

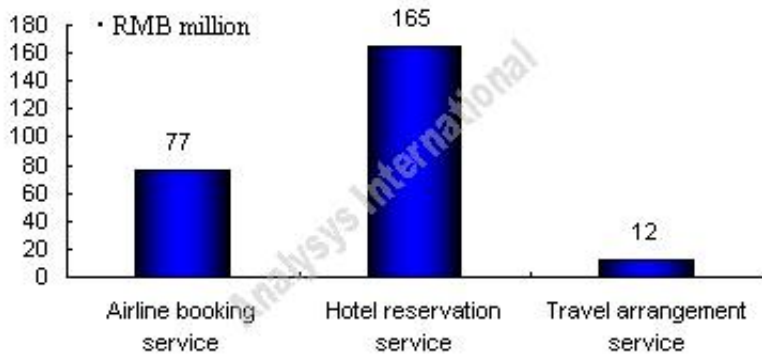
China's Q4 online travel reached RMB 254 million

2006-03-13

China's online travel services market reached RMB 254 million in the fourth quarter of 2005, among which airline ticket booking service 77 million, hotel reservation service 165 million, and travel arrangement service 12 million.

According to the research report China Online Travel Services Market Quarterly Tracker Q4 2005 recently released by Analysys International, hotel reservation is the major business of online travel, accounting for 64.96% market share.

China Online Travel Market Size Q4 2005



Source: Analysys International 2006

Currently online travel service providers can get an average commission of 47.82 yuan per ticket from airline reservation service, lower than room reservation service commission which is 59.78 yuan per room per night.

Analysys International says total transaction amount of online travel in China reached RMB 5 billion in 2004 and net income of the online travel channels was RMB 680 million.

Analysys International estimates China's total transaction amount of online travel will reach RMB 7 billion in 2005, up 40% compared with the year 2004.

As China's E-commerce environment gets mature, plus the travel industry is a pillar industry in China, online travel will further develop.

Analysys International says China's online travel market will develop at an annual growth rate of 82.2% from 2005 to 2009 and the market size will reach RMB 77.2 billion by 2009.

About Analysys International

Analysys International is the leading Internet based provider of business information about Technology, Media and Telecom industries in China. For more information, please visit <http://english.analysys.com.cn>.

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