

Travel and Tourism in Tonga

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Abstracts

The Tonga Tourism Authority (TTA) was established in July 2013 and is expected to positively boost travel and tourism in Tonga. The TTA is responsible for designing and implementing the promotion of Tonga as a travel and tourism destination with the aim of raising awareness in key source markets. The formation of the TTA is part of the government's increased focus on building the country's tourism industry, which is now Tonga's largest revenue earner.

Euromonitor International's Travel and Tourism in Tonga 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.

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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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Contents

Executive Summary

Newly Established Tonga Tourism Authority Positive for Tonga Travel and Tourism

Concerns Over Domestic Flight Issues Negatively Impact the Country

Positive Cruise Market Development Seen

Foreign Investment Regulation Restricts Travel Accommodation Growth

Whale Watching Remains As A Dominant Attraction

Balance of Payments

Table 1 Balance of Tourism Payments: Value 2008-2013

SWOT

Summary 1 Tonga: SWOT

Market Data

Table 2 Domestic Tourism by Purpose of Visit and Mode of Transport: Number of Trips 2008-2013

Table 3 Domestic Tourist Expenditure: Value and Growth 2008-2013

Table 4 Departures by Destination: Number of Trips 2008-2013

Table 5 Departures by Mode of Transport: Number of Trips 2008-2013

Table 6 Departures by Purpose of Visit: Number of Trips 2008-2013

Table 7 Outgoing Tourist Expenditure: Value and Growth 2008-2013

Table 8 Forecast Departures by Destination: Number of Trips 2013-2018

Table 9 Forecast Departures by Mode of Transport: Number of Trips 2013-2018

Table 10 Forecast Departures by Purpose of Visit: Number of Trips 2013-2018

Table 11 Forecast Outgoing Tourist Expenditure: Value and Growth 2013-2018

Table 12 Tourist Attractions Sales: Value 2008-2013

Table 13 Forecast Tourist Attractions Sales: Value 2013-2018

Sources

Summary 2 Research Sources

Car Rental

Headlines

Trends

Prospects

Category Data

Table 14 Car Rental Sales: Value 2008-2013

Table 15 Forecast Car Rental Sales: Value 2013-2018

Tourism Flows Inbound

Headlines

Trends

Prospects

Category Data

Table 16 Arrivals by Country of Origin: Number of Trips 2008-2013

Table 17 Arrivals by Mode of Transport: Number of Trips 2008-2013

Table 18 Arrivals by Purpose of Visit: Number of Trips 2008-2013

Table 19 Incoming Tourist Receipts: Value and Growth 2008-2013

Table 20 Forecast Arrivals by Country of Origin: Number of Trips 2013-2018

Table 21 Forecast Arrivals by Mode of Transport: Number of Trips 2013-2018

Table 22 Forecast Arrivals by Purpose of Visit: Number of Trips 2013-2018

Table 23 Forecast Incoming Tourist Receipts: Value and Growth 2013-2018

Transportation

Headlines

Trends

Prospects

Category Data

Table 24 Transportation Sales by Category: Value 2008-2013

Table 25 Forecast Transportation Sales by Category: Value 2013-2018

Travel Accommodation

Headlines

Trends

Prospects

Category Data

Table 26 Travel Accommodation Sales by Category: Value 2008-2013

Table 27 Travel Accommodation Outlets by Category: Units 2008-2013

Table 28 Forecast Travel Accommodation Sales by Category: Value 2013-2018

Table 29 Forecast Travel Accommodation Outlets by Category: Units 2013-2018

Travel Retail

Headlines

Trends

Prospects

Category Data

Table 30 Travel Retail Sales: Value 2008-2013

Table 31 Forecast Travel Retail Sales: Value 2013-2018

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