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Travel and Sustainability: Striking the Right Balance

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Abstracts

Travel and tourism is moving towards a more sustainable business model. Sustainable tourism is being driven by economic, regulatory and stakeholder pressure, with consumers increasingly favouring sustainable services and products. Tourism players are becoming more aware of the need to focus more on sustainability in order to reduce costs, boost profits and attract new guests, as well as to benefit from cost-saving opportunities.

Euromonitor International's Travel and Sustainability: Striking the Right Balance 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, 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;

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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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