

Booking in Austria

November 2023

Table of Contents

Booking in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The COVID-19 pandemic's influence on booking decisions wanes in 2023
Pure online player takes the lead

PROSPECTS AND OPPORTUNITIES

Value share of online sales is expected to continue growing
Bookings at short notice are expected to increasingly shape demand

CATEGORY DATA

- Table 1 - Booking Sales: Value 2018-2023
- Table 2 - Business Travel Sales: Value 2018-2023
- Table 3 - Leisure Travel Sales: Value 2018-2023
- Table 4 - Travel Intermediaries NBO Company Shares: % Value 2018-2023
- Table 5 - Forecast Booking Sales: Value 2023-2028
- Table 6 - Forecast Business Travel Sales: Value 2023-2028
- Table 7 - Forecast Leisure Travel Sales: Value 2023-2028

Travel in Austria - Industry Overview

EXECUTIVE SUMMARY

- Travel in 2023
- Airlines: Key trends
- Hotels: Key trends
- Booking: Key trends
- What next for travel?

MARKET DATA

- Table 8 - Surface Travel Modes Sales: Value 2018-2023
- Table 9 - Surface Travel Modes Online Sales: Value 2018-2023
- Table 10 - Forecast Surface Travel Modes Sales: Value 2023-2028
- Table 11 - Forecast Surface Travel Modes Online Sales: Value 2023-2028
- Table 12 - In-Destination Spending: Value 2018-2023
- Table 13 - Forecast In-Destination Spending: Value 2023-2028

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SOURCES

- Summary 1 - Research Sources

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