

City Travel Briefing: Phuket

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Abstracts

Phuket has become among the top holiday destinations both globally and in the region. The resort island has registered soaring inbound tourist flows, as air connectivity has significantly increased, especially flights connecting to mainland China. Airports have become overcrowded, breaching capacity. Yet the government continues to boost tourism through infrastructure development. Phuket's Smart City project has brought technological innovations on sustainable tourism and waste management.

Euromonitor International's City Travel Briefing: Phuket 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: Activities, Booking, Flows, Lodging, Travel Modes, Traveller Profiles.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Future outlook

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