

New Frontier Markets - The Forefront of Tourism Recovery

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Abstracts

New frontier markets are highly dependent on tourism and lead the rebound post pandemic as consumers seek new places to explore. However, often they are at the forefront of the existential threats posed by climate change - from Fiji to the Maldives - requiring a swift sustainable transformation to future proof businesses and protect communities, biodiversity and the environment. This report assesses the potential for travel and tourism, along with progress made in key sustainability pillars.

Euromonitor International's New Frontier Markets - The Forefront of Tourism Recovery 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 and Experiences, Lodging, Online Travel and Intermediaries, Tourism Flows, Travel Modes.

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.

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