

# TRAVEL MERGERS AND ACQUISITIONS ARE FALLING



The frequency of travel mergers and acquisitions in the tourism sector is declining. In the first ten months of this year, there were 583 recorded transactions, including mergers, acquisitions (M&A), private equity, and venture financing. This marks a significant drop of 10% compared to the 651 transactions announced during the same period in 2023, according to GlobalData, a leading international data and analytics company.

Experts highlight that geopolitical tensions and economic uncertainties have greatly affected deal-making in the travel and tourism sector. **However, some major economies in Europe and the Asia-Pacific region have experienced increased deal volumes.**

In the first ten months of 2024, Europe led the travel mergers and acquisitions (M&A) rankings in terms of both the number of announcements and deals, demonstrating a 7.5% increase in deal activity compared to the previous year.

In contrast, transaction volumes declined year-on-year in several regions: North America saw a decrease of 33%. Asia-Pacific decreased by 6.4%, South and Central America declined by 20%. The Middle East and Africa significantly dropped 17.2% from January to October 2024.

The countries that performed the worst included the United States, China, South Korea, and France, which experienced significant declines in deal volume of 32.2%, 30.2%, 4.8%, and 34.8%, respectively, during the same period compared to 2023.

On the other hand, **several countries reported a year-on-year improvement in transaction volume, including the United Kingdom (+2.7%), India (+18.6%), Japan (+28.6%), and Spain (+69.2%).**

An analysis of the deal database revealed that trends in deal types remained mixed. From January to October 2024, merger and acquisition deal volumes decreased by 4.9%, while venture financing deal volumes fell significantly by 29.4% compared to the same period in 2023.

In contrast, private equity deal volumes experienced a slight improvement during this timeframe.

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