

Online Travel Sales and Intermediaries in Italy

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Abstracts

According to ISTAT (the Italian National Institute of Statistics), travel agencies and tour operators are among the businesses most negatively affected by the Coronavirus (COVID-19) crisis. Current value sales collapsed during lockdown, and dramatic declines are projected for the category over 2020 as a whole. The measures implemented to cope with the global pandemic included the closure of non-essential businesses, border closures and travel bans and restrictions. Moreover, heightened economic...

Euromonitor International's Online Travel Sales and 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 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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Coronavirus (COVID-19) lockdown and travel restrictions see a collapse in sales and outlet closures

Global pandemic hastens pre-COVID-19 shift to online/mobile channel as consumers look for safer, more “contactless” travel solutions

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GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

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