

# Tourism Flows Inbound in Spain

<https://marketpublishers.com/r/T8E8AD555ADEN.html>

Date: October 2014

Pages: 13

Price: US\$ 990.00 (Single User License)

ID: T8E8AD555ADEN

## Abstracts

During 2013, international visitors came to Spain in greater numbers than ever before which reflects the enduring and intrinsic appeal of the country as an international travel and tourism destination. Spain is popular amongst all kinds of tourists: low-cost, luxury, cultural, entertainment, medical, family, group, couple, beach, and mountain, urban and rural tourism. In addition, the national tourist board, with the brand Spain (Marca España), and its regional counterparts continued to be very...

Euromonitor International's Tourism Flows Inbound in Spain 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

New Record in Terms of International Arrivals

Domestic Tourism Continues To Affect Overall Travel and Tourism

Low Cost Trend Increases Its Presence

Online Proliferation Intensifies Price Competition

Social Networks Are Increasingly Being Used An Important Marketing Tool

SWOT

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