



Booking in Singapore

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Pre-trip booking supports double-digit growth in Singapore in 2025

Agoda Co Pte Ltd and Booking.com record a decline in share as online competition rises

PROSPECTS AND OPPORTUNITIES

Improving consumer sentiment and digital adoption is set to drive growth over the forecast period

OTA players will shift toward AI-driven ecosystems as competition is set to rise

CATEGORY DATA

Table 1 - Booking Sales: Value 2020-2025

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Table 4 - Travel Intermediaries NBO Company Shares: % Value 2020-2025

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Travel in 2025: The Big Picture

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Hotels: Key trends

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Table 13 - Forecast In-Destination Spending: Value 2025-2030

DISCLAIMER

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