

Travel and Tourism in Macedonia

URL:	https://marketpublishers.com/r/TFF7B156FCCEN.html
Date:	January 21, 2014
Pages:	25
Price:	US\$ 572.00
ID:	TFF7B156FCCEN

Intensive advertising activities, which included adverts via international broadcasters, subsidies in the hotel industry and the image of Macedonia as a new unexplored destination, had a positive impact on foreign tourism flows in 2012. On the other hand, airport takeovers, in Skopje and Ohrid by Turkish company TAV Airports Holding, significantly lowered fare prices and made these two airports more competitive. So, the most expansive arrivals in 2012 came from China. Due to the many emigrants,...

Euromonitor International's Travel and Tourism in Macedonia 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, 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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