

# Travel in French Guiana

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## Abstracts

In 2010, French Guiana changed its strategy to capitalise on nature, science and culture. The tourism committee of French Guiana has also tried advertising the country as being different from rival countries, highlighting, for example, the science that is being done in the country and its distinct culture. For 2014, it created a new identity that reflects the values of French Guiana: simplicity, nature, home and sharing. It updated the logo and slogan to “Naturally generous”.

Euromonitor International's Travel in French Guiana report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2010-2014, 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 2019 illustrate how the market is set to change.

**Product coverage:** Activities, Booking, Flows, Lodging, Travel Modes, Traveller Profiles.

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

### Why buy this report?

Get a detailed picture of the Travel 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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