

Tourism Flows in Australia

Market Direction | 2022-12-21 | 26 pages | Euromonitor

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Report description:

Australia closed its borders in April 2020 and they remained closed - with a few exceptions - throughout the pandemic, until they were finally reopened in February 2022. The main exception to this closed border policy, was New Zealand, with which Australia temporarily shared a "travel bubble" in mid-2021 before a surge in cases of the Delta variant led to the borders being closed once again.

Euromonitor International's Tourism Flows in Australia 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: Domestic Tourism, Inbound Arrivals, Outbound Departures.

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

Why buy this report?

- * Get a detailed picture of the Tourism Flows 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.

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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Euromonitor International
December 2022

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TOURISM FLOWS IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Australia reopens its borders, and VFR travel returns

Domestic travel booms as Australians prefer to spend their money close to home

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