

Travel in Guatemala

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Abstracts

The initial impact of COVID-19 in Guatemala began in early March as the government swiftly responded to positive cases with a national lockdown. Government-enforced restrictions quickly shut down land borders as well as air travel, with no foreigners allowed entry except for emergency cases and diplomats. All public events and gatherings were prohibited, with the traditional Semana Santa (Holy Week) celebration cancelled in April as well. All non-essential businesses were mandated to shut with m...

Euromonitor International's Travel in Guatemala report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2015-2019, 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 2024 illustrate how the market is set to change.

Product coverage: Activities and Experiences (Destination), Lodging, Online Travel Sales and Intermediaries, Tourism Flows, 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.

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Tourism flows were essentially halted for most of 2020 due to strict government restrictions as a result of COVID-19

Domestic travel may reenergize tourism flows at the end of 2020

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