

# Global Travel and Tourism Trends Under the Microscope in Australasia

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## Abstracts

Low cost carriers, increasing smartphone penetration and average income growth in India and China all represent key components to boosting tourism within New Zealand and Australia. Tourist flows from India and China are expected to become crucial sources of demand within Australasia. The emergence of m-commerce is expected to drive growth in online travel retail.

Euromonitor International's Global Travel and Tourism Trends Under the Microscope in Australasia global briefing offers an insight into to the size and shape of the Travel and Tourism market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market from innovation, pricing, channel distribution to economic/lifestyle influences. Forecasts illustrate how the market is set to change and outlines the criteria for success.

**Product coverage:** Car Rental, Demand Factors, Health and Wellness Tourism, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## WHY BUY THIS REPORT?

Get a detailed picture of the Travel and Tourism 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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