

Tourism Flows Outbound in Austria

<https://marketpublishers.com/r/TA7CAD38F43EN.html>

Date: December 2014

Pages: 13

Price: US\$ 990.00 (Single User License)

ID: TA7CAD38F43EN

Abstracts

Austrian people generally continued to display a strong willingness to travel abroad towards the end of the review period as they sought to discover new countries and cultures. While many Austrians tend to be quite conservative when it comes to their choices of travel and tourism destinations, placing great emphasis on domestic travel and tourism destination due to their belief that a holiday within Austria represents the ideal combination of quality and value for money, at the same time,...

Euromonitor International's Tourism Flows Outbound in Austria 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

2013 Is A Favourable Year for Travel and Tourism in Austria

Austrians Increasingly Use the Internet To Book and Pay for Products and Services

Austrians Are Equally Fond of Taking Leisure Holidays at Home and Abroad

the Holiday in Austria Brand Is Promoted To 'established Post-materialists'

Favourable Outlook for Austria's Travel and Tourism Industry

SWOT

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