



New *Big Book of Travel Data* Reveals \$867 Billion in Revenue from Airlines, Hotels, Car Rental & OTAs

Allianz Partners and IdeaWorksCompany release report filled with data from 122 airlines, 174 hotel brands, leading car rental companies and OTAs.

Richmond, Virginia & Shorewood, Wisconsin, 16 August 2022: Allianz Partners, a global leader in travel protection and consumer specialty insurance, and IdeaWorksCompany, the foremost consultant on ancillary revenue, have released the first edition of *The Allianz Partners Big Book of Travel Data by IdeaWorksCompany*.

This new publication, which expands on IdeaWorks’ former *Big Book of Airline Data*, provides a world of industry data for airlines, hotel groups, car rental companies, and online travel agencies, and is collated by alphabetical order, size, region, and more. The 110-page “Big Book” is available free of charge via download at AllianzPartners.com and IdeaWorksCompany.com. The compilation of data allows for interesting comparisons; here is the list of revenue leaders in each category in 2021:

- \$78 billion for OTAs: Trip.com Group (gross bookings). China-based company operates the Ctrip, Skyscanner, Trip.com, and Qunar websites.
- \$39.7 billion for hotels: Marriott International (estimated room revenue).
- \$29.9 billion for airlines: American Airlines (company revenue).
- \$23.9 billion for car rental: Enterprise Holdings (company revenue). The company operates the Alamo, Enterprise, and National brands.

The recovery of the travel industry began in earnest during 2021 as evidenced by the annual traffic and revenue estimates from IdeaWorksCompany:

Global Estimate of Airline Traffic and Revenue				
Reporting Year	Traffic	Change	Revenue	Change
2019	4.6 billion		\$840 billion	
2020	1.8 billion	-60.9%	\$350 billion	-58.3%
2021	2.3 billion	27.8%	\$462 billion	32.0%

Source: 2022 Allianz Partners Big Book of Travel Data.

“We’re pleased to partner with IdeaWorksCompany to present the 2022 *Allianz Partners Big Book of Travel Data*,” said Jeff Wright, CEO of Allianz Partners USA. “As travel supplier sales took off in 2021, ancillary revenue opportunities played a significant role in helping the industry get back on its feet. We’re proud to have played a role in that recovery by providing travel protection products that drive both significant ancillary revenue as well as increased customer satisfaction and brand loyalty.”

Airline results are presented by airline type (high performing LCCs, low cost carriers, traditional airlines, US major airlines), global alliance, and regions. The hotel section of the Big Book presents a unique approach to industry metrics with estimated room revenue for the individual brands of 10 hotel groups. This information is not directly disclosed by hotel groups, but IdeaWorksCompany has calculated it using average room revenue (RevPAR) and global room count statistics. Hampton by Hilton is the world’s largest individual brand at nearly \$7.9 billion estimated room revenue for 2021:

5 Largest Hotel Brands – By Annual Gross Room Revenue – 2021			
Rank	Brands	Hotel Group (Parent)	Estimated Room Revenue
1	Hampton by Hilton	Hilton Hotels	\$7.9 billion
2	Holiday Inn Express	IHG Hotels & Resorts	\$6.6 billion
3	Hilton Hotels & Resorts	Hilton Hotels	\$5.5 billion
4	Marriott Hotels	Marriott International	\$5.3 billion
5	Courtyard by Marriott	Marriott International	\$4.8 billion

Source: 2022 Allianz Partners Big Book of Travel Data.

The Big Book is filled with statistics from all over the wide world of travel; here are a few examples from 2021:

- **Asia & South Pacific** had the lowest level of traffic growth at 9.8% compared to 2020; on top was the **Middle East & Africa** at 102.8%.
- **Oneworld, SkyTeam, and Star Alliances** generated estimated revenue of \$256.4 billion, which represents more than 55% of global airline revenue.
- **Ryanair Group** is the largest low cost carrier with more than 97 million passengers, which represents a stunning 253% increase above 2020 results.
- **Low cost carriers** are estimated to generate 13.4% of global airline revenue, approximately \$61.8 billion.
- **Delta SkyMiles** has the world’s largest membership among frequent flyer programs, with an estimated 136 million members.

The Big Book relies upon a number of sources and methods to determine the results for each company. Most often this consisted of financial documents at company websites, while for others the sources include press releases, and industry articles. The *Big Book of Travel Data* will be released on an annual basis.

About IdeaWorksCompany: IdeaWorksCompany boosts airline profits through innovations in ancillary revenue, a la carte pricing, loyalty marketing, and airline retail. The firm was founded in 1996 and has an international client list of airlines and other travel industry firms in Asia, Europe, the Middle East, and the Americas. IdeaWorksCompany enjoys a reputation as a global resource for ancillary revenue strategy, on-site executive workshops, and research reports. Learn more at IdeaWorksCompany.com.

About Allianz Partners: In the United States, Allianz Partners USA (AGA Service Company) offers Allianz Travel-branded travel protection plans and serves millions of customers each year. In addition to travel protection, the company offers event ticket protection, registration protection for endurance events and unique travel assistance services such as international medical assistance and concierge services. AGA Service Company is doing business as Allianz Global Assistance Insurance Agency in California (License # 0B01400) and Massachusetts. Allianz Partners USA is part of the Allianz Partners group. Allianz Partners is a world leader in B2B2C insurance and assistance, offering global solutions that span international health and life, travel insurance, mobility and assistance. Customer driven, our innovative experts are redefining insurance services by delivering future-ready, high-tech, high-touch products and solutions that go beyond traditional insurance. Present in over 75 countries, our 19,400 employees speak 70 languages, handle over 58 million cases each year, and are motivated to go the extra mile to offer peace of mind to our customers around the world. Learn more at AllianzPartners.com

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