



2023 Big Book of Travel Data Reveals \$1.28 Trillion in Revenue from Airlines, Hotels, Car Rentals & OTAs

Allianz Partners and IdeaWorksCompany release report filled with data from 229 airlines, 199 hotel brands, leading car rental companies and OTAs.

Richmond, Virginia & Shorewood, Wisconsin, 15 August 2023: Allianz Partners, a global leader in travel protection and consumer specialty insurance, and IdeaWorksCompany, the foremost consultant on ancillary revenue, have released the second edition of **The Allianz Partners Big Book of Travel Data by IdeaWorksCompany**.

The 2023 publication, which expands on last year’s edition, provides a world of industry data for airlines, hotel groups, car rental companies, and online travel agencies (OTAs), and is collated by alphabetical order, size, region, and more. The 120-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 2022:

- OTAs: \$121.3 billion: **Booking Holdings** (gross bookings). The company operates Agoda, Booking.com, Kayak, Priceline, and RentalCars.com websites.
- Hotel groups: \$61.4 billion: **Marriott International** (estimated room revenue).
- Airlines: \$49 billion: **American Airlines** (company revenue).
- Car rental: \$30 billion: **Enterprise Holdings** (company revenue). The company operates the Alamo, Enterprise, and National brands.

The recovery of the travel industry gained full steam during 2022 as evidenced by the annual airline 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%
2022	3.0 billion	+30.4%	\$693 billion	+50.0%

Source: 2023 Allianz Partners Big Book of Travel Data

Airline results are presented by airline type (high performing LCCs, low cost carriers, traditional airlines, US major airlines), global alliance, and regions. The publication includes membership statistics for 53 frequent flyer programs and employment totals for 91 airlines. The hotel section of the Big Book presents a unique perspective for 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 \$10.2 billion estimated room revenue for 2022:

5 Largest Hotel Brands – By Annual Gross Room Revenue – 2022			
Rank	Brands	Hotel Group (Parent)	Estimated Room Revenue
1	Hampton by Hilton	Hilton Hotels	\$10.2 billion
2	Hilton Hotels & Resorts	Hilton Hotels	\$9.3 billion
3	Marriott Hotels	Marriott International	\$8.8 billion
4	Holiday Inn Express	IHG Hotels & Resorts	\$8.5 billion
5	Courtyard by Marriott	Marriott International	\$7.1 billion

Source: 2023 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 2022:

- **US & Canada** had the lowest level of airline traffic growth at 35.4% compared to 2021; on top was **Europe** at 107.8%.
- **Oneworld, SkyTeam, and Star Alliances** generated estimated revenue of \$413.3 billion, which represented 59.6% of global airline revenue.
- **Ryanair Group** is the largest low cost carrier with more than 168.6 million passengers, which represents a dramatic 73.6% increase above 2021 results.
- **Low cost carriers** carried 31.2% of global traffic, but their low fares only generated 16.2% of global revenue.
- **H Rewards** offered by Huazhu Group Limited of China is the largest frequent guest program with 199 million members.
- **American Airlines** was the largest employer among the 91 airlines which disclose total employment. The carrier ended 2022 with 129,700 employees.
- **RevPAR for the nine hotel groups**¹ appearing in this year’s Big Book was \$80.06 for 2022, which is a 50% increase above the 2021 result of \$53.29.
- **Airbnb** had gross booking value of \$63.2 billion for 2022, which represents the customer transactions conducted on its website. If this were compared to estimated room revenue, Airbnb would rank higher than Marriott International, which holds the top position at \$61.4 billion. Airbnb had 6.6 million active listings at the end of 2022.

¹ Accor Group, BTG Hotels Group, Choice Hotels, Hilton Hotels, Huazhu Group Limited, Hyatt Hotels Corp., IHG Hotels & Resorts, Marriott International, and Wyndham Hotel Group.

The Big Book relies upon a number of sources and methods to determine the results for each company. Most often this consists 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.

The full report is available at <https://ideaworkscompany.com/reports/>.

IdeaWorksCompany offers a graphic based upon the “Travel Data Comparison of Top 10 Results” table found on page 12 of the Big Book as a JPG file at the press release section of the IdeaWorksCompany.com website.

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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