

# 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.

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