



What Asia's Top OTAs Offer: A Deep Dive

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Overview

Explore the latest trends and growth drivers in the Asian OTA market with expert analysis from Aggregate Intelligence's online travel retail specialists – combining deep industry knowledge with regional insight.

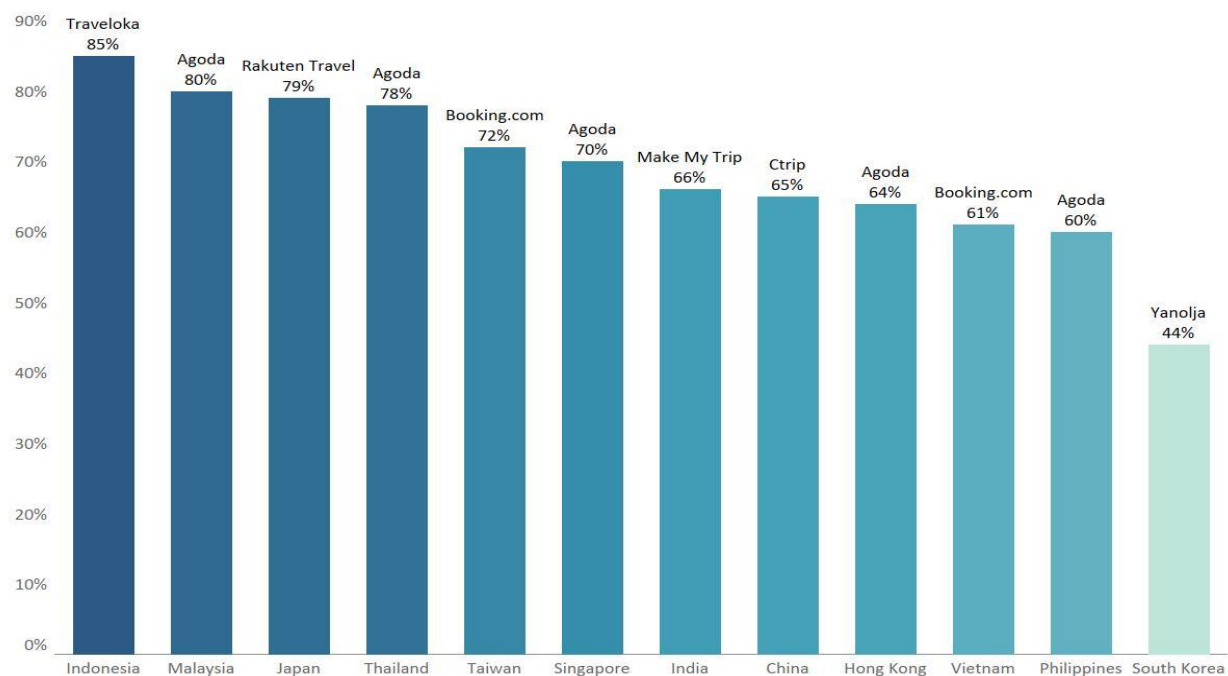
Our report provides an in-depth analysis of the Asian Online Travel Agency (OTA) market, highlighting its rapid growth and post-pandemic recovery. Asia's top OTAs have adapted their core offerings to the region's diverse travel needs and preferences. With a comprehensive suite of products and services such as accommodation, transportation, packaged tours, and activities, Asian OTAs have positioned themselves as indispensable players in the travel ecosystem. OTAs are continuously enhancing their core offerings via technology, partnerships, and customer feedback to remain competitive and consolidate their market positions. Backed by the latest data, our report profiles the leading OTAs in the region, including Trip.com, MakeMyTrip, Agoda, and Booking.com, and examines their inventory, market share and regional performance. The report also explores how Asian OTAs are leveraging AI-driven personalization, super app integration, and sustainability initiatives to keep pace with the changing travel landscape of Asia.

If you're an investor, or service provider, our research supports smarter decisions – helping you identify opportunities, adapt to disruption, and build resilience in a rapidly changing landscape.

Online Travel Agency- A Retailing Point of The Hospitality Industry

OTAs represent the fastest growing online distribution channels for the hospitality industry in Asia and 2023 saw many of the top players in Asia making a remarkable post pandemic recovery. The region's diversity in terms of language, culture, internet penetration, and travel behavior have allowed both global and regional OTAs to thrive. Leading players like Trip.com, MakeMyTrip, Agoda, Booking.com, and Airbnb have used technology to provide tailored offerings to meet the unique needs of Asian travelers, focusing on convenience, affordability, and personalization for a seamless travel experience. While some of them have managed to hold on to their top spots, others like China's Trip.com have managed to exceed their pre-pandemic performance, indicating the upsurge in travel demand and return of the Asian traveler.

Market Share And Emerging Trends Of Top Asian OTA Offerings



The Asian OTA landscape boasts strong regional players that have developed their core offerings specifically tailored to local market needs. While global platforms like Booking.com and Expedia operate in Asia, the region's highly segmented and diverse travel preferences and digital behaviors have allowed local OTAs to thrive. Asian OTAs, poised for robust growth, are on a path toward more integrated travel experiences, enhanced personalization, and deeper integration with other digital services that form part of consumers' daily lives. Emerging trends include:

- **AI and Personalization:** recommendation engines based on user preferences and behavior; Customer support chatbots in multiple languages; and predictive pricing tools.
- **Super App Integration:** The latest trend of integrating travel services into larger lifestyle platforms allows cross-selling between travel and non-travel services

- **Sustainability Initiatives:** carbon footprint calculators; eco-friendly accommodation options; and sustainable tourism packages.
- **Virtual and Augmented Reality:** virtual hotel tours prior to booking; AR-enhanced destination guides; and Immersive preview experiences

Core Offerings And Inventories Of Top Asian OTAs

The core offerings of an OTA form the backbone of their success and . Accommodation options range from luxury hotels to alternative stays like ryokans, hanoks, and homestays, catering to a wide spectrum of travelers. Transportation services, including flight bookings, rail and bus ticketing, and car rentals, ensure seamless travel experiences. Packaged tours, local activities, and immersive experiences further enhance the value proposition for travelers. Additionally, OTAs are leveraging advanced technologies like AI, VR, and AR to provide personalized recommendations, virtual tours, and predictive pricing tools. Financial services, loyalty programs, and mobile app features add further convenience, making OTAs a one-stop solution for travel planning.

As the market continues to grow, OTAs are focusing on sustainability, super app integration, and regional partnerships to stay competitive and meet the evolving demands of travelers.

Trip.com:

Founded in 1999 and listed on Nasdaq in 2003, and HKEX in 2021, Trip.com Group Limited, is a leading Global OTA which was acquired by Ctrip, China's largest and one of Asia's top travel product marketplaces. Trip.com owns and operates several travel fare aggregators and metasearch engines and offers a complete suite of travel products and services and travel content. In addition to its namesake flagship brand Ctrip.com, the Company currently operates a portfolio of brands, including, Qunar, Trip.com, and Skyscanner in over 200 countries and over 40 languages.

Core Offerings	Global Operations	Asia Operations
Accommodation	1.7+ million global listings; Trip.Best program with 20,000+ curated hotels; Boutique and luxury collections	1+ million Asian listings; Specialized Asian accommodations (ryokans, hanoks); Partnerships with local Asian hotel chains
Transportation	600+ airlines globally; International train services; Car rentals in major markets	Comprehensive Asian airline coverage; High-speed rail in China, Japan, Korea; Ferry services in Southeast Asia; Regional bus networks
Packaged Tours	Global vacation packages; Attractions and activities worldwide; 16 new global sites planned	Asian-focused cultural packages; Food tourism in Southeast Asia; Cherry blossom tours; Adventure tourism in Nepal, Indonesia, Philippines
Corporate Travel	Trip.Biz platform for global business travel; Expense management tools	Trip.Biz with Asia-specific features; Meeting arrangements; Local transportation services; Regional payment integration
AI Travel Planning	TripGenie in 9 languages; Global itinerary creation	Culturally-adapted AI assistants; Mobile-first approach; Integration with Asian social platforms
Financial Services	35 payment currencies; Global insurance coverage; TripLink payment solutions	12+ Asian payment methods (Alipay, WeChat Pay, Paytm); Region-specific insurance products; Local currency support

China Travel Guide (2023) offers essential travel info on hotels, transport, payments, and more.

Sustainable Travel (green hotels, electric vehicles, and low-carbon flights) is the choice of nearly 16 million customers.

Experiential Tourism offers unique experiences (afternoon teas, spa treatments, and sunrise views) at iconic locations.

Hotel Rooms Plus X bundles hotel stays with unique experiences.

MakeMyTrip

Headquartered in Gurugram, India, MakeMyTrip, is a leading online travel agency in India, serving both leisure and business travelers with its portfolio of flight bookings, hotel reservations, holiday packages, bus and rail ticketing, and other travel-related services like visa processing, travel insurance, and foreign exchange.

The company caters to both domestic and international travel via its major brands: MakeMyTrip, Goibibo, and redBus.

MakeMyTrip's revenue amounted to about US \$ 782 millions across India in the fiscal year 2024 with top earnings coming from hotels and package tours.

The travel retailer is also making inroads into other parts of Asia through partnerships and acquisitions, particularly in the hotel booking and package holiday segment.

Core Offerings	Asia Market (2024)	Global Market
Flight	25M+ monthly flight searches in Asia 75% of Asian bookings are domestic 3.2M monthly transactions in India	Expanding in Middle East and North America; Limited presence in Europe
Hotel	35,000+ domestic hotel partnerships 1,500+ direct international hotel contracts 22% YoY growth in Asia hotel bookings	Emerging presence in Dubai, Abu Dhabi; Limited in Western markets
Holiday Packages	1,200+ package options across Asia 35% YoY growth in domestic packages Top destinations: Thailand, Singapore, Dubai	Growing focus on outbound Asian travelers to global destinations
Bus & Train Bookings	3,500+ bus operators in network 80,000+ routes covered in India 15M+ monthly active users	Minimal global presence; Not a focus for international expansion
Alternative Accommodations	Growing segment with 35,000+ homestay listings in Asia. 42% YoY growth in homestay bookings Strongest in leisure destinations	Limited global inventory compared to specialized platforms
Activities & Experiences	12,000+ experiences across Asia 28% YoY growth Highest demand in Thailand, Singapore	Selective coverage in popular global destinations
Corporate Travel	Serves 12,000+ corporate clients in Asia 9-10% of total bookings 32% YoY growth	Limited global footprint; Focused on Indian companies with global operations
Visa & Travel Insurance	Serves travelers to 40+ countries - 18% YoY growth - Highest demand for UAE, Singapore visas	Growing focus on outbound Asian travelers to global destinations

Flight Bookings projected to expand into 15+ new international markets by 2027, with a focus on UAE, Saudi Arabia, and Singapore.

Hotel Bookings set to increase by 10,000+ international properties annually.

Holiday Package offerings to expand in North America and Europe, with 25% annual growth.

Alternative Accommodations targeting 25% of accommodation revenue by 2027.

Activities & Experiences projected to expand to 25,000+ global experiences by 2026.

Corporate Travel to target 20% of total bookings by 2027, with a focus on expense management solutions.

Visa & Travel Insurance expected to expand coverage to 60+ countries by 2026.

AGODA

The digital travel platform, founded in Bangkok and headquartered in Singapore, as part of Booking Holdings, offers a complete set of travel products and services worldwide, including flight bookings, accommodation, intra-country and cross border transportation via rail or bus, and activities and tours through its multiple platforms, including desktop websites, mobile apps for iOS and Android, and call centers in over 39 languages.

Offerings	Asia Market
Accommodation	2.5 million holiday properties in Asia and 20% market share
Alternative Accommodation	500,000+ non-hotel listings in Asia, 35% YoY growth in this segment, highest penetration in Japan, Thailand
Long-Stay Accommodations	150,000+ monthly active long-stay users
Flight Bookings	50,000 flight routes in 38 markets across Asia.
Airport Transfers	Covers 300+ airports in Asia- 28% YoY growth-
Mobile App Features/Language Support	In-app messaging, digital room keys, offline access/38 languages
Loyalty Programs	35M+ active members in Asia, with 15% using AgodaCash

Agoda Asia Projections:

Accommodation Booking is projected to increase by 20% in Asia-Pacific by 2025.

Flight Bookings in Asia to surge by 25% in the region.

30% increase in **activity bookings**, and 35% increase in **travel insurance sales** expected in the region by 2025.

Booking.com

Founded in 1996 in Amsterdam as a small Dutch startup, Booking.com, part of Booking Holdings Inc. (NASDAQ: BKNG), has grown to one of the world's leading travel marketplaces. The OTA , which operates in over 220 countries and territories, offers more than 28 million listings in over 147,000 destinations.Booking Holdings has become one of the largest online travel companies in the world with a market cap of around \$112.8 billion in the first 3 quarters of 2024.

Product/Service	Description
Accommodation Booking	28 million+ listings across Asia, and 6.6 million non-hotel properties.
Flight Booking	Partnerships with 400+ airlines in Asia.
Ground Transportation	Airport taxis in 120+ Asian cities; partnerships with 200+ car rental providers in Asia
Activities and Tours	80,000+ bookable experiences in Asia, and restaurant reservations available in 15 major Asian cities
Genius Loyalty Program	35% of Asian bookings through Genius program
Premium Partner Program	40,000+ premium partners in Asia

Booking.com Asia by 2026:

Hotel and alternative accommodation inventories to grow by around 20 % each in Asia.

18% growth in **flight bookings** across Asia

Airport taxi expansion to 150+ cities and a projected 12% growth in **car rental** bookings in the region.

Travel insurance attachment rate in Asia to increase from 22% to 30%.

Airbnb

A global online marketplace for accommodation, Airbnb, founded by Brian Chesky, Nathan Blecharczyk, and Joe Gebbia, in 2008 and headquartered in San Francisco, California, operates in more than 220 countries and regions worldwide, enabling hosts to rent out their homes or rooms to travelers.

The company serves as a broker, connecting hosts and guests and charging a commission on each booking. Their core offerings include short-term stays, vacation rentals, and unique travel experiences.

Product/Service	Current Inventory in Asia
Short-Term Rentals	2.5+ million listings
Luxury Accommodations (Airbnb Luxe)	25,000+ premium properties
Long-Term Stays (28+ days)	20% of all Asian bookings
Airbnb-Friendly Apartments	175+ buildings across major cities
Local Experiences	100,000+ experiences across Asia
Online Experiences	25,000+ virtual experiences with Asian hosts
Cultural Immersion Programs	15,000+ culturally-focused experiences
Adventure Activities	10,000+ outdoor/adventure experiences
Local Payment /Language	25+ local payment systems/ 15 Asian languages

Airbnb Asia 2026 Projections:

Short-Term Rental listings to grow by 15-20%.

Long-Term Stays to reach 25-30% of bookings by 2026.

Airbnb-Friendly Apartments to expand to 300+ buildings.

Local Experiences and adventure activities to grow by 40%

Expedia

An American travel retailer founded in 1996 as a division of Microsoft and headquartered in Seattle, Washington, Expedia offers a comprehensive set of travel products and services. While the OTA holds a strong position in hotel bookings globally (20%), the figure drops to 12 % in Asia where other global players(Bookings.com and Agoda) and regional players dominate.

Core Offering	Inventory (2024)
Hotel Bookings	3M+ properties globally, moderate presence in Asia-15% market share in Japan - 8% market share in Singapore.

Flight Bookings	18% of global OTA flight market and 12% YoY growth in Asia bookings
Vacation Packages	35M+ package bookings annually in 70+ countries; and 18% YoY growth in Asia from a low base
Car Rentals	Global inventory of 2M+ vehicles and a partnership with 175+ car rental companies in 150+ countries. 15% YoY growth in Japan, Korea, Thailand
Activities & Experiences	300,000+ experiences globally, with a 40% YoY growth in bookings. 25,000+ experiences available in Asia
Cruises	Partners with 30+ cruise lines for 500,000+ annual cruise bookings; 28% YoY growth in Asian cruise bookings and 40% Asian cruise inventory expansion by 2026.
Corporate Travel	Global clientele of 25,000+ corporates in 60+ countries. Servicing 12 Asian markets, with a 22% YoY growth in corporate bookings
Vacation Rentals	2M+ global property listings. 150,000+ listings in Asia concentrated in Japan, Thailand, Bali.

Hotel Booking: Targeting 20% growth in APAC region by 2027, with focus on 3-4 star hotel inventory expansion in secondary Asian cities

Flight Bookings: 12% YoY growth , and targeting 25% growth in Asia-Pacific flight bookings by 2026

Package bookings on an 18% YoY growth with a 30% annual growth target.

Vacation Rentals target of 500,000+ Asian listings by 2027.

RakutenTravel

Founded in 2001 and headquartered in Tokyo as part of the Rakuten Groups Internet Service segment, Rakuten Travel with its well-established e-commerce ecosystem, has grown into one of the leading OTAs in Japan, offering flights, accommodation, and package bookings in both domestic and international travel spaces.

The OTA commands over 20% of Japan's domestic market and its global expansion arm, Rakuten Travel X operates across 90 countries and collaborates with over a thousand distribution partners.

Offerings	Features
Accommodation: Hotels, Ryokens, and Vacation rentals	20,000+ properties in Japan and 600 Rakuten STAY Properties
B2B Travel Platform:	Rakuten Travel Xchange (RTX) connects with 1,000+ distribution partners in 90+ countries
Travel Experiences	Cultural immersion activities, local tours and experiences, culinary adventures.

Technology Services	AI-powered hotel tools, multilingual customer service, and payment processing
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Seamless Real Travel Expert (RTE) integration of accommodations and experiences planned for 2025.

Expansions planned for Rakuten STAY(from 600 to 10,000 properties) in Singapore, Thailand, Vietnam by 2025-2026.

Jalan.net

Jalan.net Founded in 1999, in Tokyo, Jalan.net, operated and managed by Recruit Co., Ltd is a significant player in Japan offering simple online booking of accommodation plans for local hotels and Ryokans (traditional Japanese inns). While its home market is Japan and its core offering domestic bookings, the OTA also caters to Asian inbound travel through its English-language website and partnership with international platforms.

Although Jalan is not as prominent as the global players, Agoda and Booking.com, the platform offers day return and day-use plans offered by over 26,000 establishments, information on 140,000 tourist spots, and 30,000 events around the country.

Offerings	Description
Total Properties in Japan	20,000+ hotels and ryokans, with 10% and 15% annual growth projected for each.
Mobile App Users	10+ million monthly active users, expected to reach 15+ mill by 2026.
AI-Powered Recommendations	70% of bookings, and projected to cover 90% by 2026

Multilingual Support	Available in 8+ languages, expansion to 12+ languages by 2026
Mobile App Users	10+ million monthly active users
Loyalty Program	15+ million members and plans to reach 25+ million members by 2026

Virtual Reality Tours currently offered for premium properties, and set for 50% inventory Voice Search by 2026.

Contactless Check-in available at 30% of properties, with a 70% coverage expected by 2026.

Yanolja

A global travel platform and technology company founded in 2007 and headquartered in Seoul, South Korea, Yanolja offers a full deck of travel products and services and connects the B2B2C value chain through AI (artificial intelligence), blockchain, and IoT (internet of things). Yanolja provides enterprise solutions to its 1.3 million-strong enterprise customers worldwide with connections to more than 13,000 sales channels, in over 200 countries.

Their access to a massive pool of proprietary data from their own customer base enables them to enhance their enterprise offerings and offer tailored solutions that optimize connectivity, operations and profitability for travel industry partners around the world.

Offerings	Description
Accommodation	20,000+ hotels and ryokans in Asia, expected to reach 30,000+ properties by 2026

Cloud Solutions	Property Management Systems (PMS); Hotel management software; Data analytics for hospitality businesses in 200+ countries
Travel Services	Flight bookings (130,000+ routes); Package tours; Transportation services ;Travel insurance
Leisure Activities	5,000+ activities and experiences and restaurant reservations
Inventory expansion with a focus on luxury and unique accommodation options planned in secondary and tertiary cities.	
Activities/ Experiences expected to reach 8,000+, with a focus on unique local experiences by 2026.	

Traveloka

Founded in 2012 in Singapore, Traveloka is among the three leading OTAs in Southeast Asia serving 20+ products which include comprehensive travel services ranging from intra-country transportation to accommodations, discovering nearby attractions, and insurance products to financial services, and the hugely popular 'Buy Now Pay Later'.

Traveloka operates in Thailand, Vietnam, Singapore, Malaysia, Philippines, and Indonesia, but their core market is Indonesia where they hold over 40 % of the domestic OTA market share in both flights and accommodation.

Driven by a post-COVID-19 resurgence in travel, as well as strategic efforts to enhance business efficiency, Indonesia's tech unicorn, Traveloka contributed approximately USD 10 billion to the country's Gross Value Added (GVA) between 2019 and 2022, with the tourism sector accounting for over USD 4.5 billion, making up 2.7% of the sector's GDP.

Category	Current Offerings
Accommodation	1.8 million properties globally covering 100+ countries.

Flights	100+ airline partnerships and a global coverage of 200,000+ routes
Airport Transport	Integration with flight bookings and currently available in 500+ destinations. Expected to expand to 700+ destinations and include premium transport options by 2026.
Activities & Attractions	15,000+ experiences across Asia, accounting for 10% of transaction volume. Expansion planned for 25,000+ experiences by 2026

Property inventory is expected to reach 2.5+ million by 2026, with a 15-20% annual growth in accommodation listings.

25% projected growth in flight bookings by addition of 20+ new airline partnerships, enhanced route optimization, and expansion of international flight options.

Qunar:

Headquartered in Beijing, Qunar is a Chinese online travel agency and China's first metasearch engine. Founded in 2005, the company focuses on providing travel-related services, including flight bookings, hotel reservations, car rentals, and vacation packages. In 2007, the number of unique visitors surpassed 5 million, clearly positioning Qunar as one of the top travel platforms in China. The following year, Qunar launched China's first international flight search service giving Chinese consumers unprecedented access to flight information to all major world cities. In the same year, the search engine launched its "Visa" search channel.

In 2011, a significant investment from Baidu, China's leading search engine, consolidated Qunar's position in the Chinese OTA market by leveraging Baidu's large online ecosystem to expand beyond traditional travel services.

In 2015, Qunar and Ctrip (now Trip.com Group) banded together to become one of the largest online travel companies in China. However, the OTA has continued to operate under its own brand.

Category	Current Offerings (2024-2025)
Flight Bookings	400,000+ domestic and international routes; partnerships with 700+ airlines
Hotel Accommodations	1 million+ properties in database covering 200+ countries and accounting for 35% of total transaction volume
Train Tickets	Comprehensive coverage of China's rail network with real-time availability and booking and Integration with multimodal journey planning.
Bus Tickets	Coverage of major routes (100,000+) in China and integration with other transportation options.
Car Rentals & Transfers	Available in 300+ cities and integrated with flight booking.

Flight routes are expected to reach 500,000+ by 2026 at a 15% annual growth.

Target of 1.2+ million properties by 2026 at 20% growth in international property listings.

Dedicated business travel platform(10,000+ corporate clients) offering expense management tools.

IKYU

A prominent player in Japan's OTA market, Ikyu was founded in 2000, and headquartered in Tokyo. In 2015, Yahoo! Japan bought Ikyu Corp. for 100 billion yen (\$828 million) to bolster its online travel and dining businesses.

Yahoo Japan had been operating its own Yahoo! Travel service since 1997, and the Ikyu acquisition was aimed at acquiring a ready and popular platform to deploy its service in the expanding online travel market, particularly the inbound travel segment. The integration with Yahoo has consolidated Ikyu's market share in high-end travel products in the region.

Ikyu integrated with Expedia Group's Rapid API solution to gain access to over 20,000 additional properties worldwide on a newly designed international platform, along with reward points for carrying forward to future bookings.

Category	Current Offerings (2024-2025)
Luxury Accommodation	3,200+ premium hotels and ryokans in Japan and 450+ properties in other Asian markets

Restaurant Reservations	1,800+ high-end restaurants in database including 160+ exclusive high-end restaurants and 85+ Michelin-starred restaurants, accounting for 25% of total revenue.
Spa & Wellness	520+ premium spa and wellness facilities; 180+ traditional Japanese onsen packages, accounting for 5% of total revenue.
Gourmet Travel Packages	120+ culinary-focused travel experiences and 45+ food and wine tours across Japan, accounting for 3% of total revenue.

Target of 4,000+ luxury properties by 2026 (+25%)• and expansion to 800+ properties in other Asian markets (+78%).
 Target of 2,500+ restaurants by 2026 (+39%) and expansion to 250+ exclusive establishments (+56%) including 120+ Michelin-starred restaurants (+41%), projected to reach 30% of total revenue.

Conclusion

Asia's top Online Travel Agencies have revolutionized the way Asians plan and manage their travel. By offering comprehensive, localized, and personalized services tailored to the diverse needs of travelers, platforms like Trip.com, MakeMyTrip, Agoda, Booking.com, and Airbnb lead the online travel market in the region, and have become indispensable for booking flights, accommodations, transportation, and activities.

The core offerings of Asia's top OTAs are a testament to their ability to adapt to the region's diverse travel needs and preferences. Transportation services, including high-speed rail, car rentals, and airport transfers redefine travel with their convenience and diverse options. From budget hotels and short-term rentals to luxury stays to curated cultural experiences, OTAs cater to a diverse demographic and value added services, including loyalty programs, multi-currency payment options, and travel insurance enhance the overall travel experience. Continuous innovations in their product and service offerings to keep pace with technological advancements, including AI-driven personalization, virtual reality previews, and mobile-first platforms, have made indispensable players in the travel ecosystem.

Intense competition, price wars, and the rise of direct booking channels have become key challenges for established OTAs who are looking to leverage partnerships, acquisitions, and sustainability initiatives to retain their market position. Additionally, the growth of super apps and their integration in travel services are expected to drive future growth.

That said, gross bookings are projected to reach \$96.5 billion by 2025, and the Asian OTA market is poised to become a cornerstone of the global travel industry, catering not only to the current needs of the travel industry, but also setting the stage for future innovation and growth.



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