

# Flows in the Philippines

<https://marketpublishers.com/r/F7CDF346C4DEN.html>

Date: September 2017

Pages: 21

Price: US\$ 990.00 (Single User License)

ID: F7CDF346C4DEN

## Abstracts

The Philippines continued to promote tourism and set higher targets towards the end of the review period. 2017 met expectations to attract 6.4 million visitors. This 11% increase was attributable to several tourism improvements such as expanding areas to be promoted across the country.

Euromonitor International's Flows in Philippines 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

Inbound and Domestic Tourism Boom

Hotel Chains Increase Expansion in the Philippines

Active Travel Mentions on Social Media by Filipinos

Secondary Gateways Aim To Reduce Congestion in Metro Manila

Security Threats Will Hamper Growth

SWOT

Summary 1 Destination the Philippines: SWOT

Market Data

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