

# Tourism Flows Outbound in Australia

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## Abstracts

Tourism flows outbound continued to rise in 2013 up 7%, an increase from the 6% growth experienced in 2012. This growth occurred despite a depreciation of the Australian dollar, which had the effect of making outbound travel more expensive. Those destinations that have driven this continued growth are those that continue to be affordable to Australian holidaymakers, whether because of the expansion of low cost carrier airlines (Singapore, Malaysia), because poor economic conditions at the...

Euromonitor International's Tourism Flows Outbound 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:** Departures By Country, Departures by Mode of Transport, Departures 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 Outbound 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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