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Online travel market in India is evolving and attracting new players and investors, finds Netscribes

Netscribes (India) Pvt. Ltd. launches an updated report on Online Travel Industry covering the emerging online travel market in India as part of its Travel & Tourism Industry Series.

Mumbai, India – August 30, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its updated report – Online Travel Industry in India 2010. The online travel industry in India has witnessed tremendous growth and is attracting large number of national and international players. Online travel contributes 70% of all e-commerce activities globally

The report begins with the overview of the online travel market, including market size, growth and market share of key segments. It provides an overview of the industry supply chain and business model of online travel agencies. An analysis of drivers explain factors contributing to the growth of online travel market including proliferation of internet, rising income, Indian railways online portal, growth in low-cost carriers, secure payment mechanisms and rise of medical tourism. The key challenges discussed are low margins, high operating costs, poor internet and credit card penetration, and limited inventories and lack of awareness.

The key trends identified include online railway bookings becoming the preferred segment in online travel, growing emergence of corporate travel packages, growth in offline counters, emerging travel information portals backed by OTAs, rising international travel, booming religious tourism, emerging travel information portals, and OTAs serving as a preferred search tool for checking fares and ticket availability.

Competitive landscape identifies the major players and provides details of their revenues, market share and brief business description including financials. The report also covers the details of the private equity investments and other key developments in the industry.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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