

Case Study

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



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About the Client



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

Client Objectives / Goals



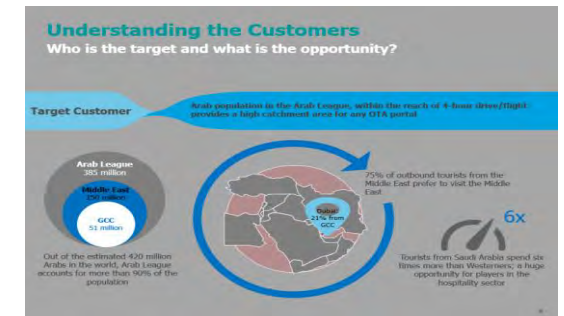
- The client wanted to assess the feasibility of launching an Arabic-language online travel agency (OTA) for a UAE based hospitality group
- They also sought to understand the cost structure of the OTA, growth opportunities and break-even analysis

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