

# Booking in Denmark

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## Abstracts

As travel suffered due to COVID-19 in 2020-2021, retail value in bookings also saw a clear decrease. With restrictions starting to lift in 2022, travel began to increase, with retail value in 2022 around the 2018-2019 level, with pent-up demand aiding sales. However, travel outside of Europe continued to be lower. Moving into 2023, trends are normalising, with increasing outbound and domestic travel. Due to higher prices and general inflation, retail value is expected to significantly increase c...

Euromonitor International's Booking in Denmark report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Booking Offline, Booking Online, Business Travel, Direct Suppliers, Leisure Travel, Travel Intermediaries.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Booking market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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