

Online Travel Sales To Residents in Hungary

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Abstracts

Online travel sales maintained dynamic growth. It partly cannibalised offline sales but also attracted new customer groups and increased overall travel and tourism sales: both domestic and outbound growth was attributable to intensive online campaigns and changing customer attitudes towards online booking and payments. Online platforms smooth and speed up the whole research, booking and payment process and often leads innovation in sales, marketing, customer retention and cross-selling – well ah..

Euromonitor International's Online Travel Sales to Residents in Hungary 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

Improved Consumer Confidence and Willingness To Travel Boost Growth

Growth of 'do-it-yourself' Travel: Search, Book and Buy Online

Short-term Rentals Makes Travel More Affordable in Budapest - Albeit at A Price

Value-added Services Help Short-term Rentals Run Smoother Operations

Upbeat Mood Set To Remain With Increased Investment To Meet Demand

SWOT

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