

Online Travel Sales To Residents in Denmark

<https://marketpublishers.com/r/O268001F1D1EN.html>

Date: September 2017

Pages: 13

Price: US\$ 990.00 (Single User License)

ID: O268001F1D1EN

Abstracts

Online travel sales to residents in Denmark grew by 7% in current value terms in 2017 to reach DKK37.9 billion. In recent years, Danes have become increasingly comfortable with booking travel-related products and services online. Many appreciate the convenience of this method, which allows for simple and fast comparisons of prices, service levels etc. Travel companies have responded to this development by adjusting their strategies accordingly.

Euromonitor International's Online Travel Sales to Residents 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 2012-2016, 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 2021 illustrate how the market is set to change.

Product coverage: Airlines Direct Online Sales to Residents, Car Rental Direct Online Sales to Residents, Lodging Direct Online Sales to Residents, Online Travel Agencies Sales to Residents, Other Direct Online Sales to Residents, Other Transport Direct Online Sales to Residents, Other Travel Intermediaries Online Sales to Residents.

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 to Residents 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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Executive Summary

Danish Travel Market Benefits From Favourable Economic Conditions

Internet Transactions Continue To Grow Strongly in Current Value Terms

Low Cost Airlines and Online Travel Fare Aggregators Fuel Competition

Wonderful Copenhagen Launches New 'localhood' Strategy

Danes Embrace M-commerce for Travel Purchases

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