

THE WIDE WORLD OF

ONLINE HOTEL

DISTRIBUTION

Here's a look at some of the largest players in third-party bookings.

ONLINE TRAVEL AGENCIES

An internet-based hotel and travel reservations system. Hotels typically provide inventory to OTAs, which sell the rooms in exchange for a commission.

Airbnb* // Booking Holdings // Ctrip // Expedia Group // Fliggy**



Booking.com

priceline.com

KAYAK



expedia group

Expedia

Hotels.com

hotwire

ORBITZ

travelocity

wotif
the home of holidays



airbnb



携程



fliggy
To Dreams and Beyond

*While historically a home-sharing and alternative-accommodations site, Airbnb opened its platform to hotels in early 2018.
**Formerly known as Alitrip, Fliggy is the travel portal for Chinese e-commerce giant Alibaba.

GLOBAL DISTRIBUTION SYSTEMS

Centralized reservation systems utilized by several large companies and travel agents to book multiple travel-related services, including hotel rooms, airfare and rental cars.

Amadeus // Sabre Travel Network // Travelport // TravelSky

amadeus

Sabre



METASEARCH

Platforms that allow consumers to browse hotel rates and inventory before handing them off to direct channels or other third parties (OTAs and GDSes) for the final booking.

Google // Skyscanner† // TripAdvisor // Trivago††

Google



tripadvisor
know better • book better • go better

trivago

†Owned by Ctrip
††Owned by Expedia Group