

Tourism Flows Inbound in Colombia

<https://marketpublishers.com/r/T9AD9C92E5CEN.html>

Date: July 2014

Pages: 12

Price: US\$ 990.00 (Single User License)

ID: T9AD9C92E5CEN

Abstracts

Colombia continued to become an outstanding destination and in 2013 the number of inbound trips increased by 6%. The intensified promotional activity and the opportunities for foreign investment attracted business tourists who later returned to the country as leisure visitors, the developments in hotel infrastructure with the arrival of different brands, improvement in security and air connectivity within the country were all factors that encouraged more foreign tourists to visit Colombia. The...

Euromonitor International's Tourism Flows Inbound in Colombia 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

Colombia and Its 'magic Realism'

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Rising Demand for Luxury

Online Sales Continue Growing

Travel and Tourism Industry Will Continue Seeing Positive Growth

SWOT

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