

Tourist Attractions in Australia

<https://marketpublishers.com/r/TCEE3EED483EN.html>

Date: September 2014

Pages: 11

Price: US\$ 990.00 (Single User License)

ID: TCEE3EED483EN

Abstracts

Visits to Australian tourist attractions rose by 4% in 2013 to reach 145 million, a significant improvement from the 1% growth experienced in 2012, and the largely sluggish performance of tourism attractions each year since 2007. This partially reflects the improvements in Australia's tourism industry overall. With the Australian dollar having depreciated, both inbound arrivals and domestic tourism have recovered. Equally importantly, much of this recovery in domestic tourism has been driven,...

Euromonitor International's Tourist Attractions 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: Tourist Attractions by Category, Tourist Attractions by Channel.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Tourist Attractions 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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Australian Tourists Return Home

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Online Travel Agents Stagnate As Consumers Go Direct

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