

# Disrupting the Travel Industry

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The VISA logo is displayed in a large, bold, white, italicized sans-serif font against a dark blue background. The letters are closely spaced and have a slight slant to the right.

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**1**

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**What research  
tells us**

**2**

**What Visa data  
tells us**

**3**

**What the  
future holds**



# AP countries make up 11 of the top 15 by travel spend



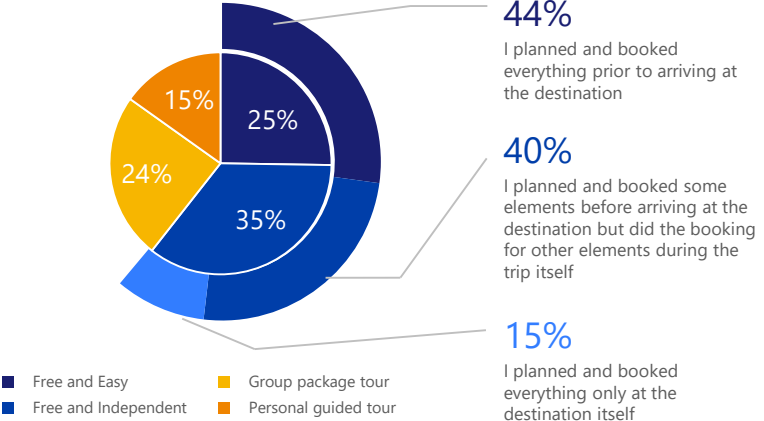
# Travel booking arrangement



24%

Of travellers go on group package tours

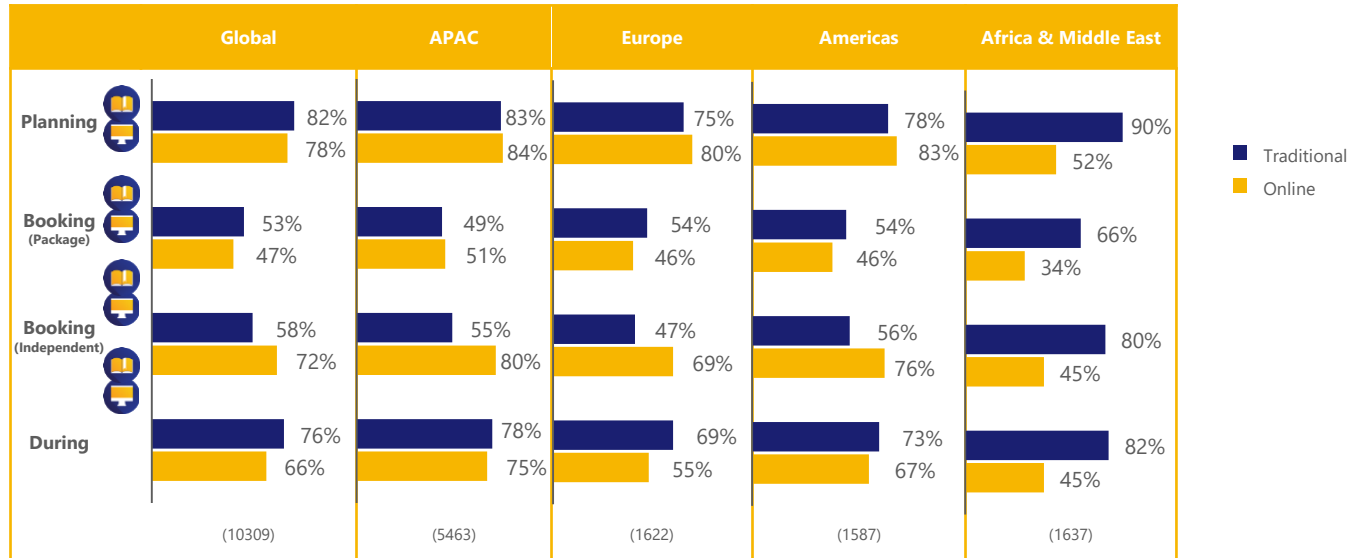
## BOOKING ARRANGEMENT



L12. Which of the following best describes the travel arrangements to <primary destination coded at T4d>?  
L12a. Which of the following best describes how you planned and booked the key elements in your most recent trip to <primary destination coded at T4d>?



# Information sources used at each stage



L6. Which sources did you refer to when you planned your most recent trip to <primary destination coded at T4d>?

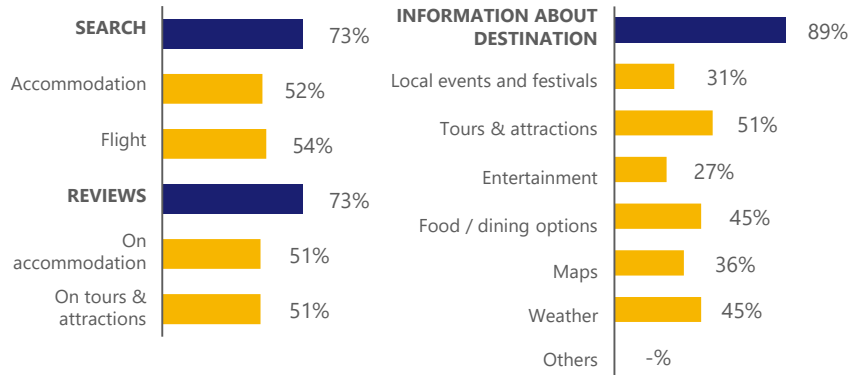
# Online sources used at planning stage



78%

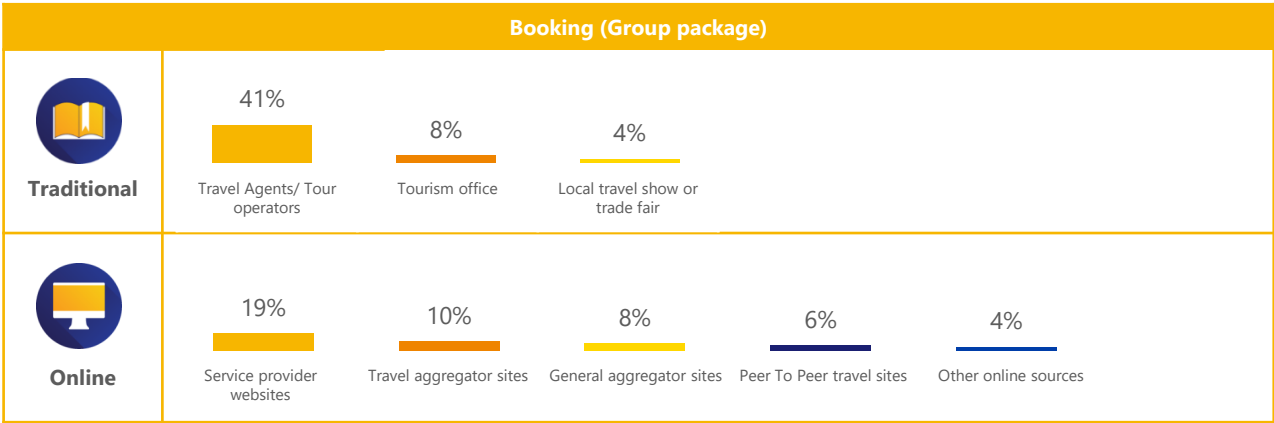
Use Online sources at the Planning stage

## ONLINE INFORMATION LOOKED UP DURING PLANNING



L7a. You mentioned that you refer to Online Sources to plan your most recent leisure trip to <primary destination coded at T4d>. Can you let me know which of the following did you look up?

# Group package booking sources

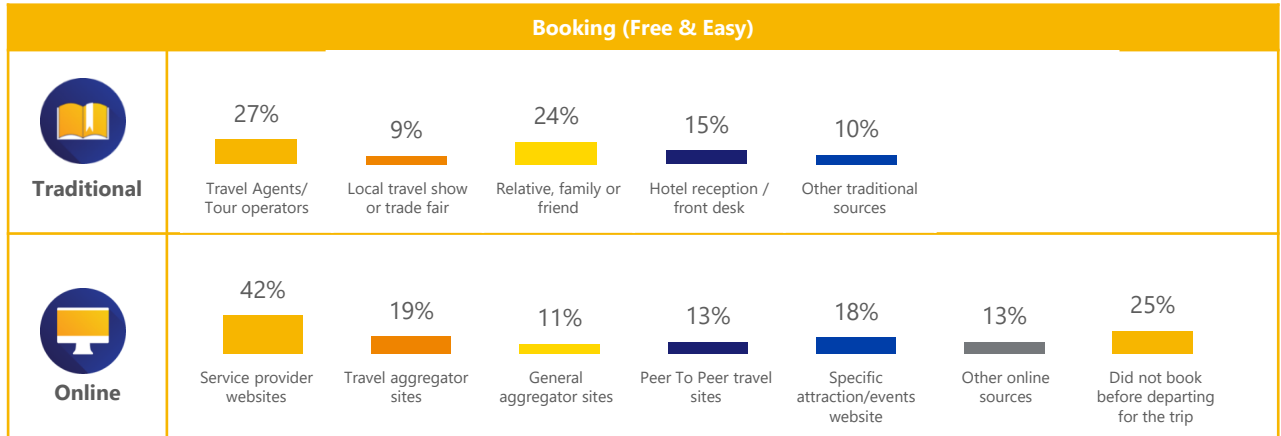


L14a. Which of the following best describes how you booked your travel package? Base: (4092)





# Free and easy booking sources



L14b. Which of the following best describes how you booked the following elements of your trip? Base: (6217)

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# What the Visa data tells us

Online payment volume 4x 

**Online travel platforms vs  
traditional travel agencies**



Online booking sites 33% 

**Payment volume growth**



Airline ticket sales online 3x 

**Online airline ticket  
sales vs offline sales**



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A background of blurred city lights at night, creating a bokeh effect with various colors like yellow, green, blue, and red against a dark blue sky.

**Are**  
**travel agents**  
**a thing of**  
**the past?**

Bohoma Sthuthi!