

Booking in Germany

October 2023

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Booking in Germany - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

German travellers are still making up for lost time

All-inclusive leisure packages offer a way to control travel and tourism expenditure

PROSPECTS AND OPPORTUNITIES

Experiences to continue to provide differentiation

Booking online to continue to develop and grow but hybrid forms are likely to mushroom

CATEGORY DATA

Table 1 - Booking Sales: Value 2018-2023

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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

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Travel in Germany - Industry Overview

EXECUTIVE SUMMARY

Travel in 2023

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

MARKET DATA

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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

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