

# Health and Wellness Tourism in Venezuela

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Date: September 2014

Pages: 8

Price: US\$ 900.00 (Single User License)

ID: HD9A9DE3104EN

## Abstracts

2013 showed the effects of high inflation and a deceleration of economic activity. A 12% rise in current value sales was not enough to increase sales in this area in 2013. Health and wellness tourism tends to get a boost when purchasing power increases as it comprises perceived luxury goods and services that evoke a certain status; spas continue to be considered a luxury service in Venezuela.

Euromonitor International's Health and Wellness Tourism in Venezuela report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, 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 2018 illustrate how the market is set to change.

**Product coverage:** Medical Tourism, Spas.

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

## Why buy this report?

Get a detailed picture of the Health and Wellness 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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