

Flows in the US

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Abstracts

The US federal government operates the Travel and Tourism Advisory Board (TTAB), which was established in 2003 in order to promote the country's tourism industry. The TTAB's importance to the US travel industry is minor relative to the critical role played by other countries' tourism boards in promoting tourism. Rather than promoting the US directly, the TTAB spearheads a variety of initiatives to spur tourism in the US, ranging from specific legislative recommendations that encourage short-term...

Euromonitor International's Flows in USA 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.

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Direct Suppliers Seek To Entice Consumers Away From Intermediaries

More Bang for Their Buck: US Travellers Seek Value-added Travel Options

Hotels Adapt Their Strategies in the Face of Short-term Rental Growth

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