

# Travel and Tourism in Portugal

<https://marketpublishers.com/r/TCEABF7E8ABEN.html>

Date: November 2014

Pages: 67

Price: US\$ 2,100.00 (Single User License)

ID: TCEABF7E8ABEN

## Abstracts

Regardless of all the financial adversity that has been affecting Europe, and in particular Portugal, the travel and tourism industry was capable of adapting to this harsh landscape and the most important indicators registered solid performances. Turismo de Portugal's efforts to promote the industry, whether internally or abroad, and its alliances with local associations were crucial in achieving positive results.

Euromonitor International's Travel and Tourism in Portugal 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.

## 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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