

TOURISM GIANTS CONFIRM INDUSTRY RECOVERY



the global tourism landscape.

The tourism sector has made a remarkable recovery after the global pandemic. Leading companies in the sector present financial results that reflect a return to normalcy but exceed expectations with impressive growth. The latest findings are from Booking Holdings, Expedia Group, and Trivago. These examine the tensions between Expedia and Google, which provide insights into the current state of

Booking Holdings: sustained growth and AI commitment

Booking Holdings, the company that owns Booking.com, Agoda, and Kayak, reported a total revenue of \$7.3 billion in Q3 of 2023, signifying a 21% increase compared to the same time last year. The company's adjusted EBITDA reached \$3.3 billion, a 24% increase compared to 2022. These numbers reflect a robust summer travel season with \$39.8 billion in bookings, an increase of 24% from the previous year.

Booking Holdings' CEO, Glenn Fogel, emphasized the resilience of leisure travel demand and the significance of AI in enhancing the customer experience. The company is developing towards incorporating AI into its services, which has already shown positive results, such as AI agents that handle customer inquiries and actions more efficiently.

Expedia Group: Record revenue and frustration with Google

Expedia Group has had a great quarter, generating a record revenue of \$3.9 billion and experiencing significant growth of 26% in its B2B sector. In addition, the company has recently announced a new share repurchase authorization of \$5 billion, which confirms its dedication to providing value to shareholders.

However, not everything has been smooth sailing for Expedia. The company's president, Barry Diller, has expressed frustration with Google, as the rise of ads on the search engine's results page has caused a decline in organic listings. Diller has stated that his company spends \$6.5 billion on media annually, with most of it going to Google. This highlights the tension between online travel agencies and search giants.

Trivago: Unfavorable Market Conditions and Operating Losses

Trivago reported a decrease of €26 million in revenue, resulting in a total of €158 million for the quarter compared to the same period last year. The decline is attributed to exchange rate challenges, less favorable market conditions, and heightened competition in performance marketing channels. As a result, the company has incurred an operating loss of €184 million, which is over twice the loss of €73 million in the third quarter of 2022.

Looking ahead to the future of the tourism industry

Despite the challenges and volatility in the market, tourism companies are investing in technology and improving their platforms to ensure long-term growth. AI and machine learning have taken the center role in the industry's evolution, promising travelers a more personalized and efficient

experience.

Tourism recovery is evident, and although there are obstacles, the direction is clear: forward and upward. With the summer travel season setting records and long-term growth strategies underway, the tourism sector is gearing up for a new era of prosperity.

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