



# Booking in Germany

October 2024

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## Booking in Germany - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Online bookings continue to gain the preference of German travellers  
Der Touristik is now Dertour in a dramatically changed booking landscape

#### PROSPECTS AND OPPORTUNITIES

AI and immersive technologies will empower tourists to travel better  
Consumers will increasingly expect sustainable travel options

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