

A night-time photograph of a city skyline, likely Taipei, with numerous illuminated skyscrapers and buildings. In the foreground on the right, a person is sitting on the edge of a modern building's roof or balcony, looking out over the city. The sky is dark with a full moon visible. The overall scene conveys a sense of urban tourism and modern architecture.

Global Tourism Trends and Vision: The Future of Urban Tourism from an OTA Perspective

Daniel Wu
Head of Global Government Affairs, Agoda

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Preferred travel tech platform

2005

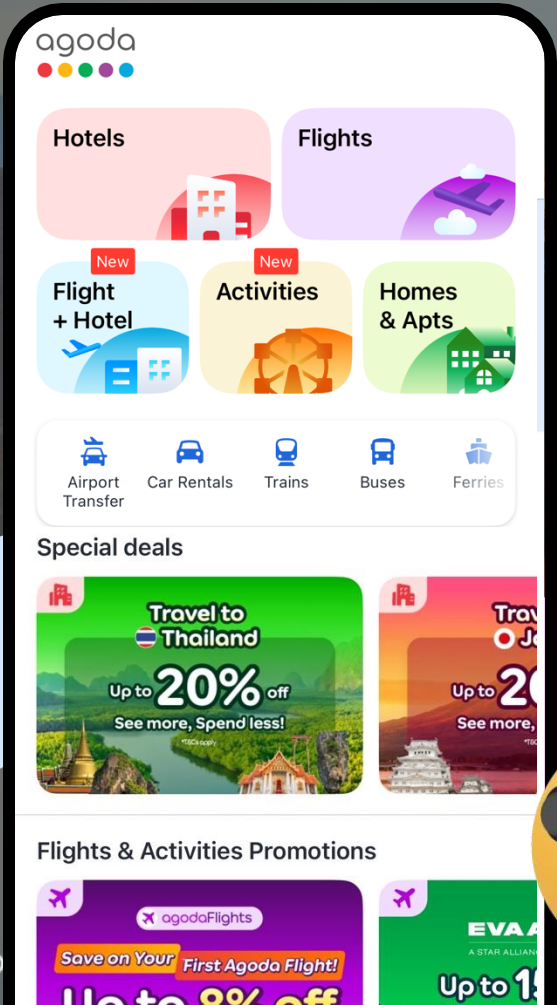
Headquartered in Singapore

2007

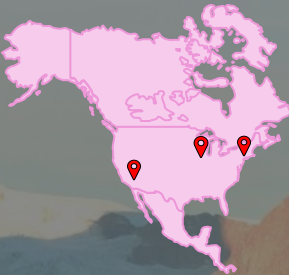
Acquired by Booking Holdings

2025

40+ offices
7,000+ employees



North America
4 offices



Europe , Middle East
10 offices



Oceania
2 offices



A decade of 10x growth



#1

Most downloaded
OTA app in 2024 in
APAC¹

77 million

App installs in 2024
YTD²

84 million+

Monthly Active
Users³

6+ million

Accommodations

Agoda's strategy

Price

Localization

Tech

A man with dark curly hair and glasses, wearing a dark jacket and a tan backpack, is seen from the back, looking out over a vast mountain landscape. The landscape features dense green forests in the foreground and middle ground, with a prominent, snow-capped mountain peak rising in the distance under a cloudy sky. A waterfall is visible on the right side of the image.

The future of travel



1. The future is online

A collage of travel-related items including a world map, a camera lens, daisies, a compass, a rock, and a passport with stamps.

2. Visas are a superpower

3. APAC is ready for AI

APAC sentiment inspires AI wanderlust



Agoda's "Inside-out" framework



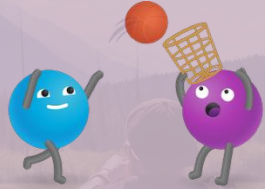
Empower

Enhance

Evolve

Our core principles guide our technical strategy

TEAM SPORT



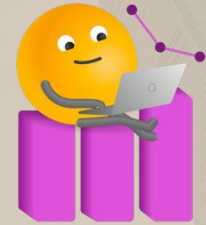
Building the future is a team sport

LONG TERM SYSTEMS



Systems-building for the long-term

TRAVEL TECH INSIGHTS



Insights at the intersection of Travel tech

Policy recommendations - Building a Future for AI in Tourism



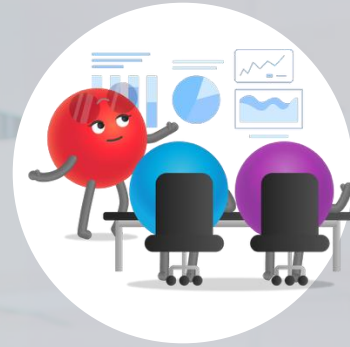
Regulator
Framework
Development



Data
Governance
& Privacy



Infrastructure
Investment



Workforce
Development

Digital Inclusion





agoda ● ● ● ● ●

BRIDGING THE WORLD
THROUGH TRAVEL