

# Tourism Flows Inbound in Australia

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## Abstracts

Australia experienced its second consecutive year of 6% growth in inbound trips in 2013, driven by an engaging campaign from Tourism Australia, the success of the Working Holiday Visa scheme, expansion of low cost carriers to and from Australia and a depreciation of the Australian dollar that made Australia a more affordable destination to which to travel. Due to the lead time required in planning a trip to Australia, the Australian dollar's depreciation has not yet had a significant impact on...

Euromonitor International's Tourism Flows Inbound in Australia 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:** Arrivals, Arrivals by Mode of Transport, Arrivals 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 Inbound 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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Executive Summary

Australian Tourists Return Home

the Mining Boom Is Over, the Dining Boom Begins

Australia's Airlines Are Losing Altitude

Online Travel Agents Stagnate As Consumers Go Direct

Tourism Booms, But Will There Be Enough Rooms?

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