



Booking in Denmark

September 2024

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Booking in Denmark - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Booking sees positive developments in 2024

Package holidays remain popular options for Danish travellers and tourists

PROSPECTS AND OPPORTUNITIES

More variety in sight, but standard holidays will remain popular

Intensifying competition between direct bookings and intermediaries

CATEGORY DATA

Table 1 - Booking Sales: Value 2019-2024

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DISCLAIMER

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