

Unleashing the Power of Social Media on Travel

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Abstracts

This global briefing examines the impact of social media on the travel industry. It analyses social media's importance for travellers, how travel players are making use of them, the way the travel retail landscape has changed, how social media marketing works in tourism and the advent of mobile social media. It discusses the opportunities coming from social media for travel players and future developments in this field.

Euromonitor International's Unleashing the Power of Social Media on Travel 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 & 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.

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