

# Voice of the Industry: Travel Survey – Facing New Challenges

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## Abstracts

The Voice of the Industry: Travel Survey reveals that inflation is the hot topic that is impacting travel businesses, leading to costs being passed onto consumers. Investment in growing the brand and business, along with improving the customer journey to make it more seamless remain key business priorities. Sustainability sees a welcome boost, particularly in the area of gender equality, while cities show strong levels of engagement with accessibility for all.

Euromonitor International's Voice of the Industry: Travel Survey – Facing New Challenges global briefing offers an insight into to the size and shape of the Travel 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:** Activities and Experiences, Lodging, Online Travel and Intermediaries, Tourism Flows, Travel Modes.

**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 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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