

Sustainable Travel Index: Embracing a Green Transformation for Recovery in Tourism

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Abstracts

Euromonitor International has built a Sustainable Travel Index to help destinations and travel businesses make the transition to a more resilient form of tourism, that takes account of positive and negative impacts, balancing environmental, social and economic concerns. The index enables countries to gauge their performance across key sustainability pillars to move from words to action. We bring the index results to life through case studies and provide a source of inspiration.

Euromonitor International's Sustainable Travel Index: Embracing a Green Transformation for Recovery in Tourism global briefing offers an insight into to the size and shape of the Travel 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: Activities and Experiences (Destination), Lodging, Online Travel Sales and Intermediaries, Tourism Flows, Travel Modes, Traveller Profiles.

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 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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