

Travel in Greece

Market Direction | 2022-09-28 | 50 pages | Euromonitor

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Report description:

The lifting of travel restrictions is contributing to the recovery of international travel, both outbound and inbound. Sun and beach remains the key selling point of Greece as a global travel brand. However, since the outbreak of the Coronavirus (COVID-19) pandemic, there has been an increase in the number of people travelling to or within Greece to engage in outdoor and other non-sun and beach activities. City breaks continue to be affected by COVID-19-related restrictions, with a slower recovery...

Euromonitor International's Travel in Greece report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Booking, Car Rental (Destination), In-Destination Spending, Lodging (Destination), Tourism Flows, Travel Modes.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Travel market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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