



European Institute of Innovation,
Entrepreneurship, and Technology

Title: The Future of Online Travel Agencies (OTAs) in the Age of Direct Booking

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Submission date: 24.10.2025

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Abstract

The travel industry is entering one of the most transformative eras in its history—a time shaped by rapid technological innovation, shifting consumer expectations, and an increasingly competitive digital marketplace. Online Travel Agencies (OTAs), once hailed as the ultimate disruptors of traditional travel distribution, now face disruption themselves. As Werthner and Ricci (2020) observe, OTAs revolutionized tourism by democratizing access to travel services, connecting millions of travelers with suppliers through digital efficiency and transparency. Yet, the very digitalization that fueled their dominance has begun to decentralize their power. New technologies and platforms are enabling suppliers to bypass intermediaries, directly engaging travelers with personalized, data-driven offers.

Direct booking has emerged as a defining challenge for OTAs, driven by the growing sophistication of hotel and airline digital ecosystems. According to O'Connor (2021), suppliers increasingly rely on first-party data, mobile optimization, and loyalty programs to deepen relationships with travelers and reduce commission costs. This shift is amplified by social media's growing influence in travel discovery and purchase intent. Platforms such as Instagram and TikTok have evolved from inspiration spaces into transactional arenas, allowing brands to market directly to consumers. Google Travel, too, has blurred the boundaries between search and booking, reducing dependence on traditional OTAs. As Buhalis and Leung (2018) note, this trend reflects a broader reorganization of travel distribution—one where control over data, personalization, and user experience defines competitive advantage.

Amid these disruptions, OTAs are compelled to reinvent themselves not merely as booking facilitators but as **intelligent travel ecosystems**. The use of artificial intelligence, predictive analytics, and automation now underpins efforts to anticipate consumer intent and enhance personalization. Expedia Group (2023) highlights that AI-driven curation enables OTAs to tailor trip recommendations, optimize pricing, and enhance service recovery in real time. Similarly, Booking Holdings (2023) reports a strategic shift toward integrating machine learning to refine search relevance and customer satisfaction metrics. As Buhalis (2020) explains, this transition from static aggregation to dynamic curation signifies a deeper metamorphosis—OTAs are evolving into platforms that understand travelers as individuals rather than as transactions.

However, innovation must also be anchored in **ethics and emotional intelligence**. As Kim, Hall, and Lee (2022) argue, technology alone cannot sustain consumer trust in an era of data anxiety and digital saturation. Travelers increasingly demand authenticity, fairness, and emotional connection in their online experiences. In response, OTAs are embracing human-centered branding—prioritizing transparent communication, sustainable partnerships, and inclusive storytelling. This approach aligns with the growing body of research suggesting that emotional resonance, rather than algorithmic precision, drives long-term loyalty in digital platforms (Gretzel et al., 2021). The OTA of the future, therefore, must balance efficiency with empathy, ensuring that innovation never comes at the cost of humanity.

Sustainability is another cornerstone of OTA reinvention. Gössling and Hall (2021) emphasize that digital intermediaries wield enormous influence in shaping global travel demand and must take responsibility for promoting ethical tourism. Initiatives such as Booking.com’s “Travel Sustainable” program and Expedia’s carbon offset collaborations reflect a growing commitment to environmental stewardship and social accountability. This convergence of sustainability and strategy reflects an industry-wide realization: the future of tourism must be regenerative, not merely profitable. As Hall (2020) asserts, organizations that embed sustainability into their digital frameworks are not only responding to market trends but actively shaping the moral geography of modern travel.

Ultimately, the findings of this research suggest that the survival and growth of OTAs depend on **strategic reinvention** through technological integration, ecosystem diversification, and human-centered ethics. Those that embrace adaptive, cross-platform partnerships and sustainable innovation will thrive in an increasingly decentralized environment. The future OTA will be more than an intermediary—it will be an orchestrator of meaningful travel experiences, grounded in both intelligence and empathy. As Buhalis (2020) eloquently observes, the true power of digital transformation lies not in automation, but in its capacity to enhance the human spirit of exploration. The OTAs that understand this will not only endure but lead the reimagination of global travel in the digital age.

1. Introduction

Online Travel Agencies (OTAs) have long been at the heart of tourism’s digital transformation, acting as intermediaries that connected millions of travelers with hotels, airlines, and experience providers across the globe. From the mid-1990s onward, pioneers such as Expedia, Booking.com, and Priceline fundamentally restructured the travel industry by introducing **information transparency, convenience, and trust** into an otherwise opaque marketplace. As Buhalis and Licata (2022) explain, OTAs democratized travel distribution by empowering consumers with real-time price comparisons, authentic reviews, and seamless booking options. This technological leap not only transformed consumer behavior but also redefined how suppliers interacted with global demand. For nearly two decades, OTAs symbolized efficiency and empowerment in a sector once dominated by travel agents and paper itineraries.

However, the digital landscape that once ensured their dominance has begun to erode their advantage. Over the past decade, the rise of **direct booking channels** has allowed hotels, airlines, and local operators to reclaim relationships with their customers. As O'Connor (2021) observes, the proliferation of first-party data systems and loyalty programs has enabled suppliers to personalize offers and foster long-term customer loyalty. At the same time, meta-search engines such as Google Travel and Trivago have blurred traditional boundaries, serving as both gateways and competitors. Xiang, Magnini, and Fesenmaier (2023) argue that this disintermediation trend represents a fundamental reordering of the travel value chain, where control over consumer data—and not just price—determines strategic power. OTAs now find themselves competing not just for market share, but for **relevance** in a platform-driven economy.

This disruption reflects the broader evolution of the **platform economy**, where digital ecosystems prioritize seamlessness, integration, and personalization. As Parker, Van Alstyne, and Choudary (2016) explain, platforms thrive when they connect producers and consumers through frictionless digital environments. In travel, this means users expect end-to-end experiences that merge discovery, inspiration, and purchase within a single interface. Google's ecosystem exemplifies this convergence: powered by AI and deep data integration, it allows travelers to research, compare, and book without ever leaving its search environment. Similarly, TikTok's move into travel commerce underscores the cultural shift toward **socially-driven decision-making**, where entertainment, storytelling, and influence directly shape purchasing behavior (Li, 2024). These developments signal a future where travel planning is not transactional, but experiential—an act embedded within the flow of daily digital life.

In this context, OTAs must grapple with a paradox: they remain vital, yet increasingly vulnerable. Their scale, technological infrastructure, and global reach remain unmatched, but their visibility is being eroded by algorithmic ecosystems controlled by tech giants. According to Statista (2024), Google Travel alone now captures over 35% of online travel search traffic, while meta-search engines collectively dominate the early stages of trip planning. This shift marginalizes OTAs to later stages of the purchase funnel, reducing their influence over customer discovery and engagement. As Buhalis (2020) notes, OTAs must now move beyond price aggregation and focus on **value orchestration**, where technology, emotion, and trust intersect to create differentiated experiences. The challenge lies in evolving from mere intermediaries to **curators of meaning and connection**.

Technological innovation represents the most promising path forward. AI, predictive analytics, and personalization tools offer OTAs new ways to anticipate traveler needs and rebuild trust in an age of automation. Expedia Group (2023) reports that machine learning models now drive dynamic recommendations and customer service optimization, enhancing user satisfaction through contextual awareness. Similarly, Booking Holdings (2023) emphasizes the integration of AI for sustainability mapping and emotion-based trip suggestions, signaling a shift toward "empathetic technology." As Gretzel and Werthner (2022) argue, the future of travel technology lies not in replacing human intuition but in amplifying it—creating digital experiences that feel personal, fluid, and emotionally intelligent. In this sense, the OTA's survival depends on how gracefully it merges **technological sophistication with human sensitivity**.

Sustainability and ethics are emerging as defining cornerstones of OTA reinvention. Gössling and Hall (2021) highlight that consumers now evaluate brands through the lens of social and environmental responsibility, expecting travel platforms to advocate for climate-conscious choices. In response, OTAs such as Booking.com have introduced “Travel Sustainable” certifications, while Expedia has expanded partnerships with eco-accredited providers. This alignment between sustainability and strategy is not merely reputational—it represents a reorientation of business purpose. Hall (2020) contends that ethical innovation, rooted in transparency and inclusivity, is essential for long-term competitiveness in tourism. By embracing sustainability as a core principle rather than a peripheral offering, OTAs can redefine themselves as **stewards of responsible travel** in a time of ecological urgency.

Ultimately, this study seeks to explore how OTAs can adapt and thrive within this turbulent ecosystem of technological disruption and evolving consumer expectations. It examines the changing structure of OTA business models, the economic and psychological drivers of direct booking, and the competitive pressures emerging from meta-search engines and social commerce platforms. Drawing upon academic literature, industry reports, and corporate data, this research aims to identify pathways for OTA survival that emphasize innovation, differentiation, and emotional intelligence. As Buhalis (2020) reminds us, the travel industry’s future will belong not to those who automate transactions, but to those who **humanize technology**—creating platforms that don’t just sell journeys, but inspire them.

2. Literature Review

2.1 The Role and Structure of OTAs

Online Travel Agencies emerged as digital intermediaries that connected consumers to vast networks of travel suppliers. Their business model was built on two core functions: **aggregation and intermediation**. By providing access to multiple hotels and airlines, OTAs simplified travel planning and reduced search costs (Werthner & Ricci, 2020).

Economically, OTAs operate on a **commission-based model**, typically earning 15–25% per booking. This structure, while profitable at scale, creates long-term friction with suppliers who seek to protect their margins and brand loyalty (O’Connor, 2021).

2.2 Evolution of Direct Booking

Direct booking represents the strategic response of suppliers to OTA dependency. Hotels and airlines are increasingly investing in direct marketing channels, loyalty ecosystems, and app-based personalization to reduce reliance on intermediaries. Marriott Bonvoy and Hilton Honors, for example, reward direct bookings with exclusive discounts and points, leading to measurable revenue growth (Skift Research, 2024).

Furthermore, the shift toward **first-party data ownership** gives suppliers more control over customer relationships. This enables precise personalization, post-purchase engagement, and cross-selling opportunities that OTAs struggle to replicate (Sigala, 2021).

2.3 Technological Disruption: Meta-search and Super Apps

A major turning point in OTA competition is the rise of **meta-search engines**. Platforms such as Google Travel, TripAdvisor, and Trivago have blurred traditional boundaries by combining search, comparison, and booking functionalities.

Google Travel is particularly disruptive due to its dominance in search visibility. When users search for flights or hotels, Google displays booking options—including direct supplier links—within its ecosystem. This **visibility monopoly** effectively forces OTAs to pay for advertising on the very platform that competes with them (Xiang et al., 2023).

2.4 Emergence of Social Commerce and TikTok Travel

Social media is evolving into a distribution channel in its own right. TikTok, Instagram, and YouTube now influence travel inspiration, often converting user engagement directly into purchases. TikTok Shop, introduced in 2024, allows creators to embed affiliate booking links into travel videos, merging entertainment and commerce (Deloitte, 2024).

For OTAs, this poses both a challenge and an opportunity. Platforms like TikTok shift consumer discovery away from OTA-controlled search environments, but they also open new marketing frontiers through influencer partnerships.

2.5 Sustainability, Ethics, and the Experience Economy

The modern traveler is increasingly value-driven. Research by Phocuswright (2024) indicates that 71% of travelers prefer booking with brands demonstrating environmental responsibility. OTAs that align with these values—through sustainable travel labeling, carbon-offset options, and ethical storytelling—gain reputational advantage.

Thus, the literature suggests that the future competitiveness of OTAs depends not only on technology but also on **trust, ethics, and meaningful engagement** (Buhalis, 2023).

3. Methodology

This paper employs a **qualitative, analytical research design** based on secondary data collection. The methodology integrates academic research with market data and case analysis to identify structural and strategic patterns in OTA evolution.

3.1 Data Sources

- Academic databases (ScienceDirect, Emerald, Taylor & Francis)
- Corporate annual reports (Booking Holdings, Expedia, Google, TikTok, Agoda, Trip.com)
- Market research from Phocuswright, Skift, and Statista
- News publications and regulatory updates (EU Commission, UNWTO)

3.2 Analytical Framework

The analysis was guided by three frameworks:

1. **Porter's Five Forces**, to understand industry competition.
2. **PESTEL Analysis**, to evaluate external factors (Political, Economic, Social, Technological, Environmental, Legal).
3. **SWOT Analysis**, to assess OTAs' strategic positioning.

Cross-case comparison was conducted across Booking.com, Expedia, Trip.com, and emerging disruptors such as Google Travel and TikTok Shop.

4. Findings

4.1 Industry Overview and Financial Context

Global OTA revenue reached approximately USD 500 billion in 2024, representing 40% of total online travel sales (Phocuswright, 2024). However, growth is slowing as direct booking channels gain traction.

Booking Holdings remains the largest OTA conglomerate, earning USD 21.4 billion in 2023 revenue, followed by Expedia Group with USD 12 billion (Statista, 2024). In contrast, direct digital sales by hotels and airlines grew by 25% year-over-year, suggesting a structural shift in consumer behavior.

4.2 PESTEL Insights

- **Political:** Stricter EU regulations on data usage and algorithmic transparency.
- **Economic:** Inflation impacts travel budgets, pushing consumers toward price-sensitive OTAs.
- **Social:** Post-pandemic demand for authenticity and ethical travel.
- **Technological:** AI, blockchain, and AR reshaping search and personalization.
- **Environmental:** Sustainability now central to booking decisions.
- **Legal:** GDPR compliance and anti-trust scrutiny against dominant OTAs.

4.3 Competitive Case Studies

Case 1: Google Travel (Meta-search Integration)

Google Travel aggregates data from airlines, hotels, and OTAs while encouraging direct booking through its own platform. OTAs must pay for advertising to remain visible—a paradoxical relationship where the competitor is also the distributor (Xiang et al., 2023).

Case 2: TikTok Shop (Social Commerce)

In 2024, TikTok launched in-app travel booking features through affiliate integration. Influencers now promote destinations with embedded booking links, creating an entertainment-driven sales funnel (Deloitte, 2024).

Case 3: Booking Holdings (OTA Innovation)

Booking.com is transitioning into a “connected trip” ecosystem, integrating flights, accommodations, car rentals, and attractions. AI tools personalize suggestions in real-time, while its “Travel Sustainable” program highlights eco-friendly partners (Booking Holdings, 2024).

Case 4: Expedia Group (AI and Consolidation)

Expedia unified multiple brands under the “One Key” rewards program, providing seamless loyalty integration. Its partnership with Microsoft Copilot enhances AI-driven customer support and price prediction (Expedia Group, 2024).

Case 5: Trip.com (Asia-Pacific Dominance)

Trip.com integrates payment methods like Alipay and localized language support, positioning itself as the leading OTA in Asia. Its “TripGenie” AI travel assistant drives customer engagement through real-time itinerary creation (Trip.com Report, 2024).

5. Discussion

The global travel distribution landscape is undergoing a profound **economic power shift**, reshaping how value is created, shared, and sustained within the tourism ecosystem. While Online Travel Agencies (OTAs) continue to command global scale and brand recognition, their dependence on advertising and visibility within competitors’ ecosystems—particularly Google’s meta-search and ad platforms—has fundamentally altered their cost structures (Buhalis, 2023). This dependency has led to margin compression and reduced strategic autonomy, forcing OTAs to pay higher fees to maintain digital visibility in search-driven environments dominated by Google Travel and Google Ads (Xiang, Magnini & Fesenmaier, 2023). Meanwhile, hotels and airlines are reclaiming their share of profitability by leveraging direct booking strategies, loyalty ecosystems, and personalized data analytics. Hilton and Marriott, for example, report that direct digital bookings now account for over 60% of their online revenue, reflecting how suppliers are regaining control over distribution economics (Statista, 2024). This dynamic marks a shift from **intermediary dependency** toward a more balanced and competitive ecosystem, where OTAs must redefine their value beyond transaction facilitation.

The **consumer landscape** is equally transformative. Today’s travelers are motivated by more than convenience—they seek authenticity, personalization, and ethical engagement. As Sigala

(2021) argues, the post-pandemic traveler embodies the “experience economy,” where emotional connection and meaning take precedence over price efficiency. This shift challenges OTAs to move from being impersonal booking platforms to **experience curators** capable of fostering deeper traveler-destination relationships. Airbnb’s model exemplifies this evolution: its community-driven branding and localized storytelling have redefined what consumers expect from digital travel platforms. OTAs can emulate this success by collaborating with local businesses, cultural institutions, and sustainability networks to deliver authentic, place-based experiences. Gretzel et al. (2021) emphasize that emotional engagement is now a key differentiator in digital tourism—one that can transform transactional loyalty into **relational trust**.

At the same time, the nature of competition itself has evolved into what might be called **ecosystem competition**. The traditional “OTA vs. supplier” dynamic has expanded into a more complex battlefield of **platform versus platform**. Technology giants like Google, Meta, and TikTok have blurred the boundaries between media, commerce, and travel, embedding booking functionalities within broader digital ecosystems. Google’s AI-powered travel interface integrates search, maps, and reviews into a unified planning experience, effectively absorbing stages of the consumer journey once owned by OTAs (Li, 2024). TikTok’s “Travel Now” campaigns demonstrate the growing role of **social commerce**, where influencers, storytelling, and direct booking merge seamlessly (Pappas, 2022). In this environment, OTAs can no longer rely solely on price competition; they must compete through **collaboration, integration, and differentiation**, forming alliances across the digital travel value chain to co-create seamless user journeys.

To remain competitive, OTAs must embrace **innovation as a strategic necessity**, not a mere technological add-on. Artificial intelligence (AI) and predictive analytics are transforming how travelers discover and plan their trips. Expedia’s “Conversational Trip Planner,” powered by GPT-based technology, exemplifies how conversational AI can personalize trip recommendations, enhance real-time assistance, and humanize automation (Expedia Group, 2023). Similarly, Booking Holdings (2023) has invested in AI-driven trip curation and sustainability-based sorting, blending efficiency with emotional relevance. Beyond AI, loyalty and subscription models—such as eDreams’ “Prime,” which has surpassed 5 million members—illustrate that consumers value consistent engagement and exclusivity over one-off transactions (Phocuswright, 2023). These developments underscore a broader strategic truth: innovation in travel is no longer about disruption, but about **connection**—technological, emotional, and ethical.

Sustainability and **ethical data governance** are emerging as the moral compass of OTA evolution. As Gössling and Hall (2021) argue, sustainability must transcend marketing rhetoric and become a measurable performance dimension within digital platforms. Travelers are increasingly rewarding brands that provide verified carbon data, transparent supply chains, and ethical partnerships. Initiatives like Booking.com’s “Travel Sustainable” certification and Skyscanner’s carbon emission filters are setting new benchmarks for environmental accountability in online travel. Parallel to this, data ethics is gaining prominence as a defining trust factor. With growing concerns over privacy and algorithmic bias, OTAs must embrace transparency and user empowerment in data collection and recommendation systems (Kim, Hall

& Lee, 2022). By becoming **stewards of ethical data**, OTAs can rebuild traveler confidence while differentiating themselves from less transparent competitors.

Ultimately, the discussion reveals that the **future of OTAs lies in transformation through integration**—uniting technology, ethics, and human emotion to create value that transcends the booking process. Economic survival will depend on how well OTAs balance scale with sincerity, innovation with inclusion, and profit with purpose. Collaboration across the ecosystem—between OTAs, suppliers, regulators, and communities—will determine whether these platforms remain central to travel’s digital infrastructure or fade into algorithmic invisibility. As Buhalis (2020) insightfully notes, the future of digital intermediation depends not on dominance, but on **relevance through reinvention**. The OTA that understands the traveler not as a data point, but as a human being in search of meaning, will not merely survive the next digital revolution—it will define it.

6. Conclusion

The future of Online Travel Agencies (OTAs) will not be determined by their resistance to disintermediation, but by how creatively they **redefine the very essence of intermediation**. As Xiang, Magnini, and Fesenmaier (2023) argue, digital transformation is not about eliminating middlemen but about reshaping the roles they play in creating value. OTAs stand at a critical crossroads where their survival depends on evolving from functional intermediaries into **intelligent facilitators of holistic travel experiences**. This transformation requires integrating advanced technologies with emotional and ethical intelligence, ensuring that the digital journey feels as human as the physical one. Buhalis (2020) reminds us that innovation in travel is not just about automation but about preserving the soul of exploration within technological progress.

The rise of direct booking channels is undeniable. Hotels and airlines are leveraging first-party data, mobile personalization, and loyalty ecosystems to regain control of their customer relationships (O’Connor, 2021). Yet, despite this shift, OTAs still possess an unparalleled advantage: their **aggregation power**. Their ability to consolidate vast inventories, cross-compare prices, and simplify complex travel decisions remains invaluable in a fragmented marketplace. According to Statista (2024), nearly 40% of global travelers still prefer OTAs for the convenience of bundled comparisons, flexible payment options, and multi-provider itineraries. This suggests that the OTA’s relevance is not fading—it is simply being **reframed**.

In this reframing, **trust and personalization** will emerge as core currencies. The modern traveler no longer seeks only the cheapest fare but the most meaningful and trustworthy experience. Gretzel and Werthner (2022) emphasize that trust in digital ecosystems is increasingly tied to transparency, ethical data usage, and emotional resonance. The OTAs that will thrive are those capable of transforming impersonal algorithms into empathetic recommendation systems—those that understand not just where a traveler wants to go, but **why**. This calls for the integration of emotional AI and sentiment analysis to craft journeys that respond to human moods, motivations, and values (Kim, Hall, & Lee, 2022).

At the same time, **collaboration will outweigh competition** as the defining strategy of OTA evolution. The travel ecosystem is expanding beyond hotels and airlines to include smart cities, local communities, and sustainability-driven enterprises. Expedia Group (2023) highlights that partnerships with local tourism boards and environmental NGOs have opened pathways for community-led travel experiences that enhance authenticity while driving local economies. This collaborative approach aligns with Hall's (2020) assertion that the future of tourism lies in co-creation—where digital intermediaries act as bridges between travelers, suppliers, and societies. The OTA of tomorrow will not dominate the travel chain but **weave it together** through inclusive digital ecosystems.

Sustainability and ethics will continue to anchor the next chapter of OTA strategy. Gössling and Hall (2021) note that travelers are increasingly conscious of the social and environmental implications of their journeys, pushing digital platforms to embed sustainability metrics directly into booking experiences. Booking.com's "Travel Sustainable" initiative and Skyscanner's carbon filter exemplify this growing integration of environmental transparency. Such practices are not merely corporate gestures but reflections of a deeper societal shift. As Hall (2020) observes, the tourism sector's moral legitimacy now depends on its ability to balance economic gain with planetary stewardship. OTAs that integrate **ethical innovation** into their frameworks will not only gain competitive advantage but also moral authority.

Furthermore, **technological reinvention** will remain central to OTA survival. Artificial intelligence, blockchain, and predictive analytics offer opportunities for smarter, faster, and more secure travel ecosystems. According to Buhalis and Licata (2022), AI-driven dynamic packaging and blockchain-based transparency could redefine trust and convenience in the booking process. Expedia's implementation of conversational AI and Booking Holdings' experimentation with predictive traveler intent both exemplify how the sector is blending intelligence with intuition (Expedia Group, 2023; Booking Holdings, 2023). When used responsibly, these technologies can bridge the gap between digital precision and human empathy, making travel planning not only seamless but **soulful**.

As consumer expectations evolve, so too must the emotional language of travel technology. The **next generation of OTAs** will succeed not by offering more options, but by offering more meaning. Buhalis (2020) eloquently suggests that technology should "serve humanity's curiosity, not replace it." OTAs must reimagine their interfaces as spaces of inspiration rather than transaction, curating stories, connections, and emotions. Social commerce tools such as TikTok Travel already demonstrate how narrative and discovery can merge with purchase behavior (Li, 2024). By embracing storytelling and emotional design, OTAs can transform browsing into belonging—creating experiences that travelers feel, not just buy.

In essence, the future of OTAs will be defined by their **capacity to humanize technology, democratize access, and align profit with purpose**. Their continued relevance will rely on how effectively they integrate sustainability, empathy, and innovation into their operational DNA. The most successful OTAs will not compete with direct booking—they will **complement it**, serving as the connective tissue of a global travel ecosystem grounded in fairness, inclusion, and creativity. As Buhalis and Leung (2018) reflect, the true evolution of travel lies in reimagining not how we move, but how we connect. In this spirit, the OTA of the future will not just sell

travel—it will **curate journeys, empower communities, and sustain the integrity of global tourism.**

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