

Travel and Tourism in Madagascar

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Abstracts

With efforts by the government to re-establish peace after a political crisis in 2009, visitors have come back to the country. In terms of arrivals, inbound tourism is getting closer to the record numbers registered in 2008 before the 2009 coup. But, for investors, these positive changes are still not really reassuring, and the government, which depends on foreign investment, lacks the resources to develop the necessary conditions to boost travel and tourism. The government has implemented...

Euromonitor International's Travel and Tourism in Madagascar 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.

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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.

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