

SKIFT TRAVEL HEALTH INDEXNOVEMBER 2022 HIGHLIGHTS

SKIFT RESEARCH TAKE

Economic worries might be catching up with the travel industry, but just in time China is starting to show signs of life.

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REPORT OVERVIEW

This report highlights the latest insights from the Skift Travel Health Index. The index covers travel's performance since January 2020, up to and including November 2022.

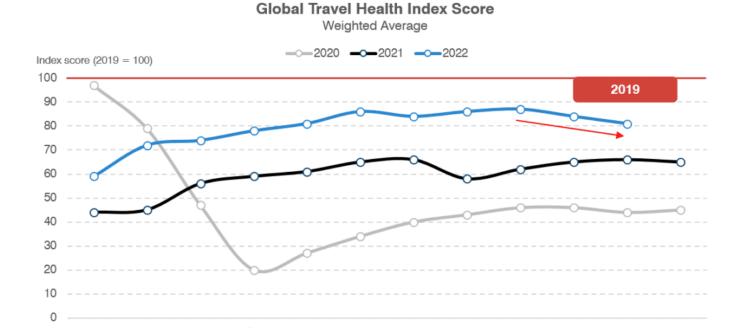
The Skift Travel Health Index is a real-time measure of the performance of the travel industry at large, and the core verticals within it. The Index provides the travel industry with a powerful tool for strategic planning, which is of utmost importance as times remain uncertain.

Skift Research launched the Index in May 2020 as the Skift Recovery Index. At the start of 2022 we rebranded the Index as the Skift Travel Health Index, to reflect some far-ranging changes: the addition of many more indicators, additional data partners, and most importantly, our continued effort to track the industry health beyond the impact of the Covid-19 pandemic.

We are thankful for the support of our data partners: Amadeus, Aviasales, Beyond, CarTrawler, Cendyn, Collinson, Criteo, Duetto, ForwardKeys, Hotelbeds, Key Data Dashboard, OAG, Onyx CenterSource, OTA Insight, RateGain, Shiji Group, Skyscanner, Sojern, Transparent, and TrustYou. Their data allows us to provide you with a monthly assessment of travel's performance.

TRAVEL PERFORMANCE COOLING FURTHER

In November 2022, travel's performance dropped from 84 to 81 points, as per the data we collect from 20 data partners for the Skift Travel Health Index. This means that travel's performance is 19% below 2019 levels. It is the second month in a row that we are now seeing performance decline, amidst persistent high inflation (although there are some signs this is improving), worries about a 2023 recession, and continued high prices for travel products.



Source: Skift Research from partner data. All data vs same month in 2019.

All regions have seen their performance decline.

	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Oct-Nov change
Asia Pacific	73	74	75	74	70	68	-2 pp
Europe	94	88	92	94	91	88	-3 pp
Latin America	104	101	104	109	101	100	-1 pp
Middle East and Africa	94	89	96	98	96	90	-6 pp

	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Oct-Nov change
North America	103	99	100	104	102	98	-4 pp
Global average	86	85	86	87	84	81	-3 pp

Only two countries showed growth over the past month: Brazil and Thailand. Brazil's incoming president Lula da Silva's more outward looking position might have boosted Brazil's attractiveness.

Thailand is also seeing upside from a continued relaxing of its entry requirements. The country celebrated the arrival of its 10 millionth international visitor of 2022 early December. This is a quarter of the 40 million arrivals in 2019. Next year Thailand is expecting around 23 million tourists and possibly a full recovery in 2024. The return of tourists from Russia and across the Asia-Pacific region are expected to be drivers of growth next year. Thai officials said recovery in the tourism sector is still heavily dependent on China relaxing international travel rules as China was the biggest source of foreign tourists for Thailand in 2019.

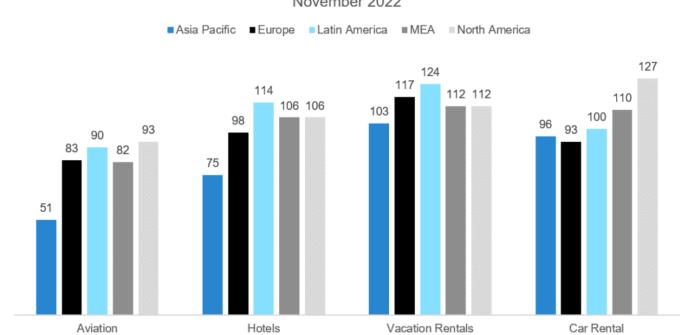
Country	July 2022 score	August 2022 score	MoM Growth (abs)	MoM Growth (%)	YoY Growth (%)
Brazil	97.1	100.7	3.6	3.7%	7%
Thailand	75	76.6	1.6	2.1%	139%
Spain	95.7	95.6	-0.1	-0.1%	30%
Mexico	111.5	110.4	-1.1	-1.0%	7%
South Africa	81.1	79.8	-1.3	-1.6%	40%
China	55.7	54.2	-1.5	-2.7%	6%
France	95.6	92.8	-2.8	-2.9%	16%
Singapore	87.8	85.2	-2.6	-3.0%	159%
Germany	82.3	79.8	-2.5	-3.0%	48%
United Kingdom	98.5	95	-3.5	-3.6%	38%
Russia	55.2	53.1	-2.1	-3.8%	-29%
U.S.	102.7	98.7	-4.0	-3.9%	13%
Indonesia	82.4	79	-3.4	-4.1%	113%

Country	July 2022 score	August 2022 score	MoM Growth (abs)	MoM Growth (%)	YoY Growth (%)
India	96.1	92.1	-4.0	-4.2%	34%
Hong Kong, China	60.6	57.9	-2.7	-4.5%	87%
Japan	80.2	75.8	-4.4	-5.5%	120%
Italy	97	90.8	-6.2	-6.4%	34%
Canada	97.5	90.6	-6.9	-7.1%	23%
Turkey	114.7	106.2	-8.5	-7.4%	19%
United Arab Emirates	106.4	98.3	-8.1	-7.6%	15%
Australia	96	88.6	-7.4	-7.7%	65%
Argentina	100.6	90.2	-10.4	-10.3%	26%

From a sector perspective, the largest two sectors in Aviation and Hotels registered the most decline. Aviation continues to underperform other sectors considerably in all regions.

	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Oct-Nov change
Aviation	71	70	69	71	69	66	-3 pp
Hotels	103	99	99	99	89	83	-6 pp
Vacation Rentals	107	107	112	107	108	109	+1 pp
Car Rental	87	88	93	96	104	103	-1 pp

Skift Travel Health Index: Performance by Sector and Region November 2022



Vacation Rentals

Source: Skift Research

Aviation



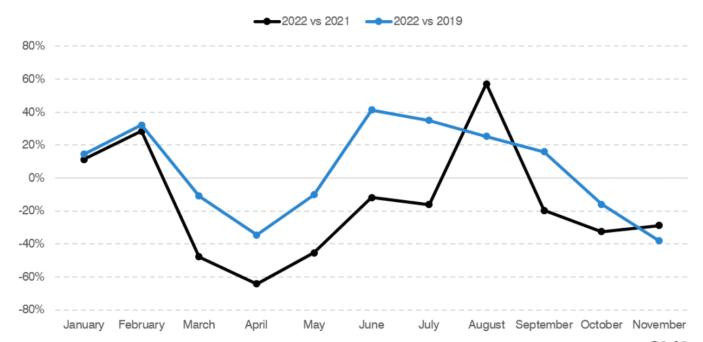
LONG-AWAITED MOVEMENT IN CHINA

The big news coming out over the past month is the shift by the Chinese government to a more "dynamic" Zero-Covid policy. Things are still moving slowly, although in light of the country's track record over the past two years, things are evolving pretty rapidly.

On the back of protests, home quarantines have been relaxed, negative Covid test requirements have been lifted by some airports, and testing can now be conducted at a transfer point, something that wasn't allowed up to now. As Alexander Glos, CEO of China i2i Group notes in an excellent overview on LinkedIn: "This opens the door to global carriers now being able to more effectively service China, including Cathay Pacific, Singapore Airlines, Emirates, Korean Air and many more."

Trip.com data showed that searches for flights to China surged, especially from the U.S. The surge in interest was not seen yet in hotel bookings according to Shiji Group data, but December will likely see long-awaited improvements in the performance of the travel industry in China.



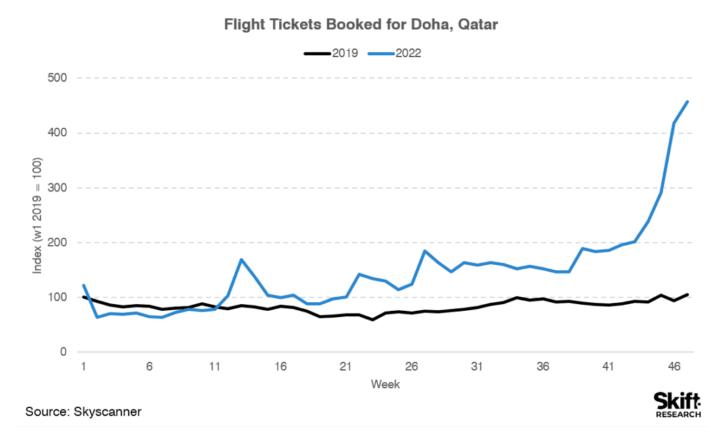


Source: Shiji Group

THE WORLD IS CONVERGING IN THE MIDDLE EAST

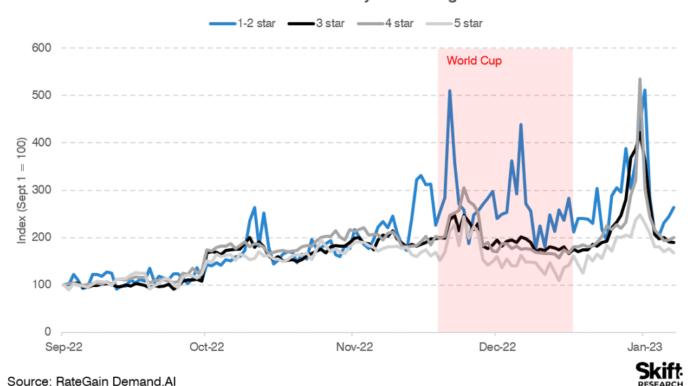
Finally, we want to provide you with some key insights on the performance of the Middle East. Skift has just wrapped up our inaugural Skift Global Forum East in Dubai.

The whole world is currently watching the Middle East as the World Cup comes to a close. Qatar has seen a massive boost in flight bookings off the back of the event, which is little surprising.



What is maybe more interesting is that it has also boosted demand for accommodation in Dubai, and especially at the lower end of the market. The World Cup has attracted a different type of traveler than the normal luxury segment, and is therefore not necessarily cannibalizing the usual traveler to the country.

Dubai: Hotel ADR by Star Ratings



This is an interesting development for the UAE and the region in general, as many countries have set some very ambitious targets for tourism growth over the next decade. Countries are looking to diversify their economic output and looking at tourism as a sustainable way to grow and insulate their economies moving forward.

Dubai International airport has seen major expansion, and the country doesn't just want to be a hub for connecting flights, but aims to expand hotel stays to 40 million per year in the next 10 years. Saudi Arabia has also recently announced a massive expansion of its Riyadh International Airport, and wants to attract 100 million travelers by 2030. Qatar and Oman have also set targets to triple and double visitor numbers in the next decades.

Massive Growth Envisioned for ME Travel



UAE Tourism Strategy 2031

40 million hotel guests, up from 25 million in 2019



Qatar Tourism Strategy 2030

Triple international visitors to 6 million



Saudi Arabia Vision 2030

Tourism 10% of GDP (up from 3% today)



Oman Tourism Strategy 2040

Double international visitors to 5 million



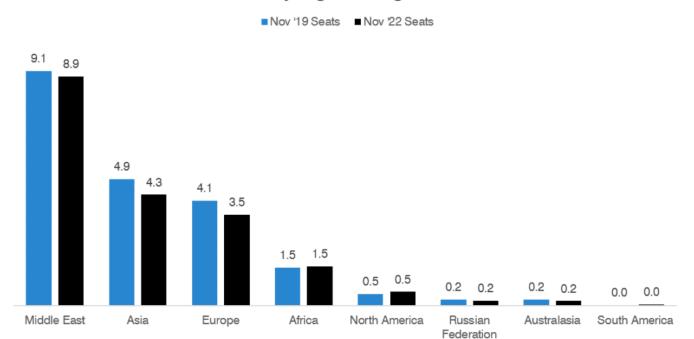
Source: Skift Research from tourism boards

There are some conditions which will determine whether these targets are achievable, and some levers that these destinations can pull to move towards these targets. Just focusing on two such conditions, air connectivity and capacity, and achieving a greater traveler mix will be paramount to achieving these targets.

Middle East as a Superconnector

On the first point, the good news is that air connectivity has nearly recovered to the Middle East and is now only 6% below pre-pandemic levels. The UAE signed a historic agreement with Israel, and the diplomatic crisis with Qatar was resolved, which have boosted demand for travel in the region. According to data for Dubai, Oman is now a much more important source market for the city than it was before the pandemic. This highlights the potential for more local tourism.

Inbound Seat Capacity (Million) to Middle Eastern Destinations by Region of Origin



Source: Skift Research, Diio Mi. Data as of December 7, 2022

There are, however, just not enough people in the region to achieve targets by just focusing on local tourism. What more and more destinations in this region are understanding is the importance of making their destination attractive and easy to access for travelers from two countries in particular: India and China. They were already important source markets before the pandemic, and these two countries have massive potential for future growth. Countries

Through all the talks at the Forum, there was a thread that the region could become a true superconnector between all regions in the world due to its central location, and as travel demand becomes less West to East and North to South, the region can become the hub in a more hub-and-spoke system.

are increasingly making entering the country for Chinese and Indian travelers seamless to benefit from the expected future growth once both countries fully open their borders.

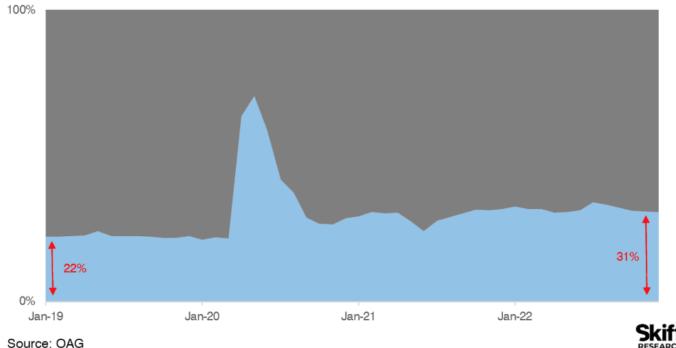
Diversification of Offering

The diversification of traveler types will be necessary to achieve growth targets. Of course, the Middle East wants to attract high value travelers, and it is unlikely to lose its image as a luxury destination, but a more diverse and therefore resilient traveler segmentation will benefit growth in the coming years. This means that the infrastructure needs to change as well.

OAG data shows that the capacity of flights into the UAE has shifted towards more low-cost-carriers during the pandemic. This will help to attract more travelers and opens up the destination as a viable option to more consumers.

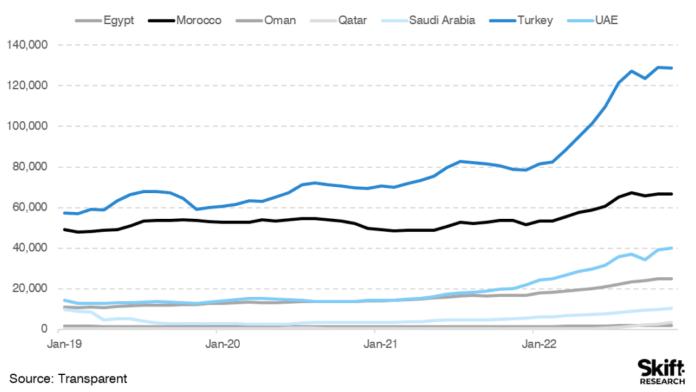
UAE: Seat Capacity by Carrier Type





And across the region we are seeing the accommodation offering and mix changing. Dubai remains a very upscale and luxury hotel market, but the UAE as a whole has seen the number of active short-term rentals more than double since the start of the pandemic, and this is the same in many other markets. This will help attract other types of travelers who are looking for more local and experiential experiences.

Active Supply of Short-Term Rentals in ME Markets



This will also provide opportunities with the new business traveler in mind. One thing cities like Dubai, Abu Dhabi and Doha have been strong historically is business travel, but traveling for business has changed.

With more remote work and more flexibility, the data is showing the rise of truly blended travel, with business trips increasingly including a weekend, while leisure travelers are more often taking their laptop on their trips to be able to extend a trip by working a few days from their destination. And so business travelers no longer just stay in a 5-star hotel from Monday to Friday, but are covering a much wider range of possibilities.

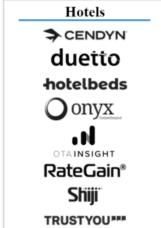
Attracting these new types of travelers will allow the Middle East to see an increase in the length of stay, more in-destination spending, and a better dispersal of travelers away from the traditional tourist hotspots. All this will help destinations like Dubai move beyond their stereotype of just being a shopping destination, or just a religious destination in the case of Saudi Arabia. Attracting a broader mix of travelers, and dispersing them better across the complete offering will be paramount for this region to continue growing in a sustainable way.

METHODOLOGY

DATA PARTNERS

Skift Research collects and analyzes data from 20 different data partners, to provide the most comprehensive view of the travel industry's performance.





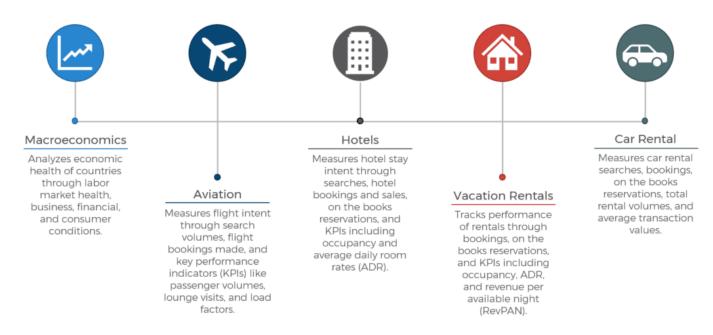




INDEX DESIGN

The Index tracks 84 indicators per country to assess the health of the travel industry in each country. These indicators are aggregated into performance categories and sub-categories. The top level of division is by travel vertical, and each vertical is further divided by intent indicators, booking indicators, and key performance indicators.

The Index covers the following travel sectors:



COUNTRY COVERAGE

The Index focuses on the travel performance in 22 of the largest tourism economies, combined accounting for 62% of inbound tourism receipts, 67% of outbound tourism expenditure, and 78% of global 2019 GDP.

- Argentina
- Australia
- Brazil
- Canada
- China
- France
- Germany
- Hong Kong, China
- India
- Indonesia
- Italy
- Japan
- Mexico
- Russia
- Singapore
- South Africa
- Spain
- Thailand
- Turkey
- U.S.
- United Arab Emirates
- United Kingdom

INDEX SCORE CALCULATION

The Index is designed to provide an easy overview of the health of the travel industry. We have tracked the industry since the beginning of 2020. For 2020, 2021, and 2022 data, the

performance of each indicator is compared to the same time in 2019. The Index provides a score relative to a baseline reading of 100 for the same month in 2019.

The full methodology can be found on our website.

DATA TABLES

Total Skift Travel Health Index Scores by Country

	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022
Argentina	98.5	94.8	99.0	95.5	96.9	116.2	100.6	90.2
Australia	93.9	92.4	97.8	93.8	95.6	100.0	96.0	88.6
Brazil	108.2	106.5	103.0	99.1	102.9	101.1	97.1	100.7
Canada	91.7	95.0	99.2	92.0	94.4	99.6	97.5	90.6
China	43.3	45.1	61.9	66.8	62.7	57.5	55.7	54.2
France	98.1	105.6	102.5	96.4	101.4	99.0	95.6	92.8
Germany	81.1	86.8	87.3	79.0	83.0	88.3	82.3	79.8
Hong Kong, China	31.8	37.2	41.3	46.0	61.8	56.5	60.6	57.9
India	95.6	103.4	104.0	101.8	108.0	107.9	96.1	92.1
Indonesia	72.1	82.3	85.0	75.9	81.2	81.5	82.4	79.0
Italy	95.3	106.6	102.8	98.4	102.2	102.3	97.0	90.8
Japan	46.9	56.8	57.7	61.4	66.0	76.9	80.2	75.8
Mexico	111.1	109.5	113.6	110.5	115.7	117.0	111.5	110.4
Russia	49.7	55.1	53.8	52.9	58.4	60.4	55.2	53.1
Singapore	78.3	83.7	86.1	80.0	86.2	90.8	87.8	85.2
South Africa	77.7	79.2	79.0	77.3	85.0	87.0	81.1	79.8
Spain	93.5	97.6	94.7	90.2	94.8	96.0	95.7	95.6
Thailand	71.8	83.1	85.1	76.5	74.6	79.9	75.0	76.6
Turkey	97.8	111.3	115.6	98.1	101.8	113.2	114.7	106.2
U.S.	102.7	101.2	103.5	99.9	101.1	104.7	102.7	98.7

	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022
United Arab Emirates	102.4	113.0	104.8	96.9	103.2	106.6	106.4	98.3
United Kingdom	95.7	99.6	98.5	95.9	99.9	99.7	98.5	95.0

Aviation Scores by Country

	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022
Argentina	75.3	73.1	76.2	75.5	81.9	85.1	80.2	75.0
Australia	88.8	80.2	86.0	81.8	84.5	88.6	89.9	79.5
Brazil	108.4	106.4	91.7	90.4	93.9	90.7	89.3	89.6
Canada	75.6	79.7	82.0	78.0	79.8	83.1	83.8	75.8
China	24.8	27.0	32.4	37.2	30.4	30.8	28.9	32.7
France	85.4	91.1	89.8	85.6	84.5	82.4	81.8	76.8
Germany	74.2	78.1	79.3	71.8	72.8	72.7	71.3	65.5
Hong Kong, China	12.0	12.9	14.6	15.1	18.4	24.3	29.2	31.3
India	92.2	102.6	98.6	98.0	98.6	97.9	92.5	88.8
Indonesia	46.9	51.3	54.9	46.4	51.2	55.6	54.7	51.1
Italy	101.2	110.5	107.5	102.1	100.8	100.1	98.5	87.5
Japan	37.1	40.3	43.1	44.7	46.3	56.9	61.4	58.9
Mexico	100.6	97.3	98.8	99.9	100.9	101.9	101.6	96.5
Russia	59.7	72.3	80.5	76.0	73.4	77.8	65.1	65.5
Singapore	52.7	60.2	65.7	55.2	56.8	63.6	63.7	59.0
South Africa	71.4	74.7	75.2	74.4	73.0	72.5	70.9	64.2
Spain	97.1	99.3	96.9	93.3	94.1	95.3	95.9	96.1
Thailand	47.2	57.2	61.0	58.1	61.0	67.0	66.8	65.0

	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022
Turkey	83.7	106.2	103.5	97.9	110.4	108.1	98.6	94.1
U.S.	91.6	90.3	93.4	89.5	90.3	94.8	93.5	84.6
United Arab Emirates	89.2	97.0	92.3	94.2	85.3	89.4	90.4	80.7
United Kingdom	87.2	89.6	88.9	85.9	86.7	84.3	83.8	79.8

Aviation contributes 37.5% to the total score. The scores in this table have been indexed to give a better insight into performance. 100 = pre-pandemic level.

Hotel Scores by Country

	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022
Argentina	122.9	115.3	125.2	119.7	114.1	146.1	112.0	95.5
Australia	91.7	95.3	103.5	96.6	99.3	109.0	97.4	93.9
Brazil	113.7	113.6	122.0	110.3	119.4	118.4	108.6	116.4
Canada	107.3	111.4	121.7	110.1	112.2	124.0	109.3	104.5
China	44.4	55.6	86.6	92.1	83.7	74.1	61.4	51.0
France	108.0	117.4	121.5	109.6	118.0	121.6	110.0	104.3
Germany	92.0	100.0	106.1	92.3	98.4	111.4	96.0	91.5
Hong Kong, China	40.2	49.3	52.5	61.3	92.5	64.6	65.0	58.6
India	113.8	126.0	124.1	112.7	123.8	122.7	91.3	86.0
Indonesia	101.7	121.1	122.3	102.9	105.3	98.0	97.0	92.0
Italy	98.9	115.3	112.8	105.7	108.2	114.8	106.5	93.3
Japan	62.8	78.2	75.4	76.2	76.5	91.1	94.2	79.6
Mexico	131.1	131.0	136.9	124.4	132.3	136.6	128.4	124.5
Russia	18.3	22.0	11.1	11.9	20.5	19.3	19.1	12.7

	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022
Singapore	104.2	105.5	102.0	96.2	105.0	113.7	107.1	108.5
South Africa	87.0	83.1	85.4	77.4	94.1	98.3	87.7	89.6
Spain	95.8	104.2	101.2	93.0	97.4	98.9	98.0	91.8
Thailand	101.3	116.9	114.6	90.6	80.5	87.0	77.0	83.5
Turkey	123.8	138.2	151.2	104.6	94.4	131.8	137.1	116.9
U.S.	112.3	115.1	115.0	111.9	107.9	111.0	106.6	102.7
United Arab Emirates	111.3	130.8	114.8	91.2	114.4	117.8	118.1	105.4
United Kingdom	99.4	105.6	106.9	105.4	105.7	110.5	109.0	103.3

Hotels contributes 32.5% to the total score. The scores in this table have been indexed to give a better insight into performance. 100 = pre-pandemic level.

Vacation Rental Scores by Country

	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022
Argentina	138.7	137.8	137.4	137.9	137.2	139.1	144.1	143.8
Australia	135.3	138.0	140.2	137.0	135.6	138.2	137.8	103.2
Brazil	116.1	110.8	108.1	114.4	117.0	117.7	115.1	114.3
Canada	115.5	117.3	118.5	117.2	107.8	101.4	112.7	92.5
China	108.9	112.6	113.8	112.7	129.6	107.8	108.3	109.0
France	118.0	124.7	124.2	125.5	124.1	122.4	122.8	125.9
Germany	91.9	96.8	96.2	94.9	95.6	97.3	99.0	104.1
Hong Kong, China	56.8	62.6	70.8	75.2	86.1	88.0	84.4	91.7
India	99.3	100.8	101.0	100.7	98.9	96.5	99.7	100.2
Indonesia	73.8	82.9	78.4	82.6	85.0	89.0	94.0	99.6

	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022
Italy	105.2	114.8	113.5	114.8	123.8	117.5	117.3	121.2
Japan	58.0	61.9	62.6	64.0	68.9	72.3	78.8	101.7
Mexico	124.2	124.4	123.4	121.9	130.2	133.1	124.5	135.6
Russia	111.1	101.3	93.5	99.7	106.5	112.9	112.9	112.8
Singapore	92.4	93.0	97.3	96.7	103.6	108.2	108.1	103.2
South Africa	86.0	89.1	81.7	85.2	82.3	82.4	84.1	82.4
Spain	112.2	108.8	109.0	108.4	112.5	114.3	116.9	119.0
Thailand	82.7	86.4	87.5	90.8	90.6	93.4	94.8	102.3
Turkey	103.0	105.2	95.6	105.8	112.4	124.1	137.8	146.3
U.S.	114.8	109.1	112.3	111.6	111.6	112.5	112.6	110.0
United Arab Emirates	116.3	123.4	114.5	119.9	121.0	126.5	130.7	128.6
United Kingdom	139.2	134.4	131.9	130.0	128.1	132.6	129.6	125.2

Vacation Rentals contributes 10% to the total score. The scores in this table have been indexed to give a better insight into performance. 100 = pre-pandemic level. 2021 VR data for Argentina missing.

Car Rental Scores by Country

	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022
Argentina	115.2	114.6	111.4	102.5	108.4	114.3	99.5	82.9
Australia	104.0	106.7	109.8	109.6	109.1	106.1	106.5	103.7
Brazil	109.0	111.3	109.8	105.1	98.3	96.4	93.4	89.6
Canada	116.6	117.3	115.4	108.3	114.0	117.6	122.7	122.0
China	52.7	43.1	48.5	56.1	55.5	56.7	85.4	82.5
France	117.9	117.0	103.2	97.3	108.7	104.0	103.3	102.6

	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022
Germany	83.1	85.5	81.2	78.8	82.1	85.7	84.5	84.1
Hong Kong, China	58.0	66.0	76.2	82.9	89.8	102.1	118.4	105.0
India	78.8	83.5	92.5	96.6	102.4	107.3	114.6	109.6
Indonesia	78.8	83.5	92.5	96.6	102.4	107.3	114.6	109.6
Italy	77.2	80.0	79.3	79.7	87.1	81.4	76.9	83.3
Japan	67.0	86.0	90.2	88.9	92.3	100.2	98.7	95.1
Mexico	114.6	119.7	115.2	114.2	118.3	116.3	112.9	109.2
Russia	74.6	74.6	74.6	74.6	74.6	74.6	74.6	74.6
Singapore	115.3	114.9	114.8	116.5	121.8	123.7	118.8	114.4
South Africa	92.5	95.1	97.9	98.9	104.2	102.1	103.8	103.0
Spain	79.1	83.2	83.2	82.4	88.5	88.2	88.3	94.0
Thailand	80.2	85.4	93.7	97.7	100.7	103.0	98.3	93.7
Turkey	90.3	78.7	84.7	91.3	95.4	88.8	102.4	99.9
U.S.	111.1	115.2	113.4	110.8	120.0	127.0	127.3	128.8
United Arab Emirates	117.2	116.9	117.9	111.8	117.8	117.9	114.9	113.1
United Kingdom	100.0	102.0	101.7	100.2	112.2	113.2	115.1	108.7

Car Rental contributes 15% to the total score. The scores in this table have been indexed to give a better insight into performance. 100 = pre-pandemic level.

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