

Travel in Colombia

Market Direction | 2024-09-12 | 42 pages | Euromonitor

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Report description:

Colombia is an established player in the global travel industry, having become a premier tourist destination. In 2023, it achieved the sixth position worldwide for international tourist arrivals, being the second most visited country in Latin America, after South America. Following COVID-19, Colombia regained its momentum, attracting international tourists two years ahead of projections. The country was recognised at the World Travel Awards, where it earned the title 'Leading Green Destination o...

Euromonitor International's Travel 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Booking, 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 reliable information resources to help drive informed strategic planning.

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BOOKING IN COLOMBIA

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