

Booking in Colombia

Market Direction | 2023-09-01 | 14 pages | Euromonitor

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Report description:

The year 2023 proved to be challenging for intermediaries within the travel industry, largely due to the bankruptcy of Viva Air and Ultra Air at the onset of the year. These events imposed significant economic and financial difficulties on travel agencies. By the close of February 2023, around 460,000 travellers possessed tickets or reservations for trips scheduled within the same year. The Colombian Association of Travel and Tourism Agencies (Anato) estimated that between 30% and 40% of airline...

Euromonitor International's Booking in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2018-2022, 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 2027 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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