

Booking in Germany

October 2023

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Booking in Germany - Category analysis

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

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Table 4 - Travel Intermediaries NBO Company Shares: % Value 2018-2023

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Travel in Germany - Industry Overview

EXECUTIVE SUMMARY

Travel in 2023

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MARKET DATA

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Table 13 - Forecast In-Destination Spending: Value 2023-2028

DISCLAIMER

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