

Travel in Nicaragua

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Abstracts

In 2015 tourism authorities, mainly represented by INTUR, continued to invest in promoting Nicaragua as a tourism destination. INTUR launched a new marketing campaign which it implemented internationally with the assistance of the country's embassies and consulate offices abroad. At a local level, INTUR also continued to focus on domestic tourism with local promotion and advertising. With this and other activities and with a large investment in the market, the country recorded growth in travel.

Euromonitor International's Travel in Nicaragua report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2011-2015, 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 2020 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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