

Sports and Mega-events Tourism: Big Rewards but High Risks

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Abstracts

Sports and mega-events tourism is a booming business, with events such as the Olympics and the FIFA World Cup leading the way. Opportunities to accelerate infrastructure projects often exist, whilst hotel openings tend to occur at a breakneck pace in time for the event. However, despite the supposed tourism boom, mega-events often displace more visitors than they increase arrivals, and costs can be difficult to control.

Euromonitor International's Sports and Mega-events Tourism: Big Rewards but High Risks global briefing offers an insight into to the size and shape of the Travel And Tourism market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market from innovation, pricing, channel distribution to economic/lifestyle influences. Forecasts illustrate how the market is set to change and outlines the criteria for success.

Product coverage: Car Rental, Demand Factors, Health and Wellness Tourism, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

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

Why buy this report?

Get a detailed picture of the Travel And Tourism 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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