

# Travel and Tourism in Greece

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## Abstracts

Travel and Tourism in Greece

### Summary

Travel & Tourism in Greece industry profile provides top-line qualitative and quantitative summary information including: market size (value 2015-19, and forecast to 2024). 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 and tourism industry consists of revenues generated by passenger airlines, passenger rail, foodservice, hotels and motels, travel intermediaries and casinos and gaming.

The Greek travel & tourism industry had total revenues of \$51.1bn in 2019, representing a compound annual growth rate (CAGR) of 8% between 2015 and 2019.

The hotels & motels segment was the industry's most lucrative in 2019, with total revenues of \$28.4bn, equivalent to 55.7% of the industry's overall value.

Since the economic recession in Greece, government reform has developed a New Tourism Policy set by the Ministry of Tourism developing the quality and competitiveness of Greece for both domestic and inbound travel.

### Scope

*Travel and Tourism in Greece*

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

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

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 Greece travel & tourism market with five year forecasts

## **Reasons to Buy**

What was the size of the Greece travel & tourism market by value in 2019?

What will be the size of the Greece travel & tourism market in 2024?

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

How has the market performed over the last five years?

What are the main segments that make up Greece's travel & tourism market?

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### COMPANIES MENTIONED

Vivartia SA

McDonald's Corp

Booking Holdings Inc

Small Luxury Hotels of the World Ltd

Expedia Group Inc

The Leading Hotels of the World Ltd

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