

Travel and Tourism in Mongolia

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Abstracts

The total number of inbound tourists grew tremendously in 2013, largely supported by the influx of Chinese tourists. As the Chinese economy continues to grow, they are more willing to splurge on travelling. Mongolia, which shares its southern border with China, is seen as a close neighbour which also shares part of their history. Being attracted by the stories of Genghis Khan, the beautiful plains and unique nomadic cultural heritage, it is no wonder that the Chinese tourists are flocking into...

Euromonitor International's Travel and Tourism in Mongolia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, 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 2018 illustrate how the market is set to change.

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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