

Tourism Flows Outbound in Italy

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Abstracts

In 2013 outbound tourism flows in Italy decreased to 15 million trips and value sales to €19.7 billion. Italian outbound tourism flows remained weak over the review period, mainly due to the persistent negative effects of the economic and financial crisis, which continued to strongly impact Italians' available income.

Euromonitor International's Tourism Flows Outbound in Italy 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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the Online Channel Is Booming

Strong Inbound Tourism Flows

Low-cost Carriers on the Rise

the Future for Travel and Tourism in Italy Is Bright

SWOT

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