

Travel and the Sharing Economy

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Abstracts

The travel sharing economy is host to some of the world's most famous peer-to-peer brands like Airbnb and Uber. It's a love-hate relationship as consumers enjoy the convenience and price of renting from peers, whilst travel players have been caught on the back-foot by the speed of change. Faced with legislative challenges, the future of the sharing economy remains uncertain, however, we expect travel and retail heavyweights to enter the fray and add to the sector's legitimacy.

Euromonitor International's Travel and the Sharing Economy global briefing offers an insight into to the size and shape of the Travel and Tourism 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: Car Rental, Demand Factors, Health and Wellness Tourism, Online Travel Sales to Country Residents, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

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

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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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Contents

Introduction
Executive Summary
Defining the Sharing Economy
Airbnb Shakes Up Accommodation
Car Sharing at a Crossroads
Opportunities and Future Direction
Report Definitions

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