

# **Booking in Austria**

November 2023

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# Booking in Austria - Category analysis

# **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

The COVID-19 pandemic's influence on booking decisions wanes in 2023 Pure online player takes the lead

#### PROSPECTS AND OPPORTUNITIES

Value share of online sales is expected to continue growing Bookings at short notice are expected to increasingly shape demand

#### CATEGORY DATA

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## Travel in Austria - Industry Overview

## EXECUTIVE SUMMARY

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## MARKET DATA

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#### SOURCES

Summary 1 - Research Sources

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