

Travel in Asia Pacific

Global Strategy | 2024-12-18 | 50 pages | Euromonitor

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Report description:

The pandemic proved to be a more extended phenomenon in Asia Pacific than in other regions, with some countries' travel industry negatively impacted in both 2020 and 2021, and China, the biggest market, seeing declines in both 2020 and 2022. A strong recovery has been underway since 2023, although many parameters were still yet to return to their pre-pandemic levels by the end of 2024. The coming years are expected to see positive growth, with online continuing to take share from offline.

Euromonitor International's Travel in Asia Pacific 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 reliable information resources to help drive informed strategic planning.

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