

Travel in Iceland

<https://marketpublishers.com/r/TE9BE39A2BCEN.html>

Date: November 2020

Pages: 30

Price: US\$ 660.00 (Single User License)

ID: TE9BE39A2BCEN

Abstracts

Travel in Iceland has been severely affected by COVID-19. Due to the small size of the country's population and the major contribution tourism makes to its economy, the most keenly felt impact of the pandemic has been the collapse in inbound arrivals, though outbound and domestic trips by Icelanders have also declined sharply. The disruption began in March 2020, when the Icelandic government closed its borders to visitors from outside the EEA/Schengen area and announced that all other travellers...

Euromonitor International's Travel in Iceland 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.

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.

Contents

EXECUTIVE SUMMARY

COVID-19 impact on travel

COVID-19 country impact

Company response to COVID-19: Airlines and hotels

Impact of COVID-19 on online bookings and travel intermediaries

What next for travel?

CHART 1 Inbound Receipts: 2020-2025

CHART 2 Average Spend per Trip for Inbound Arrivals: 2020-2025

MARKET DATA

Table 1 Other Transport: Value 2015-2020

Table 2 Forecast Other Transport: Value 2020-2025

Table 3 Car Rental Sales: Value 2015-2020

Table 4 Forecast Car Rental Sales: Value 2020-2025

Table 5 Attractions and Experiences: Value 2015-2020

Table 6 Forecast Attractions and Experiences: Value 2020-2025

GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

DISCLAIMER

SOURCES

Summary 1 Research Sources

TOURISM FLOWS

Key Data Findings

2020 Impact

Inbound arrivals plummet in 2020 due to COVID-19 fallout

Icelandic government invests in initiatives to promote domestic tourism

Recovery and Opportunities

Iceland is poised to benefit from its “safe” and spacious image

Focus on sustainable tourism will increase in the wake of COVID-19

Category Data

Table 7 Inbound Arrivals: Number of Trips 2015-2020

Table 8 Inbound Arrivals by Country: Number of Trips 2015-2020

Table 9 Inbound Receipts: Value 2015-2020

Table 10 Forecast Inbound Arrivals: Number of Trips 2020-2025

Table 11 Forecast Inbound Arrivals by Country: Number of Trips 2020-2025

Table 12 Forecast Inbound Receipts: Value 2020-2025

Table 13 Domestic Trips by Purpose of Visit: Number of Trips 2015-2020

Table 14 Domestic Business Trips by Travel Mode: Number of Trips 2015-2020

Table 15 Domestic Leisure Trips by Travel Mode: Number of Trips 2015-2020

Table 16 Domestic Expenditure: Value and Growth 2015-2020

Table 17 Forecast Domestic Trips by Purpose of Visit: Number of Trips 2020-2025

Table 18 Forecast Domestic Business Trips by Travel Mode: Number of Trips 2020-2025

Table 19 Forecast Domestic Leisure Trips by Travel Mode: Number of Trips 2020-2025

Table 20 Forecast Domestic Tourist Expenditure: Value and Growth 2020-2025

Table 21 Outbound Departures: Number of Trips 2015-2020

Table 22 Outbound Departures by Destination: Number of Trips 2015-2020

Table 23 Outbound Expenditure: Value 2015-2020

Table 24 Forecast Outbound Departures: Number of Trips 2020-2025

Table 25 Forecast Outbound Departures by Destination: Number of Trips 2020-2025

Table 26 Forecast Outbound Expenditure: Value 2020-2025

AIRLINES

Key Data Findings

2020 Impact

Icelandair avoids bankruptcy with share offering and state-backed loans

COVID-19 delays entry of new low-cost carrier PLAY

Recovery and Opportunities

Short- and medium-haul European routes set to recover fastest

Pandemic fallout should create new opportunities for low-cost carriers

Category Data

Table 27 Airlines Sales: Value 2015-2020

Table 28 Forecast Airlines Sales: Value 2020-2025

LODGING

Key Data Findings

2020 Impact

Lodging operators devastated by steep decline in inbound tourism

Hotels target domestic tourists with special offers

Recovery and Opportunities

Rural outlets well placed to benefit from recovery in inbound tourism

Price competition set to intensify as hotel room capacity increases

Category Data

Table 29 Lodging Sales: Value 2015-2020

Table 30 Lodging Outlets: Units 2015-2020

Table 31 Forecast Lodging Sales: Value 2020-2025

Table 32 Forecast Lodging Outlets: Units 2020-2025

ONLINE TRAVEL INTERMEDIARIES

Key Data Findings

2020 Impact

COVID-19 reinforces migration to online booking

Intermediaries promote early bookings and pay for COVID-19 testing

Recovery and Opportunities

Tougher competition should stimulate investment in digital platforms

Adoption of new competitive strategies likely in the wake of COVID-19

Category Data

Table 33 Online Travel Intermediaries Sales: Value 2015-2020

Table 34 Forecast Online Travel Intermediaries Sales: Value 2020-2025

I would like to order

Product name: Travel in Iceland

Product link: <https://marketpublishers.com/r/TE9BE39A2BCEN.html>

Price: US\$ 660.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TE9BE39A2BCEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970