

# Flows in Ecuador

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## Abstracts

After two years of consecutive declines (due to an uncertain economic and political environment, the threat of the eruption of the Cotopaxi volcano, the Zika epidemic and last but not least the April earthquake in Manabí), inbound arrivals saw a modest recovery in 2017, with 1% growth to reach 1.4 million trips. The appreciation of the dollar and an increase in VAT from 12% to 14%, as well as other fiscal reforms, made the country lose competitiveness against some neighbouring destinations. The...

Euromonitor International's Flows in Ecuador 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

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Online Sales Increase, Albeit From A Low Base

New Competitors Enter the Market, But Some Are Put Some on Hold

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SWOT

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