

The Travel Industry in the Data Economy

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Date: June 2016

Pages: 35

Price: US\$ 1,325.00 (Single User License)

ID: TAF0FACC440EN

Abstracts

Today the importance of technological innovation in the travel industry is such that travel companies need to place it at the core of their business models in order not to depend overly on technology companies and not to be commoditised. In particular, technological changes are disrupting travellers' consumer behaviour, with travel companies required to provide personalised travel experiences and mobile assistance to meet the expectations of the consumers of the data economy.

Euromonitor International's The Travel Industry in the Data Economy global briefing offers an insight into to the size and shape of the Travel market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market from innovation, pricing, channel distribution to economic/lifestyle influences. Forecasts illustrate how the market is set to change and outlines the criteria for success.

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

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

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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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