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Tourism Flows Domestic in Brazil

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Abstracts

Domestic tourism flows continued to grow strongly in 2013, with the total number of trips and current value sales rising by 9% and 14% (vs. respective review period CAGRs of 5% and 6%). The main driver of this strong growth was the hosting of two mega events: World Youth Day (WYD) and FIFA Confederations Cup Brazil. According to industry sources, these two events together were responsible for R$2 billion in revenue for the Brazilian economy. In addition, domestic tourism also benefited from the...

Euromonitor International's Tourism Flows Domestic in Brazil 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: Domestic Tourism By Destination, Domestic Tourism Travel By Purpose Of Visit.

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

Why buy this report?

Get a detailed picture of the Tourism Flows Domestic market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and

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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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