

Travel and Tourism in Tanzania

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Abstracts

Travel and tourism in Tanzania has grown substantially in economic importance. Despite the slow pace of global economic recovery, inbound tourism flows continued to record strong growth in arrivals in 2011. This positive performance can be attributed to vigorous promotional campaigns abroad by the Tanzania Tourist Board (TTB), through international travel fairs and trade missions. The marketing campaigns have helped the country to build a strong global brand image. The growth in arrivals can...

Euromonitor International's Travel and Tourism in Tanzania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2007-2011, 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 2016 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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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.

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