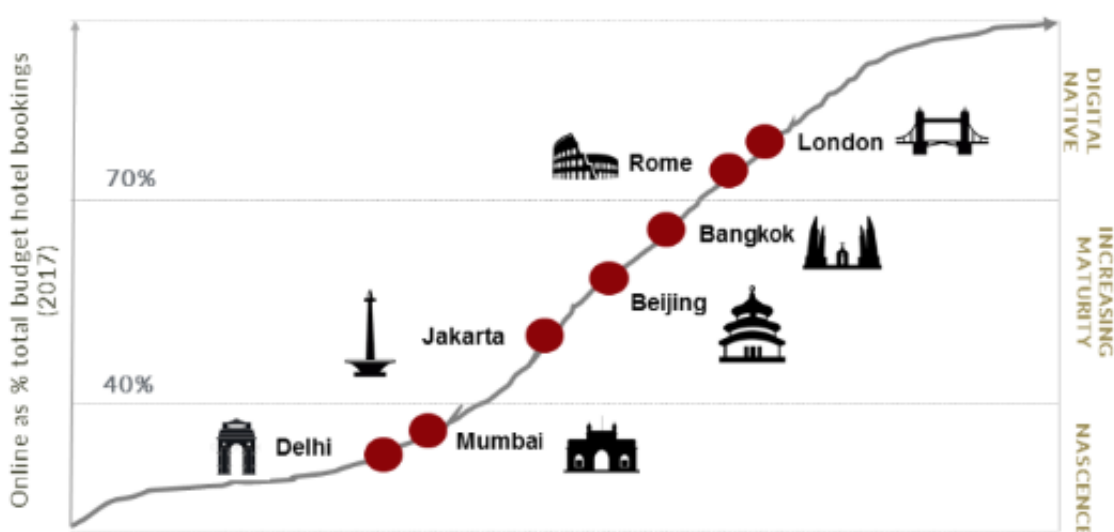




Hotel Aggregators Stories:

Compared to other global tourist hubs, Metros in India have a much lower online % of budget hotel bookings - indicating the high growth potential

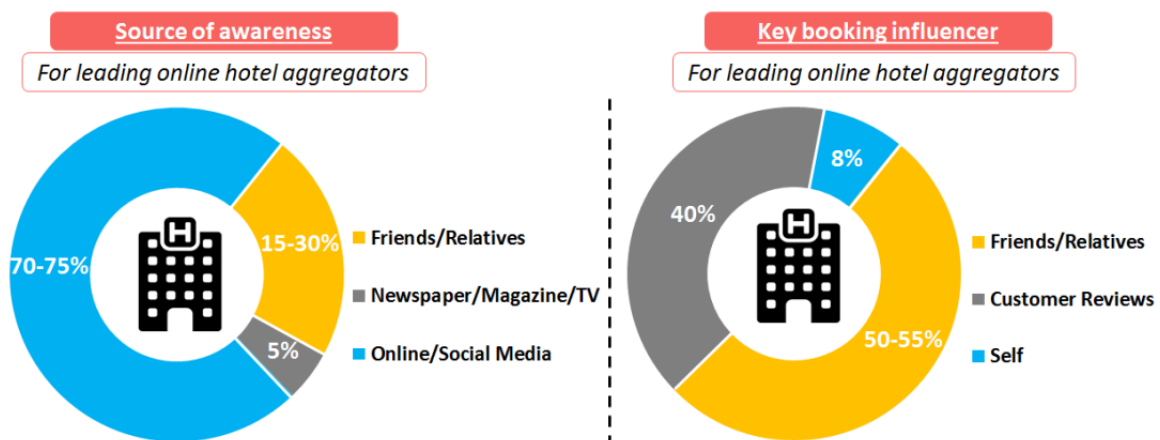
In spite of the rapid recent growth, the online hotels market in India continues to remain underpenetrated compared to other leading tourist capitals in Asia/Europe. This indicates the still strong potential for online hotel platforms to digitize both supply and demand so that unorganized hotels in India can fully unlock the value of their inventory.



Hotel aggregators continue to see strong ROI from investing in

digital marketing and online review platforms

Social media sources continue to grow in importance as a source of awareness for hotel aggregators, with nearly 3/4th of all customer reporting becoming aware of such channels. Even more crucially, customer reviews now account for influencing ~40% of booking decisions of these hotel platforms- pointing to the success of hoteliers past investments in these areas and also indicating a clear need to continue to invest and innovate on these aspects.



Know more on our methodology

Copyright © 2017 RedSeer Consulting.



SHARE

TWEET

FORWARD

RedSeer Consulting

New York | Dubai | Bengaluru | New Delhi | Mumbai

query@redseerconsulting.com | 080 4648 5908

www.redseer.com

Do not want to hear from us?

[Unsubscribe](#)