

Booking in Denmark

September 2023

Table of Contents

Booking in Denmark - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

2023 is set to be a record for retail value sales in bookings
Package holidays remain popular, seeing a boom following COVID-19

PROSPECTS AND OPPORTUNITIES

The rise of specialised holidays across the forecast period
Online becomes more popular, while offline continues to benefit from client services

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 Denmark - 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

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/booking-in-denmark/report.