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# OTA & Travel Distribution Update - Jan. 6th, 2017

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Our first client OTA & Travel Distribution Update for 2017 is below. Not a lot to report this week, so we will keep the Update short.

- **Short-Term Rentals' Share of Lodging Industry Expected to Continue Growing [Short-Term Rentals].**

In the latest report attempting to predict the long-term effect of short-term rentals on the lodging industry, financial analyst Susquehanna International Group (SIG) predicts that by 2018 short-term rentals will make up nearly 20% of the overall global lodging market. SIG further predicts that Booking.com and Expedia (and their broad range of offerings, including short-term rentals) stand the most to gain from the continued growth in the short-term rental industry.

**[Private accommodation travel bookings to reach \\$106 billion by 2018](#)**

Private accommodation will account for almost a fifth of global hospitality bookings within two years - and the online travel agency giants are tipped to benefit.

Tnooz News Feed on Jan 3, 2017

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