

Hong Kong And Singapore: The Battle for Asia's Travel Capital

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Abstracts

With travel in Asia Pacific expected to boom over the coming years, it has become crucial for industry players to understand what sets their market apart from competing destinations. Despite frequent comparisons, Hong Kong and Singapore each offer unique value propositions as travel destinations. This report aims to showcase how, despite similarities, the two territories have developed distinct travel identities.

Euromonitor International's Hong Kong And Singapore: The Battle for Asia's Travel Capital global briefing offers an insight into to the size and shape of the Travel 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: Activities (Destination), Lodging, Online Travel Sales and Intermediaries, Tourism Flows, Travel Modes, Traveller Profiles.

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 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.

Contents

Introduction
Who is Travelling?
Why are they Travelling?
How are they Travelling?
Where are they Staying?
Outlook and Key Takeaways
Definitions

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