

Tourism Flows Domestic in Greece

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Abstracts

Domestic tourism in Greece is far more common than outbound tourism. The widespread availability of tourist sites in the country greatly contributes to this. Most Greeks take their holidays during the summer, and with most favouring beach holidays, it comes as no surprise that most Greeks opt for the islands rather than any outbound destinations.

Euromonitor International's Tourism Flows Domestic in Greece 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 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.

Contents

Headlines

Trends

Prospects

Category Data

Table 1 Domestic Tourism by Destination: Number of Trips 2008-2013

Table 2 Domestic Tourism by Purpose of Visit and Mode of Transport: Number of Trips 2008-2013

Table 3 Domestic Tourist Expenditure: Value and % Growth 2008-2013

Table 4 Method of Payment for Domestic Tourism Spending: % Value 2008-2013

Table 5 Forecast Domestic Tourism by Purpose of Visit and Mode of Transport: Number of Trips 2013-2018

Table 6 Forecast Domestic Tourist Expenditure: Value and % Growth 2013-2018

Executive Summary

Travel and Tourism Performs Well Despite the Recession

China Greatly Contributes To Growth of Travel and Tourism

Greece Remains A Favourable Destination Amongst Russian

Launch of Ryanair Flights To and From Greece Greatly Contributes To Growth

Release of Chinese Film 'beijing Love Story' Set To Further Boost Arrivals From China

SWOT

Summary 1 Greece: SWOT

Demand Factors

Table 7 Leave Entitlement: Volume 2008-2013

Table 8 Holiday Takers by Age 2008-2013

Table 9 Seasonality of Trips: % Breakdown 2008-2013

Balance of Payments

Table 10 Balance of Tourism Payments: Value 2008-2013

Sources

Summary 2 Research Sources

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