

PhoCusWright's Scandinavian Online Travel Overview Sixth Edition

Description: PhoCusWright's Scandinavian Online Travel Overview Sixth Edition provides data, analysis and insight into the Scandinavian travel industry, and projects future performance trends through 2012. The report covers Scandinavian market dynamics, and contains detailed information on individual segments such as air, hotel, car rental, rail, tour operators and online travel agencies.

Like the rest of Europe, the Scandinavian travel market suffered a significant downturn in 2009. Gross bookings for the region – which comprises Denmark, Norway and Sweden – declined more than 9%, with traditional airlines being the hardest hit by the economic crisis. The Scandinavian travel industry is projected to dip in 2010 as well, before approaching 2008 levels again by 2012. Despite the economic challenges, online travel agencies continue to perform extremely well, and overall online penetration in the region is projected to cross the 50% mark by 2011.

European Market Overview:

Also included with PhoCusWright's Scandinavian Online Travel Overview Sixth Edition is a summary of the entire European online travel marketplace. This section of the report contains data, analysis and projections through 2012 for key industry segments (OTAs, suppliers, airlines, hotels, rail, car rental and tour operators) as well as major markets (U.K., France, Germany, Italy, Scandinavia and Spain). This valuable overview provides robust European market intelligence that puts regional trends and performance in perspective.

Purchase PhoCusWright's Scandinavian Online Travel Overview Sixth Edition for a complete analysis of the Scandinavian online travel space, including market sizing, key suppliers and intermediaries, trends and projections.

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