

Online Travel Sales To Residents in Bulgaria

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Abstracts

Online travel sales to residents surged by 21% in 2017, to reach BGN1.3 billion. Exceptionally strong growth helped expand the relative share of online sales to 27% of total sales, from 23% the year before. The key growth driver was sales of airline tickets – both by agencies and airlines – as low-cost airlines doubled the number of routes they operated to and from Bulgaria. Online sales of travel agencies to residents jumped by 27% in current value terms to reach BGN116 million, and airlines di...

Euromonitor International's Online Travel Sales to Residents in Bulgaria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2012-2016, 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 2021 illustrate how the market is set to change.

Product coverage: Airlines Direct Online Sales to Residents, Car Rental Direct Online Sales to Residents, Lodging Direct Online Sales to Residents, Online Travel Agencies Sales to Residents, Other Direct Online Sales to Residents, Other Transport Direct Online Sales to Residents, Other Travel Intermediaries Online Sales to 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 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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Executive Summary

Bulgarian Tourism Is Firing on All Cylinders

Solid Fundamentals Drive Online and Mobile Sales

the Competition Intensifies, Mainly Thanks To International Players

Innovation Comes From Abroad

the Stars Seem Favourably Aligned for Bulgarian Tourism

SWOT

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