

# Flows in Greece

<https://marketpublishers.com/r/FA7D4A35222EN.html>

Date: September 2017

Pages: 23

Price: US\$ 990.00 (Single User License)

ID: FA7D4A35222EN

## Abstracts

Greek tourism enjoyed another record-breaking year in 2017, as inbound arrivals registered positive growth (5%) for the fifth consecutive year, to reach 26 million people. Apart from its undisputed natural beauty, Greece benefits from its climate of political stability, further consolidated by its positive evaluation by its lenders, and its status as a safe destination within a turbulent region. The image of rival destinations, which witnessed turmoil and terrorist attacks, has not improved (som..

Euromonitor International's Flows in Greece 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 and Mobile Bookings on the Rise

Proliferation of Air Travel and Competition Between Aegean Airlines and Ryanair

Island-hopping Made Easier With Ferryhopper.com

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