

Travel Intermediaries in Western Europe

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Abstracts

Western Europe is a mature region for travel intermediary sales, although much untapped potential remains and all markets showed growth in 2019. The competitive landscape is split between a limited number of players, both regional and local. Sales are expected to continue rising over the forecast period, during which opportunities in smaller markets such as Switzerland, Norway and the Netherlands should not be overlooked.

Euromonitor International's Travel Intermediaries in Western Europe global briefing offers an insight into 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 (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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