

# Tourism Flows Domestic in the Philippines

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## Abstracts

Domestic tourism slowed down in 2013 mainly due to the 7.2 magnitude earthquake which hit Cebu and Bohol on 15 October and super typhoon Haiyan which battered Eastern Visayas on 8 November. The period at which the two calamities hit the country had a strong impact on domestic tourism since travels peak towards the end of the year, especially as families go on trips during the Christmas break. As a result, the number of domestic trips in 2013 registered slower growth of 4% compared to the 11%...

Euromonitor International's Tourism Flows Domestic in Philippines 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.

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