

Case Study
Market Study to Assess the Feasibility of
Launching an Online Travel Agency



Case Study

Market Study to Assess the Feasibility of Launching an Online Travel Agency



About the Client



- The hospitality project team of a global property developer based in the Middle East

Client Objectives / Goals



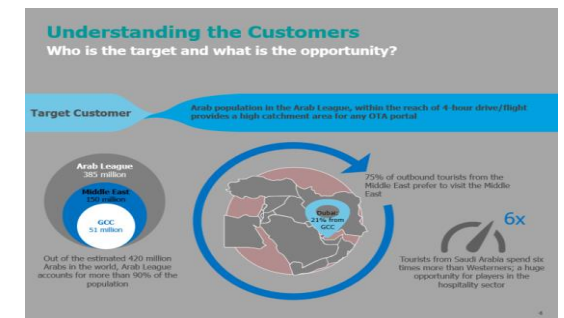
- The client wanted to assess the feasibility of launching an Arabic-language online travel agency (OTA) for a UAE based hospitality group
- They also sought to understand the cost structure of the OTA, growth opportunities and break-even analysis

Approach and Methodology



- Conducted a preliminary research to understand the OTA market and created a list of respondents to be contacted during the course of the project
- Interviewed more than 20 channel partners such as OTAs, hotels and travel companies/agencies, to assess the feasibility of launching an Arabic-language OTA
- Conducted consumer interviews to understand the unmet needs and their motivational levels when making online hotel bookings and sharing online reviews
- Studied the cost structure of various OTAs to develop revenue break-even analysis

Sample Output



Results / Value-add



Based on our findings, the client was able to decide on its go-to-market strategies, covering portal strategies, customer strategies and channel partner strategies