

Booking in Greece

Market Direction | 2023-09-04 | 17 pages | Euromonitor

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Report description:

Given the strong increase in tourism flows, lodging, travel modes and foodservice had almost fully recovered to pre-pandemic levels by 2022, although this was not the case for intermediaries. Even though value sales in intermediaries posted a strong increase in 2022, and growth continues in 2023, there are certain factors that have been an obstacle to recovery. A number of intermediaries are business/MICE oriented, which has lagged behind leisure travel in its pace of recovery. Hence, intermedia...

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 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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