

abstract

In recent years, Chinese tourist industry has been explosive growth. In 2015, the numbers of Chinese oversea tourists reached 117 million, an increasing of 7.3% over 2014. By the report in 2016, China's tourism market continued to expand steadily, the number of visitors abroad reached 122 million, 9.4% increasing of annual growth; by the Chinese National Tourism administration forecasting, oversea visitors will reach 139 million people in 2017. According to the analysts, the online outbound travel market has achieved faster than 2016 synchronism, the online traveling platform and tools are gradually improving and the user bonus period will continue. In the first half of 2017, the Chinese OTA market had sizing of 54.87 billion RMB, a year-on-year increase of 35.8%, accounting for 16.5% of the overall online travel market. In among, Tueniu's market share ranked first, and continues to lead the group tour and outbound tourism markets to maintain industry leading advantages.

In the paper, We are going to learn the current status of China's online travel market, using the market strategy principles(4p、7P、4Cs and SWOT) to analyze cases, and forecasting the future OTA marketing outlook, strategic plans, and corporate strategy. Even through different operations of Ctrip, Tuniu, and LY.com, we looking forward which companies will occupy the top market shares, and which companies will be leading in the market. The paper divided into six chapters, the chapter 1 briefly introduction of status of enterprises, the definition of OTA, the background of enterprises, research significance for few leading brands. Chapter 2 introduces principles ad 4P、7P、4Cs marketing theories as well. Chapter 3 demonstrate how SWOT works on OTA business cases and effect result. Chapter 4, we using marketing strategies to elaborate analysis the commercial purchase of OTA enterprises with STP, the decision making, business gaming and harvesting, analysis the Unresolved issues and negative risks of OTA companies. Chapter5 discusses the future opportunities, challenges, Insufficiency and influence, the future growth outlook.