



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

Table 1 - Booking Sales: Value 2018-2023

Table 2 - Business Travel Sales: Value 2018-2023

Table 3 - Leisure Travel Sales: Value 2018-2023

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

Table 5 - Forecast Booking Sales: Value 2023-2028

Table 6 - Forecast Business Travel Sales: Value 2023-2028

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Travel in Croatia - Industry Overview

EXECUTIVE SUMMARY

Travel in 2023
Airlines: Key trends
Hotels: Key trends
Booking: Key trends
What next for travel?

MARKET DATA

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Table 10 - Forecast Surface Travel Modes Sales: Value 2023-2028
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Table 12 - In-Destination Spending: Value 2018-2023
Table 13 - Forecast In-Destination Spending: Value 2023-2028

DISCLAIMER

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