

# Travel and Tourism in Europe

<https://marketpublishers.com/r/T0CB085AB0DEN.html>

Date: November 2020

Pages: 77

Price: US\$ 350.00 (Single User License)

ID: T0CB085AB0DEN

## Abstracts

Travel and Tourism in Europe

### Summary

Travel & Tourism in Europe 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 European travel & tourism industry had total revenues of \$1,735.0bn in 2019, representing a compound annual growth rate (CAGR) of 3.1% between 2015 and 2019.

The foodservice segment was the industry's most lucrative in 2019, with total revenues of \$826.8bn, equivalent to 47.7% of the industry's overall value.

Europe is home to some of the world's top tourist destinations. According to the World Economic Forum Travel and Tourism Competitiveness Report 2019; there are six European countries within the top 10 rankings.

### Scope

*Travel and Tourism in Europe*

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

## **Reasons to Buy**

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

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

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

How has the market performed over the last five years?

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

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

### **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players in the hotels and motels industry?
- 7.2. What strategies do these leading players follow?
- 7.3. What strategies do these leading players follow? (Continued)
- 7.4. How is technology being used by these leading companies?
- 7.5. Are there any threats to these leading players?
- 7.6. Who are the leading players in the foodservice industry?
- 7.7. What strategies do these leading players follow?
- 7.8. How is technology being used by these leading companies?
- 7.9. Who are the leading players in the airlines industry?
- 7.10. Which airlines have been most successful in the recent past (one to three years)?

## **8 COMPANY PROFILES**

- 8.1. McDonald's Corp
- 8.2. Restaurant Brands International Inc
- 8.3. AccorHotels
- 8.4. Yum! Brands, Inc.
- 8.5. Best Western International Inc
- 8.6. Starbucks Corporation
- 8.7. Air France-KLM SA
- 8.8. InterContinental Hotels Group Plc
- 8.9. International Consolidated Airlines Group SA
- 8.10. Deutsche Lufthansa AG
- 8.11. Ryanair Holdings plc
- 8.12. Whitbread PLC

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Europe travel & tourism industry value: \$ billion, 2015-19

Table 2: Europe travel & tourism industry category segmentation: \$ billion, 2019

Table 3: Europe travel & tourism industry geography segmentation: \$ billion, 2019

Table 4: Europe travel & tourism industry value forecast: \$ billion, 2019-24

Table 5: McDonald's Corp: key facts

Table 6: McDonald's Corp: Key Employees

Table 7: McDonald's Corp: Key Employees Continued

Table 8: Restaurant Brands International Inc: key facts

Table 9: Restaurant Brands International Inc: Key Employees

Table 10: AccorHotels: key facts

Table 11: AccorHotels: Key Employees

Table 12: Yum! Brands, Inc.: key facts

Table 13: Yum! Brands, Inc.: Key Employees

Table 14: Yum! Brands, Inc.: Key Employees Continued

Table 15: Best Western International Inc: key facts

Table 16: Best Western International Inc: Key Employees

Table 17: Best Western International Inc: Key Employees Continued

Table 18: Starbucks Corporation: key facts

Table 19: Starbucks Corporation: Key Employees

Table 20: Starbucks Corporation: Key Employees Continued

Table 21: Starbucks Corporation: Key Employees Continued

Table 22: Starbucks Corporation: Key Employees Continued

Table 23: Air France-KLM SA: key facts

Table 24: Air France-KLM SA: Key Employees

Table 25: Air France-KLM SA: Key Employees Continued

Table 26: InterContinental Hotels Group Plc: key facts

Table 27: InterContinental Hotels Group Plc: Key Employees

Table 28: InterContinental Hotels Group Plc: Key Employees Continued

Table 29: International Consolidated Airlines Group SA: key facts

Table 30: International Consolidated Airlines Group SA: Key Employees

Table 31: Deutsche Lufthansa AG: key facts

Table 32: Deutsche Lufthansa AG: Key Employees

Table 33: Deutsche Lufthansa AG: Key Employees Continued

Table 34: Ryanair Holdings plc: key facts

Table 35: Ryanair Holdings plc: Key Employees

Table 36: Whitbread PLC: key facts

Table 37: Whitbread PLC: Key Employees

Table 38: Europe size of population (million), 2015-19

Table 39: Europe gdp (constant 2005 prices, \$ billion), 2015-19

Table 40: Europe gdp (current prices, \$ billion), 2015-19

Table 41: Europe inflation, 2015-19

Table 42: Europe consumer price index (absolute), 2015-19

Table 43: Europe exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

Figure 1: Europe travel & tourism industry value: \$ billion, 2015-19

Figure 2: Europe travel & tourism industry category segmentation: % share, by value, 2019

Figure 3: Europe travel & tourism industry geography segmentation: % share, by value, 2019

Figure 4: Europe travel & tourism industry value forecast: \$ billion, 2019-24

Figure 5: Forces driving competition in the travel & tourism industry in Europe, 2019

Figure 6: Drivers of buyer power in the travel & tourism industry in Europe, 2019

Figure 7: Drivers of supplier power in the travel & tourism industry in Europe, 2019

Figure 8: Factors influencing the likelihood of new entrants in the travel & tourism industry in Europe, 2019

Figure 9: Factors influencing the threat of substitutes in the travel & tourism industry in Europe, 2019

Figure 10: Drivers of degree of rivalry in the travel & tourism industry in Europe, 2019

### COMPANIES MENTIONED

McDonald's Corp

Restaurant Brands International Inc

AccorHotels

Yum! Brands, Inc.

Best Western International Inc

Starbucks Corporation

Air France-KLM SA

InterContinental Hotels Group Plc

International Consolidated Airlines Group SA

Deutsche Lufthansa AG

Ryanair Holdings plc

Whitbread PLC

## I would like to order

Product name: Travel and Tourism in Europe

Product link: <https://marketpublishers.com/r/T0CB085AB0DEN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T0CB085AB0DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970