

Targeting High-Value Traveller Segments for Sustainable Growth Opportunities

Global Strategy | 2024-09-25 | 38 pages | Euromonitor

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Report description:

Travel is entering a new growth era defined by value, based on high-quality products, high-spending traveller segments and personalised offers thanks to Generative AI. Identifying high-value traveller segments enables brands to tap into travellers' passions and interests, which consumers are willing to trade up for. Understanding traveller segments' attitudes and behaviours is key to creating sustainable success and delivering benefits to destinations and communities.

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Euromonitor International's Targeting High-Value Traveller Segments for Sustainable Growth Opportunities global briefing offers an insight into the size and shape of the Travel market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market from innovation, pricing, channel distribution to economic/lifestyle influences. Forecasts illustrate how the market is set to change and outlines the criteria for success.

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

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reliable information resources to help drive informed strategic planning.

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