



Booking in Croatia

September 2023

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Booking in Croatia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Another strong year for booking as the category continues to recover from the pandemic
Rising demand for direct bookings puts some pressure on intermediaries

PROSPECTS AND OPPORTUNITIES

Growth in direct bookings set to outpace growth in intermediaries
The search for value for money set to make travellers more cautious and discerning

CATEGORY DATA

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Travel in Croatia - Industry Overview

EXECUTIVE SUMMARY

- Travel in 2023
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- Hotels: Key trends
- Booking: Key trends
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DISCLAIMER

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