

# Travel in Iran

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## Abstracts

Iran has slowly started to emerge from isolation after decades of economic sanctions and bitter relationships with the rest of the world. The nuclear deal, which was signed in 2016, has brought much relief to a struggling local population, and introduced a myriad of opportunities for the travel industry. Perceptions of Iran as a closed, unwelcoming and dangerous country have suddenly shifted, as more and more media reports describe the country as a real gem that has yet to be discovered by the r...

Euromonitor International's Travel in Iran report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2012-2016, 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 2021 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.

## Contents

Executive Summary

Emerging From Sanctions

Underdeveloped Hotels Industry

Iran Air Receives New Jets

79 Million Potential Travellers

Trump Or Not

SWOT

Strengths

Weaknesses

Opportunities

Threats

Summary 1 Destination Iran: SWOT

Market Data

Table 1 Other Transport: Value 2012-2017

Table 2 Forecast Other Transport: Value 2017-2022

Table 3 Car Rental Sales: Value 2012-2017

Table 4 Forecast Car Rental Sales: Value 2017-2022

Table 5 Attractions: Value 2012-2017

Table 6 Forecast Attractions: Value 2017-2022

Sources

Summary 2 Research Sources

Flows

Headlines

Trends

Prospects

Category Data

Table 7 Inbound Arrivals: Number of Trips 2012-2017

Table 8 Inbound Arrivals by Country: Number of Trips 2012-2017

Table 9 Inbound Receipts: Value 2012-2017

Table 10 Forecast Inbound Arrivals: Number of Trips 2017-2022

Table 11 Forecast Inbound Arrivals by Country: Number of Trips 2017-2022

Table 12 Forecast Inbound Receipts: Value 2017-2022

Table 13 Domestic Trips by Purpose of Visit: Number of Trips 2012-2017

Table 14 Domestic Business Trips by Travel Mode: Number of Trips 2012-2017

Table 15 Domestic Leisure Trips by Travel Mode: Number of Trips 2012-2017

Table 16 Domestic Expenditure: Value and Growth 2012-2017

Table 17 Forecast Domestic Trips by Purpose of Visit: Number of Trips 2017-2022

Table 18 Forecast Domestic Business Trips by Travel Mode: Number of Trips  
2017-2022

Table 19 Forecast Domestic Leisure Trips by Travel Mode: Number of Trips  
2017-2022

Table 20 Forecast Domestic Tourist Expenditure: Value and Growth 2017-2022

Table 21 Outbound Departures: Number of Trips 2012-2017

Table 22 Outbound Departures by Destination: Number of Trips 2012-2017

Table 23 Outbound Expenditure: Value 2012-2017

Table 24 Forecast Outbound Departures: Number of Trips 2017-2022

Table 25 Forecast Outbound Departures by Destination: Number of Trips 2017-2022

Table 26 Forecast Outbound Expenditure: Value 2017-2022

Airlines

Headlines

Trends

Prospects

Category Data

Table 27 Airlines Sales: Value 2012-2017

Table 28 Forecast Airlines Sales: Value 2017-2022

Lodging

Headlines

Trends

Prospects

Category Data

Table 29 Lodging Sales: Value 2012-2017

Table 30 Lodging Outlets: Units 2012-2017

Table 31 Forecast Lodging Sales: Value 2017-2022

Table 32 Forecast Lodging Outlets: Units 2017-2022

Intermediaries

Headlines

Trends

Prospects

Category Data

Table 33 Intermediaries Sales: Value 2012-2017

Table 34 Forecast Intermediaries Sales: Value 2017-2022

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