

Intermediaries in Italy

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Abstracts

Even if the general trend involves tourists booking their holidays directly, in 2014 there was also an increase registered in bookings through intermediaries through both online and offline channels in 2014, reaching more than €5.2 million and €15.5 million respectively due to aggressive advertising campaigns as well as attractive offers throughout the year.

Euromonitor International's Intermediaries in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2010-2014, 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 2019 illustrate how the market is set to change.

Product coverage: Intermediaries Air Sales Only, Intermediaries Car Rental Sales Only, Intermediaries Cruise Sales, Intermediaries Lodging Sales Only, Intermediaries Offline Sales, Intermediaries Online Sales, Intermediaries Other Sales, Intermediaries Other Transport Sales Only, Intermediaries Package Holidays Sales, Intermediaries Travel Insurance Sales Only.

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

Why buy this report?

Get a detailed picture of the Intermediaries 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

Travel and Tourism Remains Strong Despite the Prolonged Economic Crisis

Mobile Commerce Is Booming

Low Cost Airlines Gaining Ground in the Country

Financial Cards Are Increasingly Used As A Payment Method Within Travel and Tourism

A Positive Future Is Foreseen Starting With Milan Expo 2015

SWOT

Summary 1 Destination Italy: SWOT

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