

Online Travel Sales and Intermediaries in Germany

<https://marketpublishers.com/r/O150FE93885EN.html>

Date: September 2019

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: O150FE93885EN

Abstracts

Holiday planning is slowly changing in Germany. Traditionally, German consumers tended to book an extended, planned holiday once a year, booked at the beginning of the year with a trusted travel agent from a trusted brand in the traditional bricks-and-mortar intermediary space. This predictable pattern of holiday booking behaviour solidified the market for bricks-and-mortar tour operators, which built up inventory and assets in key sun and beach holiday destinations. This model is relatively uni...

Euromonitor International's Online Travel Sales and Intermediaries 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 2014-2018, 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 2023 illustrate how the market is set to change.

Product coverage: Online Travel Sales to Residents, Total Mobile Travel Sales to Residents, 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 Online Travel Sales and Intermediaries 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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