

# Travel and Tourism in Myanmar

<https://marketpublishers.com/r/TACA8F11107EN.html>

Date: January 2015

Pages: 19

Price: US\$ 600.00 (Single User License)

ID: TACA8F11107EN

## Abstracts

In 2013, Myanmar registered its highest ever number of arrivals, with most coming from Asian countries like Thailand, China, Japan, Korea, Malaysia and Singapore. Airlines have expanded direct routes to both domestic and international destinations and as arrivals increase, room rates, entrance fees, car rental, food and other expenses are also rising. However, online tourism remains limited to high-end hotels and airlines. While most tourist locations accept both US dollars and local kyats,...

Euromonitor International's Travel and Tourism in Myanmar report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2010-2014, 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 2019 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.

## Why buy this report?

Get a detailed picture of the Travel and Tourism 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.

## Contents

Executive Summary

Rapidly Increasing Number of Arrivals in 2013

Uncertainty and Safety Issues Affecting Tourism in Myanmar

Relaxed VISA Process Paves Way for Growth

Transportation Infrastructure Developing To Facilitate Tourism

Expected Expansion of Tourism Industry

Balance of Payments

Table 1 Balance of Tourism Payments: Value 2008-2013

SWOT

Summary 1 Myanmar: SWOT

Market Data

Table 2 Domestic Tourism by Purpose of Visit and Mode of Transport: Number of Trips 2008-2013

Table 3 Domestic Tourist Expenditure: Value and Growth 2008-2013

Table 4 Forecast Domestic Tourism by Purpose of Visit and Mode of Transport:

Number of Trips 2013-2018

Table 5 Forecast Domestic Tourist Expenditure: Value and Growth 2013-2018

Table 6 Departures by Destination: Number of Trips 2008-2013

Table 7 Departures by Mode of Transport: Number of Trips 2008-2013

Table 8 Departures by Purpose of Visit: Number of Trips 2008-2013

Table 9 Outgoing Tourist Expenditure: Value and Growth 2008-2013

Table 10 Forecast Departures by Destination: Number of Trips 2013-2018

Table 11 Forecast Departures by Mode of Transport: Number of Trips 2013-2018

Table 12 Forecast Departures by Purpose of Visit: Number of Trips 2013-2018

Table 13 Forecast Outgoing Tourist Expenditure: Value and Growth 2013-2018

Table 14 Health and Wellness Tourism Sales: Value 2008-2013

Table 15 Forecast Health and Wellness Sales: Value 2013-2018

Table 16 Tourist Attractions Sales: Value 2008-2013

Table 17 Forecast Tourist Attractions Sales: Value 2013-2018

Sources

Summary 2 Research Sources

Car Rental

Headlines

Trends

Prospects

Category Data

Table 18 Car Rental Sales: Value 2008-2013

**Table 19 Forecast Car Rental Sales: Value 2013-2018**

## Tourism Flows Inbound

## Headlines

## Trends

## Prospects

## Category Data

Table 20 Arrivals by Country of Origin: Number of Trips 2008-2013

Table 21 Arrivals by Mode of Transport: Number of Trips 2008-2013

Table 22 Arrivals by Purpose of Visit: Number of Trips 2008-2013

Table 23 Incoming Tourist Receipts: Value and Growth 2008-2013

Table 24 Forecast Arrivals by Country of Origin: Number of Trips 2013-2018

Table 25 Forecast Arrivals by Mode of Transport: Number of Trips 2013-2018

Table 26 Forecast Arrivals by Purpose of Visit: Number of Trips 2013-2018

Table 27 Forecast Incoming Tourist Receipts: Value and Growth 2013-2018

## Transportation

## Headlines

## Trends

## Prospects

## Category Data

Table 28 Transportation Sales by Category: Value 2008-2013

Table 29 Transportation Online Sales: Internet Transaction Value 2008-2013

Table 30 Forecast Transportation Sales by Category: Value 2013-2018

Table 31 Forecast Transportation Online Sales: Internet Transaction Value 2013-2018

## Travel Accommodation

## Headlines

## Trends

## Prospects

## Category Data

Table 32 Travel Accommodation Sales by Category: Value 2008-2013

Table 33 Travel Accommodation Online Sales: Internet Transaction Value 2008-2013

Table 34 Travel Accommodation Outlets by Category: Units 2008-2013

Table 35 Forecast Travel Accommodation Sales by Category: Value 2013-2018

Table 36 Forecast Travel Accommodation Online Sales: Internet Transaction Value  
2013-2018

Table 37 Forecast Travel Accommodation Outlets by Category: Units 2013-2018

## Travel Retail

## Headlines

## Trends

## Prospects

## Category Data

Table 38 Travel Retail Sales: Value 2008-2013

Table 39 Forecast Travel Retail Sales: Value 2013-2018

## I would like to order

Product name: Travel and Tourism in Myanmar

Product link: <https://marketpublishers.com/r/TACA8F11107EN.html>

Price: US\$ 600.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TACA8F11107EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970