TRAVEL AND TOURISM

Passport: Travel and Tourism is the leading online market intelligence system for strategic, corporate and marketing planning. It delivers an unrivalled level of research and analysis for all travel and tourism categories in 207 countries worldwide. It offers intuitive navigation to millions of statistics and reports, helping you make clear, confident decisions.

**WHO IT SUPPORTS**

<table>
<thead>
<tr>
<th>TRAVEL OPERATORS</th>
<th>TRAVEL RETAILERS</th>
<th>TOURIST BOARDS</th>
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<tr>
<td>Align corporate strategy to the outlook and growth potential of the market</td>
<td>Follow key consumer trends, opportunities and threats</td>
<td>Track the performance of key source markets</td>
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<tr>
<td>Benchmark and track competitors</td>
<td>Identify merger and acquisition targets</td>
<td>Understand the importance of business and leisure demand</td>
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<td>Inform marketing, brand, product and sales functions</td>
<td>Refine channel and marketing strategies</td>
<td>Develop effective communication strategies</td>
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**PASSPORT CONTENT**

**INTERACTIVE DATABASE**

115 million internationally standardised statistics reveal emerging opportunities and future directions

**STANDARDISED COVERAGE**

- Consistent category and channel definitions

**MARKET SIZES**

- 15 years of comparable data
- 5 year forecasts
- 10 years of historic data
- International arrivals/departures and domestic travel
- Car rental, health and wellness tourism, tourism attractions, transportation, travel accommodation, travel retail industry sizes

**COMPANY AND BRAND DATA**

- Airline, car rental, hotel and travel retail company and brand shares, sales volume and ranking
- Company data by global brand owner and national subsidiary / licensee
- Brand data by global brand name and local brand name
- Key performance indicators

**ADDITIONAL DATA**

- Tourism receipts and expenditure
- Travel booking channels
- Demand factors

**INSIGHTFUL ANALYSIS**

In-depth and timely analysis helps you understand the scale and direction of industry trends

**GLOBAL REPORTS**

- Monthly briefings on the latest market trends, new product activity and emerging growth sectors examine the market from a global and regional perspective
- Published in PowerPoint for easy integration into your presentations and company reports

**TRAVEL CITY BRIEFINGS**

- Deliver a strategic evaluation of the travel and tourism performance in key destinations
- Published in PowerPoint, they encompass tourism flows - inbound/outbound and domestic, accommodation, transportation, infrastructure developments and leading tourist attractions and activities

**COMPANY PROFILES**

- Evaluate the market position and financial performance of the leading national and international players

**COUNTRY REPORTS**

- Analyse key trends and developments in 207 national markets for all product categories, competitors and channels

**DAILY COMMENT**

- Industry, country and company experts publish regular commentary on industry news, helping you understand the latest trends
- A RealTime news feed keeps you informed of the latest industry news, as it breaks
AS A CLIENT YOU WILL RECEIVE

A CUSTOMISABLE SYSTEM
Passport allows you to create a customised homepage profiling content relevant to your business needs. Set up an RSS feed and a weekly email alert to ensure you do not miss our latest industry, country and company analysis, podcasts and videocasts.

“Euromonitor International provides its customers with a quality of service that is simply unprecedented. Using Euromonitor International’s services, companies that depend upon reliable and consistent market research data will find themselves well positioned to tackle most uncertainties in the markets in which they operate.”

DEDICATED ACCOUNT MANAGEMENT
Your personal account manager is always available to help with specific research queries and set up personalised training sessions, ensuring you get the most out of the system. Passport can be fully networked throughout your company, allowing you to save searches and share insights.

OTHER SERVICES

RELATED PASSPORT CONTENT
Euromonitor International is dedicated to delivering quality market intelligence enabling informed business decisions. The following content is available in Passport and can be integrated with your Travel and Tourism subscription:

- Countries & Consumers
- Alcoholic Drinks
- Beauty and Personal Care
- Consumer Finance
- Consumer Foodservice
- Health and Wellness
- Retailing
- Soft Drinks

EUROMONITOR CONSULTING
Euromonitor International offers a full range of custom qualitative and quantitative research services. We undertake work for clients across a broad spectrum of market sectors including fast-moving consumer goods, industrial, business-to-business and service industries.

We have a network of more than 600 field-based analysts worldwide. Our global research network allows us to meet the needs of large multinational clients as well as local companies.

GEOPRAPHIC COVERAGE

WESTERN EUROPE
Andorra
Austria
Belgium
Cyprus
Denmark
Finland
France
Germany
Gibraltar
Greece
Iceland
Ireland
Italy
Liechtenstein
Luxembourg
Malta
Monaco
Netherlands
Norway
Portugal
Spain
Sweden
Switzerland
Turkey
United Kingdom

LATIN AMERICA
Anguilla
Argentina
Aruba
Bahamas
Barbados
Belize
Bermuda
Bolivia
Brazil
British Virgin Islands
Cayman Islands
Chile
Colombia
Costa Rica
Cuba
Dominica
Dominican Republic
Ecuador
El Salvador
French Guiana
Grenada
Guadeloupe
Guatemala
Guyana
Haiti
Honduras
Jamaica
Martinique
Mexico
Netherlands Antilles
Nicaragua
Panama
Paraguay
Peru
Puerto Rico
St Kitts
St Lucia
St Vincent and the Grenadines
Suriname
Trinidad and Tobago
Uruguay
Venezuela

AUSTRALASIA
Australia
New Zealand

AFRICA AND THE MIDDLE EAST
Algeria
Angola
Bahrain
Benin
Botswana
Burkina Faso
Burundi
Cameroon
Cape Verde
Central African Republic
Chad
Comoros
Congo-Brazzaville
Congo, Democratic Republic
Côte d’Ivoire
Djibouti
Egypt
Equatorial Guinea
Eritrea
Ethiopia
Gabon
Gambia
Ghana
Guinea
Guinea-Bissau
Iran
Iraq
Israel
Jordan
Kenya
Kuwait
Lebanon
Lesotho
Liberia
Libya
Madagascar
Malawi
Malaysia
Mauritania
Mauritius
Morocco
Mozambique
Namibia
Niger
Nigeria
Qatar
Réunion
Rwanda
Sao Tomé and Príncipe
Saudi Arabia
Senegal
Sierra Leone
Somalia
South Africa
Sudan
Swaziland
Syria
Tanzania
Togo
Turkmenistan
Uganda
United Arab Emirates
Yemen
Zambia
Zimbabwe

ASIA PACIFIC
Afghanistan
American Samoa
Armenia
Azerbaijan
Bangladesh
Bhutan
Brunei
Cambodia
China
Fiji
French Polynesia
Guam
Hong Kong, China
India
Indonesia
Japan
Kazakhstan
Kiribati
Kyrgyzstan
Laos
Macau
Malaysia
Maldives
Mongolia
Myanmar
Nauru
Nepal
New Caledonia
North Korea
Pakistan
Papua New Guinea
Philippines
Samoa
Singapore
Solomon Islands
South Korea
Sri Lanka
Taiwan
Tajikistan
Thailand
Tonga
Turkmenistan
Tuvalu
Uzbekistan
Vanuatu
Vietnam

EUROMONITOR INTERNATIONAL

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CATEGORY COVERAGE

CAR RENTAL*  BUSINESS
Airport business  Non-airport business
INSURANCE REPLACEMENT
LEISURE
Hotel leisure  Non-hotel leisure

DEMAND FACTORS
HOLIDAY DEMOGRAPHIC TRENDS  Holiday Takers  Female  Male  Non-Holiday Takers

LEAVE ENTITLEMENT
Paid Holiday

TRIPS*
Departures By Length Of Trip* 0-3 Days* 4-7 Days* Over 7 Days*
Domestic Trips* 0-3 Days* 4-7 Days* Over 7 Days*

TRAVEL ACCOMMODATION*
HOTELS*
Chained hotels  Independent hotels

TOURIST ATTRACTIONS*
ART GALLERIES  CASINOS  CIRCUSES  HISTORIC BUILDINGS/SITES  INDUSTRIAL TOURISM  MUSEUMS  NATIONAL PARKS/AREAS OF NATURAL BEAUTY  THEATRES  THEME/AMUSEMENT PARKS  ZOOS/AQUARIUMS

OTHER TOURIST ATTRACTIONS

TOURISM FLOWS DOMESTIC
DOMESTIC BUSINESS TOURISM*
Air*  Land*  Rail*  Sea*

DOMESTIC LEISURE TOURISM*
Air*  Land*  Rail*  Sea*

TOURISM FLOWS INBOUND
ARRIVALS BY COUNTRY*
Air  Land  Rail  Sea

TRAVEL ACCOMMODATION*
HOTELS*
Chained hotels  Independent hotels

TOURIST ATTRACTIONS*
ART GALLERIES  CASINOS  CIRCUSES  HISTORIC BUILDINGS/SITES  INDUSTRIAL TOURISM  MUSEUMS  NATIONAL PARKS/AREAS OF NATURAL BEAUTY  THEATRES  THEME/AMUSEMENT PARKS  ZOOS/AQUARIUMS

OTHER TOURIST ATTRACTIONS

TRAVEL RETAIL*
TRAVEL RETAIL DESTINATIONS
Beach  Countryside  Culture  Mountain  Other destinations

TOURIST ATTRACTIONS*
ART GALLERIES  CASINOS  CIRCUSES  HISTORIC BUILDINGS/SITES  INDUSTRIAL TOURISM  MUSEUMS  NATIONAL PARKS/AREAS OF NATURAL BEAUTY  THEATRES  THEME/AMUSEMENT PARKS  ZOOS/AQUARIUMS

OTHER TOURIST ATTRACTIONS

TRAVEL RETAIL OPERATORS
TRAVEL RETAIL OUTLETS
Exchange Services  Tour Operators  Travel Agents

TRAVEL RETAIL PRODUCTS
Accommodation only  Adventure/trekking holiday  City break  Cruise  Flight only  Fly-drive  Other transport  Package holiday  Spa packages  Traveller's cheques  Others

TOURISM RECEIPTS AND EXPENDITURE*
BALANCE OF PAYMENTS*
OUTGOING TOURIST EXPENDITURE*  OUTGOING TOURIST EXPENDITURE BY SECTOR*
Accommodation  Entertainment  Excursions  Food  Shopping  Travel Within Country  Other

TOURISM EXPENDITURE*
DOMESTIC TOURIST EXPENDITURE*  INTERNATIONAL TOURIST NIGHTS*  LENGTH OF TOURIST STAY*
Average Tourist Stay in Accommodation Establishment*  Average Tourist Stay in the Country*

TOURIST ARRIVALS BY REGION*
Africa*  Americas*  Europe*  East Asia and the Pacific*  Middle East*  South Asia*

DEPARTURES
TOURISM RECEIPTS
TOURIST ACCOMMODATION*
Rooms in Tourist Accommodation*  Hotel Bed Occupancy Rates*  Bed-Places in Tourist Accommodation*

TRAVEL RETAIL*
TRAVEL RETAIL DESTINATIONS
Beach  Countryside  Culture  Mountain  Other destinations

* Datasets available for 207 countries. All other data sets available for 55 major markets
** 55 core markets at sub-regional level