

# The New Online Travel Consumer

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Date: July 2014

Pages: 33

Price: US\$ 2,000.00 (Single User License)

ID: N3D4FCBD128EN

## Abstracts

Online travel consumers have been changing at a very fast pace in the last couple of years, encouraging companies to be equally swift in adapting their business models. Multiple screens, wearable electronics, the peer-to-peer model and big data analytics are only some of the challenges which will dictate the evolution of the online travel competitive environment in the next few years, and which travel companies will need to address successfully to defend and strengthen their competitive position...

Euromonitor International's The New Online Travel Consumer 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, Online Travel Sales to Country Residents, 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.

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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.

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