

# Online Travel Sales and Intermediaries in Greece

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## Abstracts

The category sees record-breaking dramatic declines in 2020 due to the collapse of outbound tourism and the COVID-induced crisis in domestic tourism. Value sales in travel intermediaries are plummeting by 56% in 2020, compared to a 6% rise in 2019, with online sales dropping by 53% and offline sales by 61%. Booking.com continues its outright lead of travel intermediaries overall with 40% current value share, followed far behind by Expedia with just 3% share. Booking.com also dominates online tra...

Euromonitor International's Online Travel Sales and Intermediaries in Greece report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2015-2019, 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 2024 illustrate how the market is set to change.

**Product coverage:** Mobile Travel Sales to Residents, Online Travel Sales to Residents, Travel Intermediaries.

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

## Why buy this report?

Get a detailed picture of the Online Travel Sales and 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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GLOBAL INDUSTRY ENVIRONMENT

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