

Flows in Spain

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Abstracts

Spain is seen by tourists as a country that offers beautiful beaches, gastronomy, different cultural events and a good climate. Thus, international tourists kept visiting Spain to enjoy their vacation breaks. Moreover, in comparison with other European countries, Spain, similar to other Mediterranean countries, has lower average prices for products such as apparel and food, and is a more affordable option for foreign visitors.

Euromonitor International's Flows in Spain 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

Consolidation of Domestic and Inbound Arrivals Fuels Growth

Online Sales Continue To Gain Ground

Car Rental Focus on Adjusting To the New Ways of Transport

Low-cost Airlines Remains Strong

Future Performance May Be Affected by the Recovery of Competitor Destinations

SWOT

Summary 1 Destination Spain: SWOT

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