Top Online Travel Agencies (OTAs) in Europe

September 2024: This document provides an overview of the top Online Travel Agencies (OTAs) operating in Europe as of September 2024. It covers market trends, booking patterns, and a comprehensive list of major OTAs across different European countries. The information includes details on market growth, consumer behaviour, and specific OTAs from Germany, France, the Netherlands, Switzerland, Czech Republic, Spain, and the United Kingdom.

by hotelladder .com

European Online Travel Market Overview

The European online travel market is expected to grow significantly, reaching USD 89.22 billion in 2024 and projected to grow at a CAGR of 8.14% to reach USD 131.94 billion by 2029. There's an increasing trend of consumers using mobile devices rather than desktop computers for researching and booking travel. **Booking.com**, eDreams, **Lastminute.com**, Expedia, and HRS are the major companies operating in the European Online Travel Market.

On booking patterns, French travellers tend to book about 51 days in advance on average while German travellers described as "early bookers par excellence," book on average 62 days in advance. However, even German travellers showed a trend towards more last-minute bookings as 2023 progressed.

1

Market Size 2024

USD 89.22 billion

2

Projected CAGR

8.14%

3

Projected Market Size 2029

USD 131.94 billion

* OTA Lists & Channel Mix - Caveats & Guidance:

When considering OTAs for your hotel, keep these points in mind:

- Only travel companies that offer standalone hotel bookings as an option in addition to everything else including packages are listed as an OTA.
- An abundance of options doesn't always guarantee success and in many cases less is more. Align your strategy with the right OTA partners, as not every OTA will work for your hotel.
- The industry is ever-evolving, with changes happening all the time. Our list is curated based on industry knowledge but we have no claims that it is comprehensive or exhaustive.
- If you feel overwhelmed by a long list of choices, conduct a thorough **audit of your current channel mix**. Identify any gaps and explore untapped markets where certain OTAs could be valuable sources.
- Not all OTAs however will want to work with your hotel directly. It could be because they are currently sourcing inventory for hotels in your region through another provider who is already working with you (think Expedia or Hotelbeds). Sometimes it may be because they just don't have enough volume for your destination. Always worth finding out more...

Top OTAs in Germany, France, and the Netherlands

Germany

HRS, CHECK24 Hotel, **Fluege.de**, **Ab-in-den-urlaub.de**, HolidayCheck, **Weg.de**

France

GO Voyages, Voyage Privé, Weekendesk

Netherlands

Booking.com, HotelSpecials

HRS (Germany) - **HRS** is a leading German online hotel booking platform, founded in 1972 and headquartered in Cologne. The company focuses on providing a wide selection of hotel options and competitive rates for business and leisure travellers.

CHECK24 Hotel (Germany) - **CHECK24** is a popular German OTA offering a wide range of hotel deals, launched in 2002 and based in Munich. The platform is known for its user-friendly interface and ability to compare prices across multiple providers.

Fluege.de (Germany) - **Fluege.de** is a German OTA specialising in flight bookings, founded in 1999 and headquartered in Frankfurt. The platform offers a comprehensive search engine to help customers find the best deals on domestic and international flights.

Ab-in-den-urlaub.de (Germany) - **Ab-in-den-urlaub.de** is a German OTA focused on providing affordable holiday packages, established in 2003 and based in Cologne. The platform caters to budget-conscious travellers looking for all-inclusive vacation deals.

HolidayCheck (Germany) - **HolidayCheck** is a leading German travel review and booking platform, founded in 2003 and headquartered in Bottighofen, Switzerland. The OTA allows users to read reviews and ratings before booking their accommodations.

Weg.de (Germany) - **Weg.de** is a prominent German OTA offering flights, hotels, and vacation packages, launched in 1995 and based in Cologne. The platform is known for its extensive inventory and personalised travel recommendations.

GO Voyages (France) - **GO Voyages** is a French OTA providing a wide range of travel services, founded in 1994 and headquartered in Paris. The company focuses on offering competitively-priced flights, hotels, and package deals to both domestic and international destinations.

Voyage Privé (France) - **Voyage Privé** is a French luxury travel OTA, launched in 2006 and based in Paris, with a sister brand Splendia. The platform specialises in curating exclusive travel experiences and discounted offers for high-end accommodations.

Weekendesk (France) - **Weekendesk** is a French OTA specialising in weekend getaways, established in 2010 and headquartered in Paris. The platform offers a selection of pre-designed weekend packages, making it easy for customers to plan short breaks.

Booking.com (Netherlands) - **Booking.com** is THE global leader in online travel booking, founded in 1996 and based in Amsterdam, the Netherlands. The platform offers a vast inventory of accommodations, from hotels to vacation rentals, and is known for its user-friendly interface and personalised recommendations.

HotelSpecials (Netherlands) - **HotelSpecials** is a Dutch OTA focused on hotel deals, launched in 1999 and headquartered in Amstelveen. The platform is known for its ability to find and curate the best discounted rates on a wide range of hotel options.

Top OTAs in Switzerland, Czech Republic, and Spain

Hotelplan (Switzerland) - **Hotelplan** is a Swiss travel company offering hotel booking services, founded in 1935 and based in Glattbrugg. The OTA is part of a larger travel group and is known for its expertise in the Swiss and European travel markets.

Invia (Czech Republic) - **Invia** is a leading Czech OTA, providing a range of travel services, established in 2001 and headquartered in Prague. The platform caters to the growing demand for online travel booking in the Czech Republic and surrounding Central European markets. Invia group also owns a few of the German OTAs listed above.

eDreams (Spain) - **eDreams** is a prominent Spanish OTA offering flights, hotels, and vacation packages, founded in 1999 and based in Barcelona. The company is known for its innovative search and booking tools, making it easy for customers to find and book their travel arrangements. Other travel brands include Opodo, GO Voyages in France, the Nordic Travellink and the metasearch Liligo.

Nautalia Viajes (Spain) - **Nautalia Viajes** is a Spanish OTA specialising in travel packages, launched in 1993 and headquartered in Madrid. The platform focuses on providing all-inclusive vacation deals, catering to both domestic and international travellers.

Atrápalo (Spain) - **Atrápalo** is a Spanish OTA known for its discounted travel deals, founded in 2000 and based in Barcelona. The platform offers a wide range of travel services, including flights, hotels, and experiences, with a focus on providing value-for-money options.

Top OTAs in the United Kingdom

Lastminute.com (United Kingdom) - **Lastminute.com** is a well-known British OTA offering last-minute travel deals, launched in 1998 and headquartered in London. The platform specializes in providing discounted rates on flights, hotels, and packages for customers looking to book their travel at the last minute. Other travel brands include **weg.de**, Bravofly, Rumbo, Volagratis, Jetcost, Crocerissime and Hotelscan.

Netflights (United Kingdom) - **Netflights** is a UK-based OTA focused on flight bookings, established in 1995 and based in Manchester. The platform offers a comprehensive search engine and comparison tools to help customers find the best deals on domestic and international flights.

Travel Republic (United Kingdom) - **Travel Republic** is a leading British OTA providing a range of travel services, founded in 2003 and headquartered in London. The platform is known for its user-friendly interface and ability to offer customizable travel packages to suit various budgets and preferences.

Love Holidays (United Kingdom) - **Love Holidays** is a UK-based OTA specialising in package holidays, launched in 2012 and based in London. The platform focuses on providing all-inclusive vacation deals, making it easy for customers to book their flights, accommodations, and activities in one place.

On The Beach (United Kingdom) - **On The Beach** is a British OTA known for its beach holiday packages, founded in 2004 and headquartered in Manchester. The platform offers a wide selection of beach destinations and resort options, catering to travellers looking for sun-filled getaways.

Travelbag (United Kingdom) - **Travelbag** is a UK-based OTA offering tailor-made travel solutions, established in 1979 and based in London. The platform specialises in creating personalised itineraries and vacation packages, catering to the unique needs and preferences of its customers.

Hotel Direct (United Kingdom) - **Hotel Direct** is a British OTA focused on hotel bookings, launched in 1999 and headquartered in London. The platform offers a user-friendly interface and a wide range of hotel options, making it easy for customers to find and book their accommodations.

Travel Up (United Kingdom) - **Travel Up** is a UK-based OTA providing a range of travel services, founded in 2004 and based in London. The platform is known for its competitive pricing and ability to offer discounted deals on flights, hotels, and vacation packages.

Halalbooking (United Kingdom) - **Halalbooking** is a British OTA specialising in Halal-friendly travel, established in 2014 and headquartered in London. The platform caters to the growing demand for travel options that align with Islamic values, offering a selection of Halal-certified accommodations and services.

Flight Bookings

Many UK OTAs offer comprehensive flight search and booking options.

Hotel Accommodations

A wide range of hotel options are available through UK-based OTAs.

Beach Holidays

Several UK OTAs specialize in beach and sun-filled vacation packages.

Package Deals

Many UK OTAs offer all-inclusive and customizable travel packages.