

# Flows in Australia

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## Abstracts

2017 was the China-Australia Year of Tourism, an initiative designed to recognise the close ties between the two countries, and featuring various marketing and airline partnership campaign activities throughout the year. Arrivals from China overtook those from the UK in 2011, and the source market was currently second in terms of inbound arrivals, after New Zealand in 2017. In the same year, inbound trips from China recorded 8% growth, taking the total number of trips to 1.3 million. This repres...

Euromonitor International's Flows in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2012-2016, 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 2021 illustrate how the market is set to change.

**Product coverage:** Domestic Trips, Inbound Arrivals, Outbound Departures.

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

### Why buy this report?

Get a detailed picture of the Flows 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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