

Europe Travel and Tourism Market Summary and Forecast

<https://marketpublishers.com/r/E707EEAA6C4AEN.html>

Date: January 2024

Pages: 42

Price: US\$ 350.00 (Single User License)

ID: E707EEAA6C4AEN

Abstracts

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Summary

Travel & Tourism in Europe industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The travel & tourism industry consists of revenues generated by passenger airlines, passenger rail, hotels & motels, foodservice, travel intermediaries, and casinos & gaming.

The European travel & tourism industry had total revenues of \$898.8 billion in 2022, representing a negative compound annual growth rate (CAGR) of 2.9% between 2017 and 2022.

The hotels & motels segment accounted for the industry's largest proportion in 2022, with total revenues of \$274.7 billion, equivalent to 30.6% of the industry's overall value.

The growth of the industry is attributed to rising leisure and business tourism, growth in the hotel and motel industry, an increasing number of global events attracting large visitors, boosting infrastructure development, easing mobility,

and emerging adventure tourists. For instance, according to Eurostat, Spain, with an increase of 41.4 million nights (in absolute terms), recorded the highest increase in nights spent by domestic tourists. According to the UNWTO, in January–July 2022, Europe showed one of the fastest recoveries, with arrivals reaching 74% of 2019 levels.

Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the travel & tourism market in Europe

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the travel & tourism market in Europe

Leading company profiles reveal details of key travel & tourism market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Europe travel & tourism market with five year forecasts by both value and volume

Reasons to Buy

What was the size of the Europe travel & tourism market by value in 2022?

What will be the size of the Europe travel & tourism market in 2027?

What factors are affecting the strength of competition in the Europe travel & tourism market?

How has the market performed over the last five years?

Who are the top competitors in Europe's travel & tourism market?

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