

Online Travel Sales To Country Residents in Japan

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Date: September 2014

Pages: 11

Price: US\$ 900.00 (Single User License)

ID: O16C63DB46DEN

Abstracts

According to FY2013 Joho Tsushin Hakusho (White Paper on Information and Telecommunications) by the Ministry of Internal Affairs and Communications, the internet population in Japan increased by 0.4% to reach 96.5 million users in 2012. Japan's internet penetration also increased by 0.4 points to 79.5% in 2012. By device, personal computers recorded the highest internet usage with 59.5%, followed by mobile phones (42.8%), public computers (34.1%) and smartphones (31.4%). By demographic, 90% of...

Euromonitor International's Online Travel Sales to Country Residents in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, 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 2018 illustrate how the market is set to change.

Product coverage: Airlines Online Sales to Country Residents, Car Rental Online Sales to Country Residents, Online Travel Agencies Sales to Country Residents, Other Online Sales to Country Residents, Other Transportation Online Sales to Country Residents, Tour Operators Websites Sales to Country Residents, Travel Accommodation Online Sales to Country Residents.

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 to Country Residents 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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