



**Euromonitor
International**

Booking in Denmark

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Online and mobile booking continue to reshape travel purchasing

Travel offerings converge as booking boundaries continue to blur

Official travel advice and geopolitical disruption redirect Danish travel demand towards Europe

Chart 1 Booking Sales: Value 2021-2031

Chart 2 Booking Sales by Category: Value 2026

WHAT'S NEXT?

AI is expected to reshape booking while trust and personal advice remain important

A more diverse society is set to increase demand for specialised travel products

Shorter booking windows are poised to increase the importance of flexibility

Chart 1 Forecast Booking Sales: Value 2021-2031

Chart 2 Forecast Booking Sales by Category: Value 2026-2031

COMPETITIVE LANDSCAPE

Booking.com maintains its lead as travel intermediaries remains fragmented

Acquisitions strengthen the position of international travel groups

Chart 1 Travel Intermediaries GBO Company Share: % Value 2021-2026

PRODUCTS

Mobile-first design reshapes how travel is booked

SAS Holidays and TUI reflect demand for flexible booking solutions

Flexibility and responsiveness become increasingly important competitive advantages

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

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