the property is listed. Clicking on a rate will take a traveler directly to that OTA to book.

In 2021, Google introduced [free booking links](#), allowing an individual property to list their direct

rates within the Google Hotel search box for free. In 2022, this initiative was expanded to include free booking links in both Google Search and Maps, meaning that properties now have an added way to capture direct bookings at multiple points on the Google platform. At Cloudbeds, Google – via free booking links – has quickly become a top-performing channel for our hoteliers, ranking as one of the top revenue-generating channels in major countries such as the USA and Canada.

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





Airbnb's rapid expansion

Airbnb recorded its best year ever in 2021 with over **\$1.5 billion USD in revenue** in its fourth quarter. Its main challenge now is finding hosts to meet the increasing travel demand. A notable increase in demand has been for more long-term stays with Airbnb seeing an increase in monthly and weekly stays.

Airbnb has also made investments in new and exciting ways to entice travelers to use their site. In 2021 **Airbnb released over 150 new features**, and in June 2022 they launched 3 new offerings:

- **Airbnb Categories**

A new way to search that makes it easy to discover millions of properties across different categories.

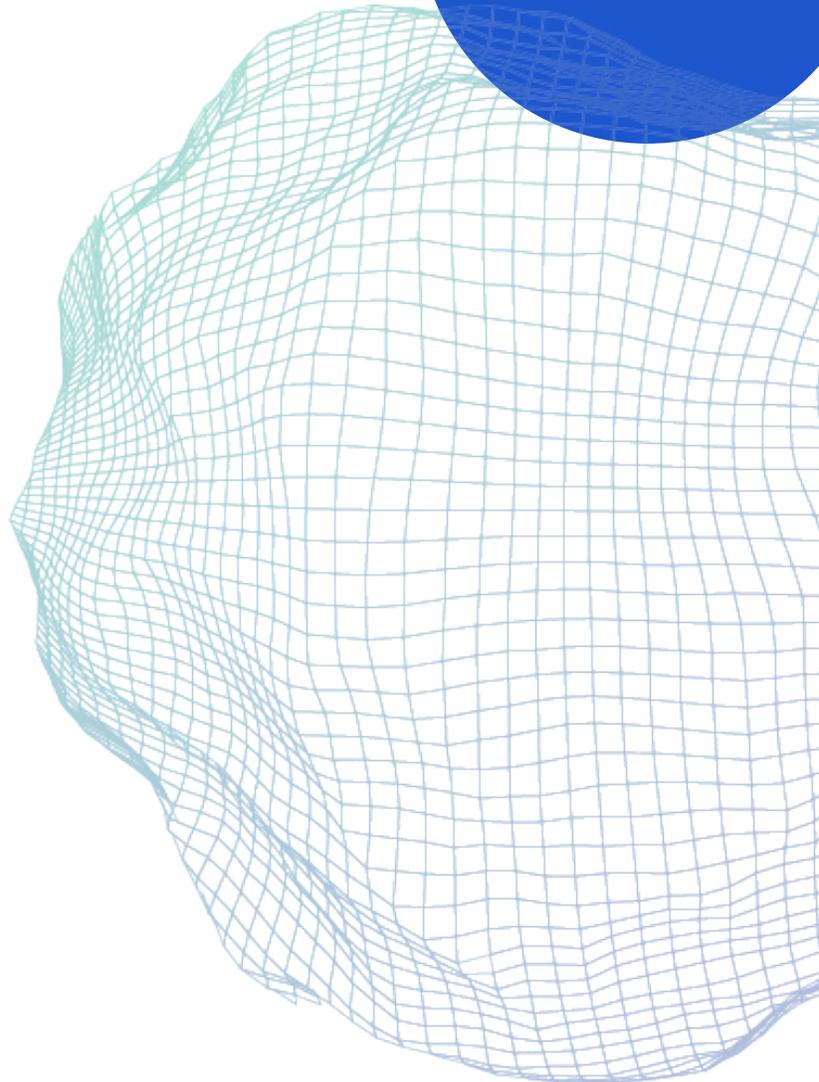
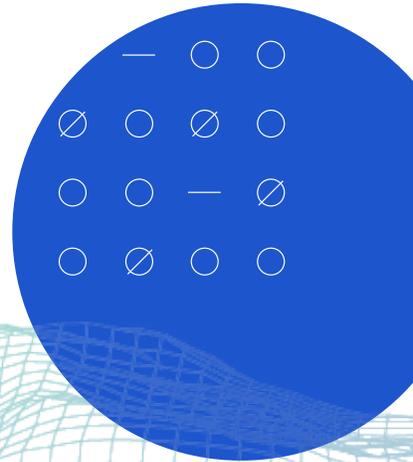
- **Split Stays**

A feature that provides more options for longer stays by splitting trips between two properties.

- **AirCover for guests**

A comprehensive protection in travel, included for free with every stay.

Airbnb's own success is pushing other OTAs to expand their offerings and move into new markets to change the future landscape of travel.





02

Why travelers use online travel agencies

In the late 1990s, OTAs began to emerge with Priceline.com (now Booking Holdings), Expedia Groups (as a division of Microsoft), and Ctrip (now Trip.com) leading the way. These OTAs changed how travel planning was done by aggregating information from across the internet into one place for travelers to compare options, pricing, reviews, and more.

Today, many travelers begin their journey on OTAs during the “dreaming phase” of travel. They use OTAs as a storefront to see what’s available on the market. At this point in their [traveler journey](#), they are looking for inspiration and are open to various ideas, activities, and accommodations. Search activity is broad and destination-oriented, with travelers perusing Google and OTA sites to see what options are available.

In the planning stage, travelers use OTAs to narrow down their options, looking at factors such as amenities, pricing, and reviews. According to [Yieldify](#), travelers spend on average more than four months researching their trip before departure and visit 38+ websites throughout this period. Properties must be listed on a wide variety of channels to increase their visibility and chances of conversion.

When booking, travelers will often go directly to a property’s website after seeing them on multiple OTAs. This phenomenon called the “The Billboard Effect” was first documented in 2009 by the Cornell Center for Hospitality Research and is still relevant today. A [2017 Cornell study](#) found that properties connected to 7+ channels had a 20% increase in direct bookings as travelers became more aware of these properties and trusted their legitimacy.



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, [Expedia Rewards](#) offers a points-based reward program where members collect points on eligible bookings and gain access to exclusive member prices. Rewards members can get instant access to savings worth 10% or more and encourage members to work towards gold status.

03.

Price-driven decisions

Online travel agencies are often thought of as 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 markets its package deals and discounts on its website homepage. It offers international travelers an extra 10% off of regional properties across Europe, Asia, and the Middle East. 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. Booking.com alone spent **over \$3.8 billion** on marketing in 2021. Expedia and Booking both spent roughly **\$6 million on Super Bowl ads in February 2022** that Expedia Group CEO Peter Kern said were “really just a piece of a longer-term strategy to land our message about what each brand is about.”

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** 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. As mentioned previously, Airbnb recently 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.



03

What is a channel mix?

A channel mix is the selection of OTAs and distribution channels that a property connects to. With the hundreds of online channels available today, properties should prioritize choosing channels that align with their brand and attract visitors who they've identified to be in their target market.

Choosing the right OTAs for your channel mix can help your property get exposure across different regions and target audiences to increase occupancy without additional marketing spend. By getting in front of your target audience on channels they're familiar with, you can create culturally relevant listings to simplify their research process. For example, currency conversions, language support, and tailored experiences based on purchasing habits are all targeted components of OTA sites. It would be difficult to repeat these features and marketing tactics on your own website without spending a large budget on marketing.





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

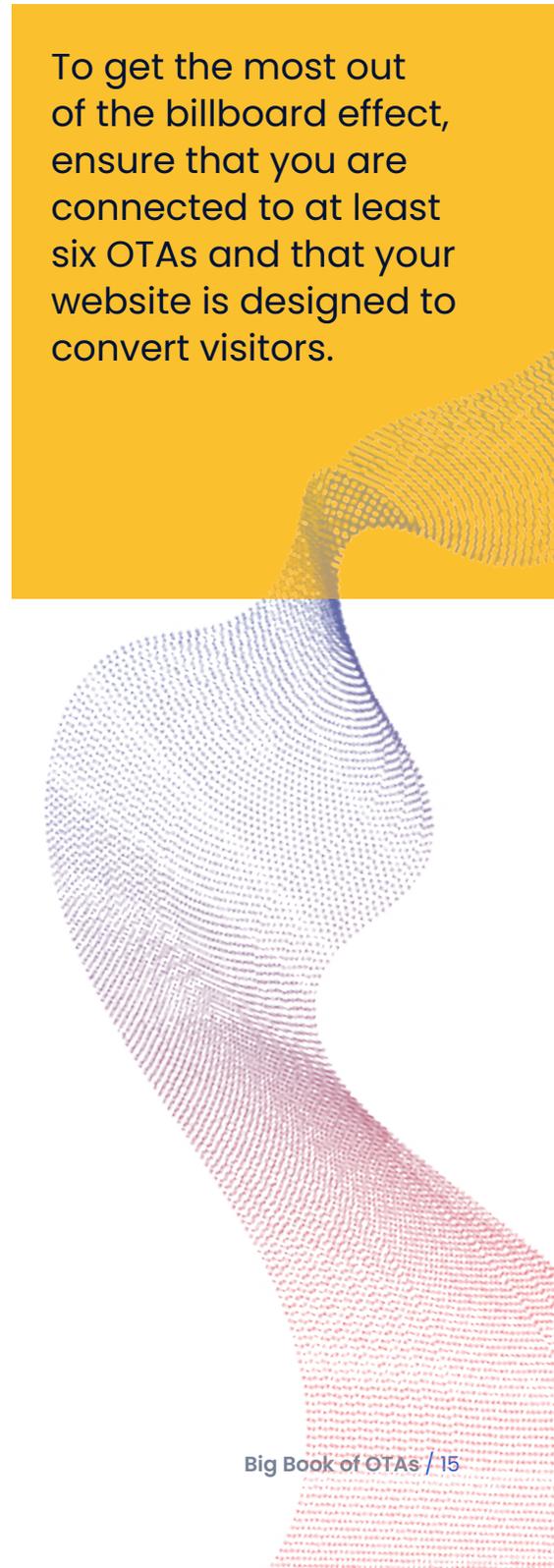
OTAs are often the first stop travelers make when doing research for their upcoming trip. As they jump from OTA to OTA searching for a place to stay, travelers will continually run across the same properties – if they are listed on multiple channels. This increased visibility builds the familiarity that triggers the “billboard effect,” compelling travelers to do further research on these specific properties on search engines. From here, travelers can find a property’s website and end up booking directly.

By listing your property on multiple OTAs, you create relevance and trust in consumers’ minds, especially if your listings are backed by positive reviews and high-quality images. To get the most out of the billboard effect, ensure that you are connected to at least six OTAs and that your website is designed to convert visitors. This includes having a modern design that matches your brand, a clear call to action to book, and a booking engine that connects to your PMS.

In addition to OTAs, Google Hotel Search has recently emerged as one of the most important travel research sites and is widely used by travelers to compare properties. On Google, users can easily filter by parameters such as location and ratings and compare prices across different OTAs and direct channels.

Ensure that your direct channel has the best deals, promotions, and extra perks, as this is one of the main factors determining whether a guest will book directly or through an OTA. Consider offering special packages or add-ons only available to direct bookers – for example, complimentary bike rentals or free breakfast or parking.

To get the most out of the billboard effect, ensure that you are connected to at least six OTAs and that your website is designed to convert visitors.





Building your channel mix

Building a robust channel mix consisting of a wide variety of OTAs is critical to driving more reservations and revenue. Your mix should include **top OTAs** that are popular worldwide and have the highest volume of traffic, **regional OTAs** that are popular in both your region and those of your target market, and **niche OTAs** that cater to specific demographics.

Top channels

Top or Global OTAs such as Booking.com, Expedia, Airbnb, Agoda, and Hostelworld should be the foundation of your channel mix. These OTAs attract hundreds of millions of visitors each month, making them critical channels to promote your property. However, these sites also have millions of listings and can charge hefty commission rates of up to 30%.

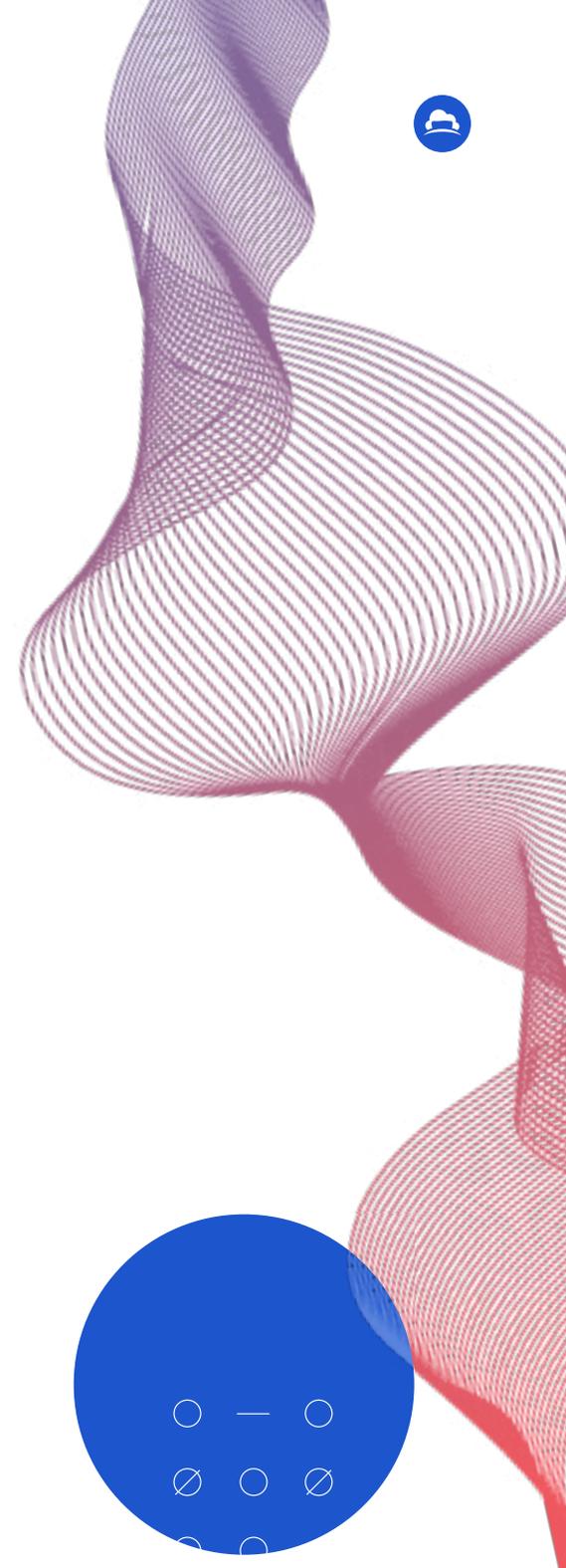
Regional channels

Regional OTAs are also an important part of a channel mix as they help attract domestic travel within your region, which has increased drastically over the last couple of years due to pandemic travel restrictions, a rise in remote work, and an unpredictable travel landscape.

Additionally, regional OTAs can be used to attract visitors from other countries. For example, while Agoda is not a popular booking site in Mexico, Mexican properties can list their property on the site 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 off-seasons, as the seasons reverse and travelers in the opposite hemisphere are preparing to travel during their seasonal break.

Niche channels

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.

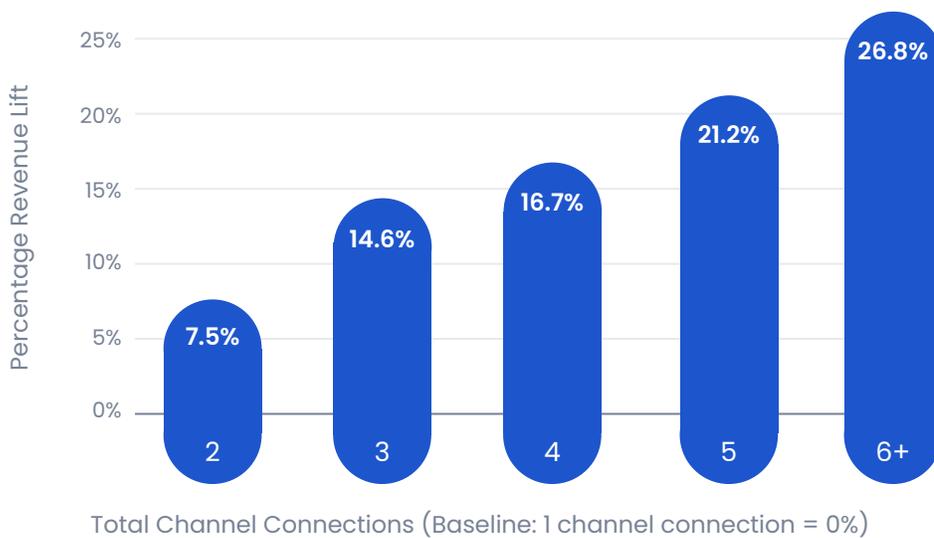




The recipe for a successful channel mix

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 guide independent properties in building their distribution strategy. Based on Cloudbeds' customer data of properties between 21-50 rooms, each additional channel that a property connects to results in a jump in revenue.

Incremental Revenue Lift after First Channel Connection



Properties connected to six channels saw an average revenue increase of 26.8% compared to properties connected to one channel.

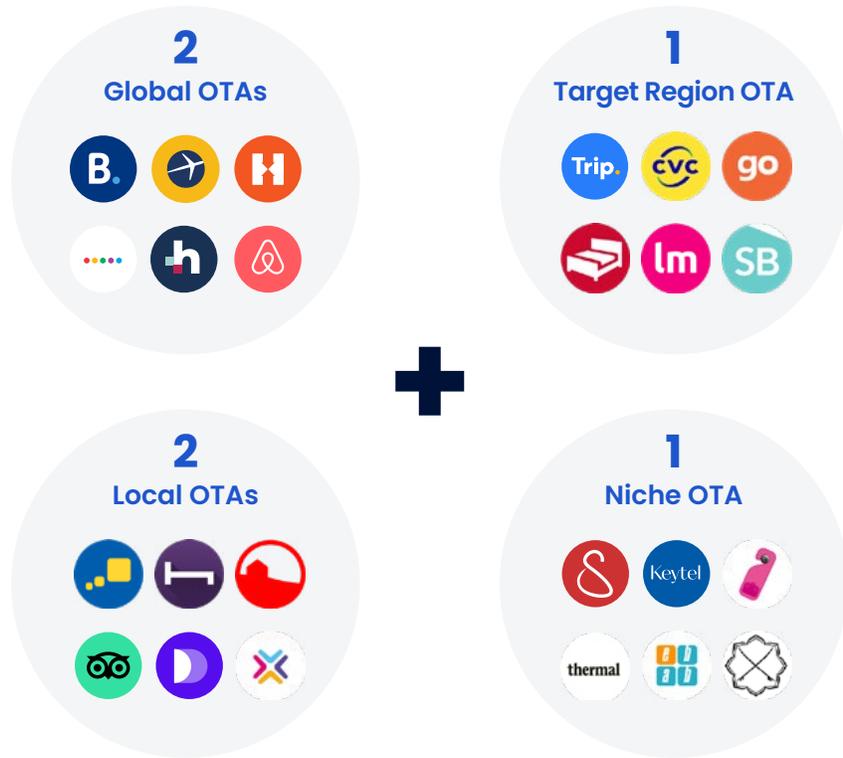


To create an optimal channel mix, properties should follow the six-channel recipe as a guide, incorporating OTAs that best fit your property. You can find a comprehensive list of OTAs grouped by category in the OTA directory on page 38–63.

For properties with 100+ rooms, add at least one additional channel per section for a total of 9–10 channels to further boost revenue.



Recipe A: If your property has a niche

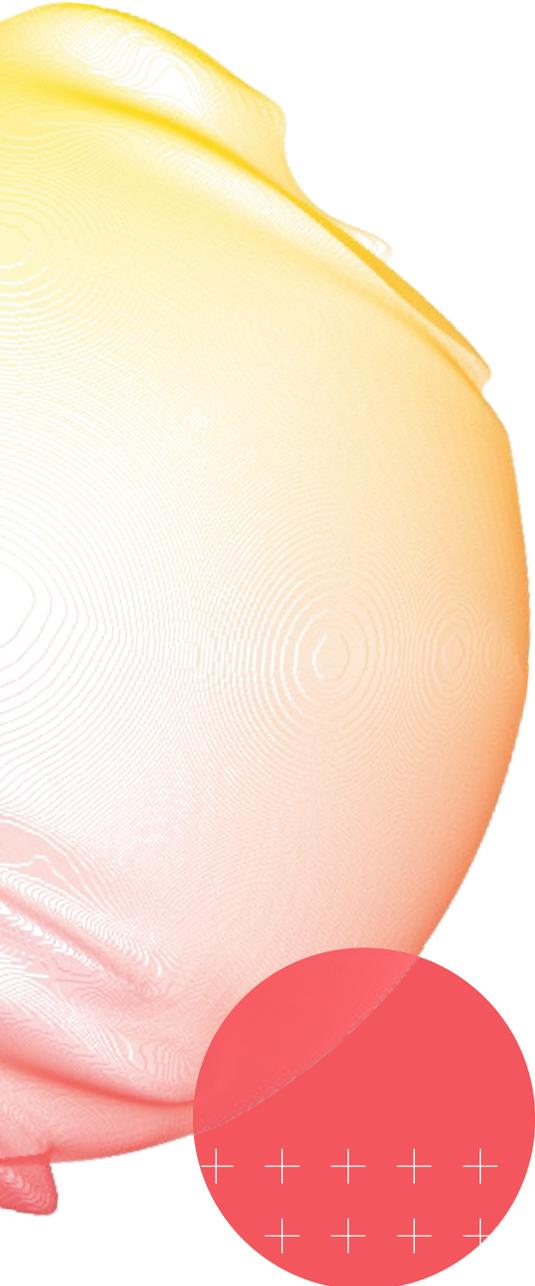


Recipe B: If your property doesn't have a niche





Tips for building your ideal channel mix



Include your go-tos

As part of your mix, choose OTAs that you're familiar with so you are not overwhelmed by multiple new channels at once and you can better measure your results. Learn how to [optimize your property's OTA profile](#) so you can improve your listing rank on their website and gain more visibility.

Consider alternative channels such as bed banks

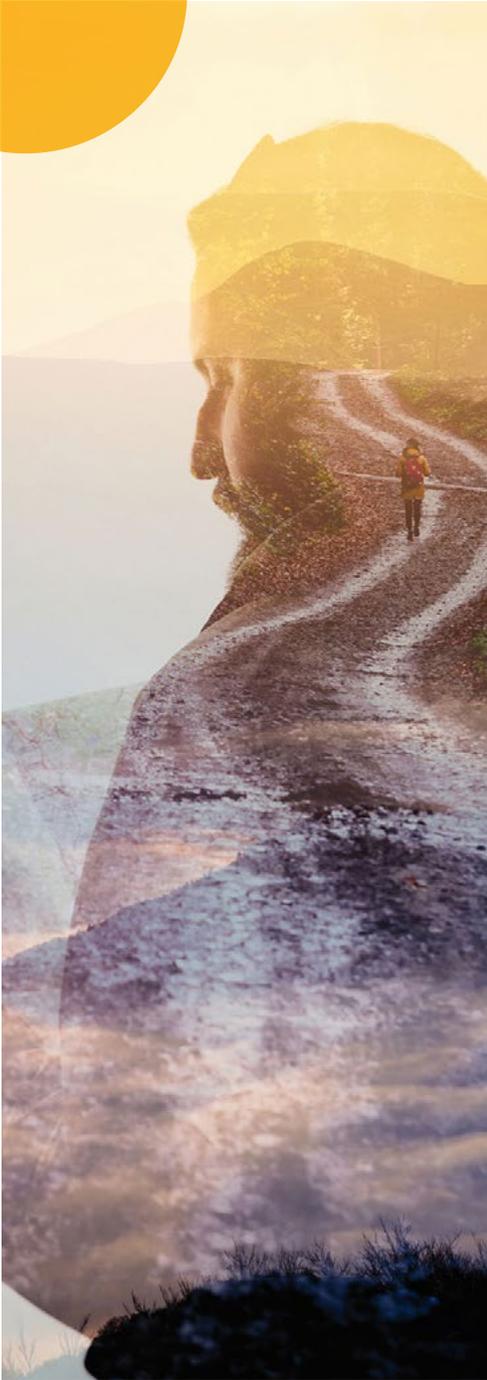
A bed bank is an alternative wholesale channel for properties to leverage as part of their channel mix. Bed banks purchase rooms from properties, typically in bulk and for specific dates, at discounted rates and resell them to OTAs, airlines, and travel agents. Hotelbeds is one of the largest wholesalers, with [60,000 travel distributors](#) in 140 destinations. For lodging businesses, bed banks can be useful to fill vacant rooms and attract new segments of travelers.

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.

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.



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 25%. 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.

For reference, OTAs charge the following commissions based on their 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, often opaque and packaged with flights and cards into a holiday package.
- GDS supports all business models.

Smaller OTAs can offer commission rates as low as 4%, while other OTAs have eliminated commission rates completely, focusing on cost-per-click models or a transfer of commissions to the end consumer instead. Our OTA directory on page 38-63 lists the business models for over 60 OTAs.

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



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.

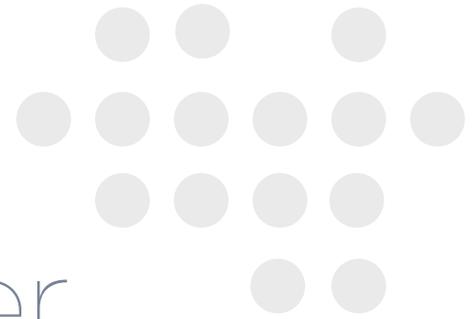
Measure your results and refine

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 goals. Once you get more comfortable managing your channel mix, then you can experiment with adding different OTAs or adjusting the way you distribute your inventory.

Managing 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 give you an opportunity to identify and resolve issues before they become bad reviews and also help you recognize guests who are willing to leave you a positive review.





04

Choosing a channel manager to support your mix

A channel manager is essential 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](#):

1. Make sure your channel manager connects to the channels you already use and depend on.
2. 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.
3. 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.
4. 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.
5. 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.
6. 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.
7. 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.



05

Highest revenue-generating OTAs

Based on Cloudbeds' data gathered from thousands of customer properties, we've seen an immense recovery in revenue generated from OTAs in comparison to 2020. As we approach the midpoint of 2022, revenue has almost surpassed the entirety of 2021 and is predicted to outperform 2019, signaling that the demand for travel has returned. Below are the highest revenue-generating OTAs for 2021.

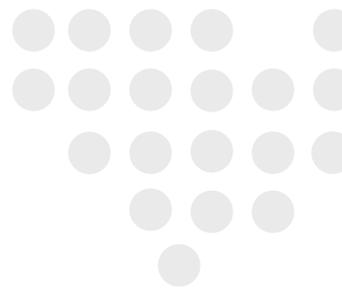
| Rank | OTA |
|------|--|
| 1 |  Booking.com |
| 2 |  Expedia |
| 3 |  Airbnb |
| 4 |  Hostelworld |
| 5 |  Agoda |
| 6 |  Vrbo |
| 7 |  Hotelbeds |
| 8 |  Trip.com |
| 9 |  Despegar / Decolar |
| 10 |  Traveloka |





06

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.

Google Hotel Search is slowly climbing the ranks as one of the top-performing channels across several different countries, while Airbnb has skyrocketed in popularity regardless of country. Agoda, a major channel for the Asian market, leads in revenue across Thailand and the Philippines.

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 | Vrbo | 5 | Vrbo |
| 6 | Agoda | 6 | Agoda |
| 7 | Google Hotel Search | 7 | HotelTonight |
| 8 | Dorms.com | 8 | HRS |
| 9 | Tripadvisor | 9 | Hotelbeds |
| 10 | Hotelbeds | 10 | Google Hotel Search |

Regional OTA Niche OTA



LATAM

Brazil

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

Colombia

| Rank | OTA |
|------|------------------------------|
| 1 | Airbnb |
| 2 | Booking.com |
| 3 | Expedia |
| 4 | Coliving |
| 5 | Hotelbeds |
| 6 | Tripadvisor Vacation Rentals |
| 7 | Hostelworld |
| 8 | Vrbo |
| 9 | Glamping Hub |
| 10 | Despegar / Decolar |

Mexico

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

Europe

Portugal

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

Spain

| Rank | OTA |
|------|-------------|
| 1 | Booking.com |
| 2 | Airbnb |
| 3 | Hostelworld |
| 4 | Expedia |
| 5 | Hotelbeds |
| 6 | Agoda |
| 7 | Keytel |
| 8 | Dorms.com |
| 9 | Hostelsclub |
| 10 | HRS |

UK

| Rank | OTA |
|------|----------------|
| 1 | Booking.com |
| 2 | Airbnb |
| 3 | Expedia |
| 4 | Hostelworld |
| 5 | Agoda |
| 6 | Hotelbeds |
| 7 | Mr & Mrs Smith |
| 8 | Vrbo |
| 9 | Tripadvisor VR |
| 10 | Reconline |

Regional OTA Niche OTA



APAC

Australia

| Rank | OTA |
|------|-------------|
| 1 | Booking.com |
| 2 | Airbnb |
| 3 | Expedia |
| 4 | Hostelworld |
| 5 | Agoda |
| 6 | Vrbo |
| 7 | Hotelbeds |
| 8 | HRS |
| 9 | Trip.com |
| 10 | HipCamp |

Philippines

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

Thailand

| Rank | OTA |
|------|-------------|
| 1 | Agoda |
| 2 | Booking.com |
| 3 | Traveloka |
| 4 | Expedia |
| 5 | Trip.com |
| 6 | Airbnb |
| 7 | Hotelbeds |
| 8 | Hostelworld |
| 9 | Goibibo |
| 10 | Travelanium |



Regional OTA Niche OTA



07

Highlighted niche OTAs

Niche OTAs that appeal to very specific types of travelers can be a solid source of revenue for properties. Finding an OTA that targets your specific guest demographic can result in long-lasting loyalty. Leading the pack in niche OTAs are surf & sports OTAs and luxury OTAs, where we've seen new channels emerge over the past few years that cater to these specific audiences.

-
-
-
-

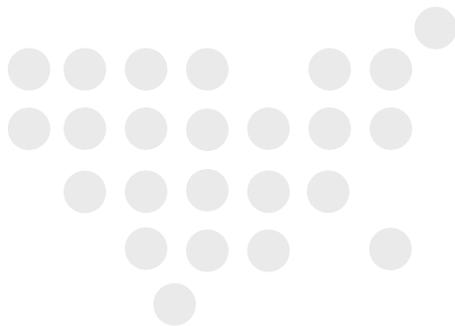




Highlighted niche OTAs

Surf & Sports

Surf tourism has been popularized across **93 countries**, and prior to the pandemic, a population of 35 million surfers spent more than **\$32 billion USD annually** surfing abroad. Travelers are looking for more outdoor experiences, 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 SURF

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

SURFHOLIDAYS.com

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

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



Highlighted niche OTAs

Luxury

The global luxury travel ecosystem is valued at \$1.54 trillion USD, with \$1.4 trillion being spent on lodging and airfare. During the pandemic, households around the world amassed an extra \$5.4 trillion in savings as consumers curtailed spending on recreation, travel, dining, and entertainment. This excess in savings and increased desire for travel has led to consumers booking more luxury vacations as most of the world's travel restrictions have been lifted. Expedia found that 40% of travelers are more willing than ever to splurge on future travels, and 32% plan to visit a bucket-list destination. 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 high-level 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+ market is **valued at over \$200 billion USD annually**. While many countries have become increasingly welcoming to the queer community, discrimination is still prevalent today. OTAs like **ebab** and **misterb&b** have emerged to offer safe and friendly accommodations to the LGBTQIA+ community.





08

How channel mixes differ by property type

Our data shows that while the top global OTAs dominate across almost all property types, there are certain channels that emerge in popularity across specific property types.

Most popular channel connections for Hotels & Boutiques

| Rank | OTA |
|------|---|
| 1 |  Booking.com |
| 2 |  Google Hotel Search |
| 3 |  Expedia |
| 4 |  Airbnb |
| 5 |  Agoda |

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

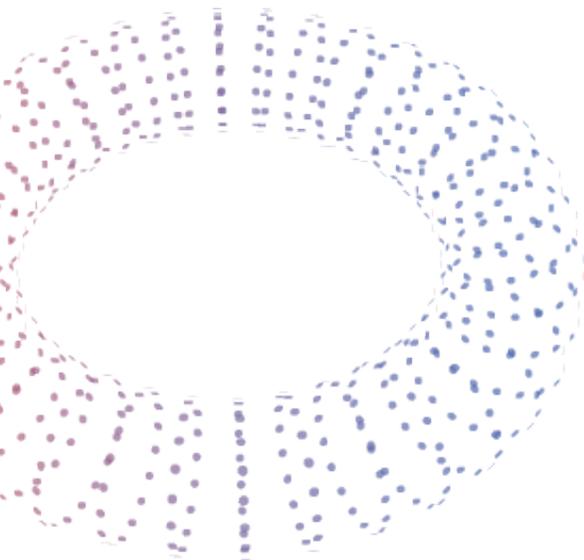
| Rank | OTA |
|------|---|
| 1 |  Booking.com |
| 2 |  Google Hotel Search |
| 3 |  Hostelworld |
| 4 |  Expedia |
| 5 |  Agoda |

Most popular channel connections for Vacation Rentals

| Rank | OTA |
|------|--|
| 1 |  Booking.com |
| 2 |  Airbnb |
| 3 |  Google Hotel Search |
| 4 |  Expedia |
| 5 |  Vrbo |

Most popular channel connections for Bed & Breakfasts

| Rank | OTA |
|------|--|
| 1 |  Google Hotel Search |
| 2 |  Booking.com |
| 3 |  Expedia |
| 4 |  Airbnb |
| 5 |  Agoda |





09

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.](#)

Also note that aside from OTAs, The Emirates Group/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.



Tripadvisor
 Airfarewatchdog
 Bókun
 BookingBuddy
 Cruise Critic
 Family Vacation Critic
 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
 Traveldo
 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



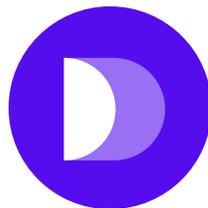
10

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.



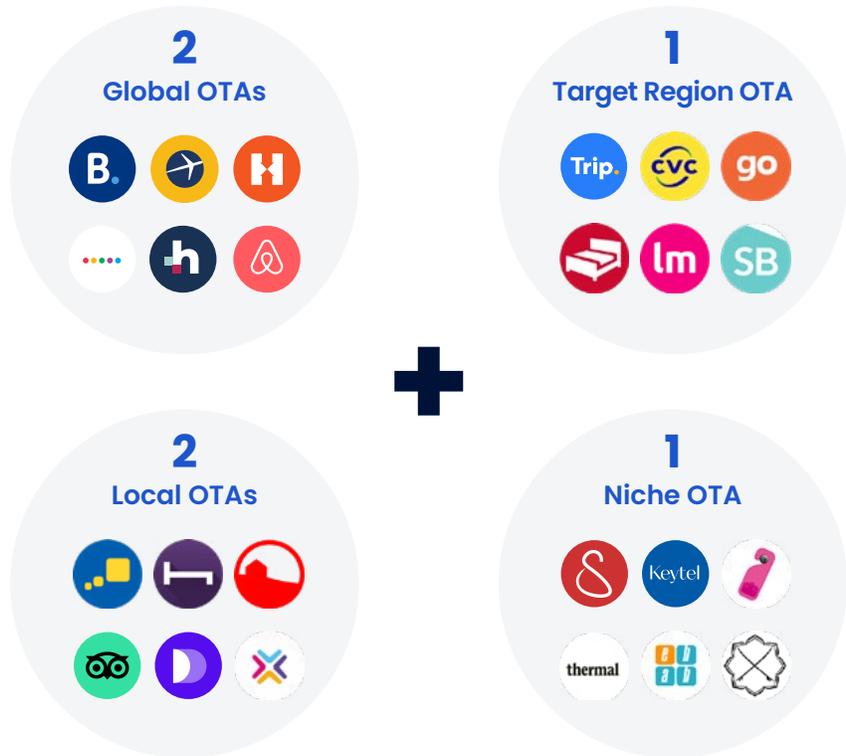


As a reminder, here is the channel mix recipe you should use:

For properties with 100+ rooms, add at least one additional channel per section for a total of 9-10 channels to further boost revenue.



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



agoda



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

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

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





Anyplace

Anyplace is a long-term stay focussed OTA with accommodations tailor-made for remote workers, digital nomads, travel nurses, interns, and anyone who wants flexibility and high-speed internet.

[Website](#)

Property type

Hotel, Hostel, Vacation Rental

Category

Niche

Target market segment

Remote workers / Digital nomads

Business model

Agency

Demand origin

Global



Part of the TUI GROUP, atraveo is the large holiday home market on the Internet with more than 300,000-holiday homes and apartments in Europe and around the world.

[Website](#)

Property type

Vacation Rental

Category

Niche

Target market segment

Holiday Homes

Business model

Agency

Demand origin

Europe



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



**Property type**

Bed & Breakfast

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.

Category

Regional

Target market segment

N/A

Business model

Agency



[Website](#)

**Property type**

Bed & Breakfast

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

Category

Regional

Target market segment

N/A

Business model

Agency



[Website](#)

**Property type**

Bed & Breakfast

Demand origin

Europe

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

Category

Regional

Target market segment

N/A

Business model

Agency



[Website](#)



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



budgetplaces offers low prices for centrally located budget hotels, hostels, apartments, and bed and breakfasts. Inventory is fed by Edreams.

[Website](#)

Property type

All

Category

N/A

Target market segment

Budget travelers

Business model

Merchant, Agency

Demand origin

Global



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





Cozystay is a community marketplace for people to list, discover, and book unique apartments and vacation Rentals around the world.

[Website](#)

Property type

All

Category

Niche

Target market segment

City trips, apartments

Business model

Merchant

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



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

Category

Regional

Target market segment

Chinese travelers

Business model

Agency

Demand origin

Global





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



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 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



Glampinghub is an OTA focused on Glamping properties. Glamping, also known as luxury camping or glamorous camping, is 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

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



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





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 a B2B accommodation wholesaler that connects to 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





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



HotelsCombined is a hotel metasearch engine that provides distribution to thousands of travel affiliates.

[Website](#)

Property type

All

Category

N/A

Target market segment

N/A

Business model

Merchant

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





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



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

Category

N/A

Target market segment

N/A

Business model

Merchant, Agency

Demand origin

Global



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





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

Category

Niche

Target market segment

Luxury travelers & families

Business model

Merchant

Demand origin

Global



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



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



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



make my trip

Makemytrip powered by Goibobo is 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

Merchant

Demand origin

Asia





misterb&b

misterb&b boasts 100,000 LGBTQ+-friendly hotel rooms on their website. The site provides a searchable database of short-term rentals of homes, rooms, and apartments and LGBT+ friendly hotels/motels.

[Website](#)

Property type

All

Category

Niche

Target market segment

LGBTQIA+ travelers

Business model

Merchant

Demand origin

Global



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



eDreams ODIGEO Connect

ODIGEO Connect is the platform created for hoteliers to help them advertise their hotel, B&B or apartment on eDreams ODIGEO brands (eDreams, Opodo, GoVoyages and Travellink) in a package offer.

[Website](#)

Property type

All

Category

Top

Target market segment

Holiday Travelers

Business model

Merchant

Demand origin

Global





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



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



Founded in 1997, Priceline has become one of the biggest OTAs in the world. Now part of Booking Holdings, Priceline is known for finding discount rates for travel-related purchases such as airline tickets and hotel stays.

[Website](#)

Property type

All

Category

N/A

Target market segment

N/A

Business model

Merchant

Demand origin

Global



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

N/A

Business model

Merchant

Demand origin

LATAM





Rakuten Travel

Rakuten Travel is one of the leading online travel agencies in Japan with over 34,000 hotels and ryokans. Founded in 2001, Rakuten Travel offers Japan's broadest selection of local travel accommodation listings.

[Website](#)

Property type

N/A

Category

Regional

Target market segment

Japanese travelers

Business model

Wholesale

Demand origin

Asia



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





Riparide

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



SilverDoor APARTMENTS

Silverdoor Apartments connects you to the world's leading serviced apartments agents. Using this single-channel connection, gain access to guests booking from an extensive corporate and leisure client base.

 [Website](#)

Property type

Vacation Rental

Category

Regional

Target market segment

Corporate travelers - specifically in London

Business model

Merchant

Demand origin

Global



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





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



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



traveloka

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

Category

Regional

Target market segment

Holiday Travelers

Business model

Merchant

Demand origin

N/A



Tripadvisor

Instant booking gives travelers all the information they need to book with you immediately on Tripadvisor: Share Live Rates and Availability. Enable potential guests to see your live rates and availability on one of the world's largest travel sites.

 [Website](#)

Property type

All

Category

Top

Target market segment

N/A

Business model

Agency

Demand origin

Global



Tripadvisor

Tripadvisor Vacation Rentals has combined several popular Vacation Rental sites into a single management interface. By setting up your Tripadvisor Vacation Rentals property account, you will be able to market your property to Flipkey, Holidaylettings, Niumba, and HouseTrip

 [Website](#)

Property type

Vacation Rental

Category

Top

Target market segment

N/A

Business model

Agency

Demand origin

Global



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





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

Demand origin

Global

Category

N/A



Target market segment

N/A

Business model

Agency



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

[Learn More](#)

