

## **Booking in Greece**

Market Direction | 2022-09-28 | 20 pages | Euromonitor

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### **Report description:**

A number of small-scale domestic travel intermediaries have been driven out of business due to the slump in revenues in the wake of the Coronavirus (COVID-19) pandemic. The impact of COVID-19 has been experienced by the leading players, with the bankruptcy of Mouzenidis Travel the most important effect. Meanwhile, viva.gr has ceased to sell flights since 2020. This leaves events and experiences, in which it is the leading domestic operator, and ferry tickets, where it holds a high share of sales...

Euromonitor International's Booking 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 Offline, Booking Online, Business Travel, Direct Suppliers, Leisure Travel, Travel Intermediaries.

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

Why buy this report?

- \* Get a detailed picture of the Booking 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 reliable information resources to help drive informed strategic planning.

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#### **DISCLAIMER**

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