

# Booking in Germany

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## Abstracts

The second half of 2022 brought economic uncertainty to what had started as an optimistic year in travel and tourism. Nevertheless, travel remained a priority that consumers wanted to spend on, especially after saving up during the two years of Coronavirus (COVID-19) restrictions. Despite further price increases in 2023, due, in part, to the energy crisis and high inflation in the wake of the war in Ukraine, German holidaymakers still booked in advance to destinations that they had not visited s...

Euromonitor International's Booking in Germany 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.

## Contents

### BOOKING IN GERMANY

#### 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

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 GERMANY

#### 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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