

Flows in Bulgaria

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Abstracts

Inbound arrivals increased by 13% in 2017, to reach 9.1 million. This growth reflects the simultaneous impact of two distinct factors – eased access to Bulgaria and instability in key markets for European tourists. Waves of terrorist attacks in 2015 and 2016 in Tunisia, Egypt and Turkey targeting foreign visitors specifically prompted European tourists to assume a very cautious approach when choosing holiday destinations. Both in 2016 and in 2017, a greater number of Europeans opted for the rela...

Euromonitor International's Flows in Bulgaria 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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Executive Summary

Bulgarian Tourism Is Firing on All Cylinders

Solid Fundamentals Drive Online and Mobile Sales

the Competition Intensifies, Mainly Thanks To International Players

Innovation Comes From Abroad

the Stars Seem Favourably Aligned for Bulgarian Tourism

SWOT

Summary 1 Destination Bulgaria: SWOT

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