

## **The World Market for Travel**

Global Strategy | 2024-12-06 | 41 pages | Euromonitor

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### **Report description:**

Travel sales hit USD2.7 trillion in 2024, with new records set to be broken over the forecast period as travel powers on, despite high prices and meeting climate targets. Tourism demand is fired up by macroeconomic and sociodemographic trends as consumers prioritise experiences aligned with their passions and interests. Competition and digitalisation are intensifying in the advanced markets and Asia Pacific - the new travel power source.

Euromonitor International's The World Market for Travel global briefing offers an insight into to 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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