Euromonitor International is a global market research company supporting strategic decisions on how, when and where your business will grow.

Our Passport Travel database helps redirect assumptions and uncover new opportunities with global insights on category trends in 210 countries and territories worldwide.

With intuitive navigation to statistics and analysis on the industry, Passport Travel helps move your business forward with a stronger strategic direction.
Companies around the world rely on Passport to develop growth opportunities and influence strategic planning. Providing a wealth of standardised and cross-comparable statistics across 210 countries and territories, Passport Travel supports critical decision making with data and analysis at the country, regional and global level.

**Identify new areas of growth**
Align corporate strategy to the growth potential of your target markets and prioritise new market entry opportunities.

**Tailor your targeting strategies**
Refine marketing, brand, product and sales planning with forecasts on tourism flows from our proprietary tourism model.

**Benchmark your competition**
Track the competitive company and brand performance across various travel categories, including airlines and hotels.

**Expand your reach**
Find new distribution channels and product categories to boost ancillary revenues.

**Stay on top of the latest innovations**
Understand the rise of disruptive consumer trends and new successful business models in travel booking.

**Understand consumer preferences**
Ensure you reach your consumers through effective channels with insight on mobile and online travel sales performance.
Our research approach ensures quality and cross-country comparability to inform strategic planning with confidence.

**Standardised coverage**
- Consistent category and channel definitions

**Market sizes**
- 15 years of historic data and 5 year forecasts
- Inbound arrivals / outbound source markets using UNWTO data and proprietary model
- Traveller profiles, travel modes including airlines, lodging, activities and online travel sales and intermediaries
- Value flows by country data for destination-source market pairs

**Company and brand data**
- Airlines, car rental, hotels, short-term rentals, intermediaries and online intermediaries company and brand shares, sales 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 expenditure
- Booking channels: online and offline
- Low cost carriers
- City arrivals
- Leading airports
- Luxury and budget hotels
- Short-term rentals
INSIGHTFUL ANALYSIS

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

Dashboards

» Deliver a visual representation of category, company and channel performance to reveal future opportunities and threats
» Analyse data on a global, regional and country level

Passport Connector

» Use scatter plots to identify and visualise potential relationships between two data sets
» View both positive and negative correlations to identify either direct or inverse relationships between industries and categories
» Identify product complements, substitutes and other potential socio-economic relationships

Global reports

» Briefings on the latest market trends, new product activity and emerging growth sectors examine the market from a global and regional perspective

Company profiles

» Evaluate the market position and financial performance of the leading international players

Country reports

» Analyse key trends and developments in 150 markets for all product categories and channels

Travel city briefings

» Travel performance in key destinations with insight on flows: inbound and domestic, lodging, travel modes, infrastructure developments and leading attractions and activities
We monitor and analyse industry trends in Travel globally, from the “big picture” down to specific category levels.

Categories in Travel include:

**Category Coverage**

**FLOWS**
- Inbound Arrivals*
- City Arrivals**
- Outbound Source Markets*
- Domestic Trips**
- Expenditure: Outbound and Domestic
  - Tourism Receipts: Inbound
  - Domestic Business Expenditure and Domestic Leisure Expenditure

**TRAVEL MODES**
- Airlines*
  - Charter
  - Low cost carrier
  - Schedule
- Bus
- Cruise
- Ferry
- Rail
- Car Rental**
- Business
  - Insurance Replacement Car Rental Leisure

**LODGING**
- Campsites
- Hotels
- Hotels by Price Platform
- Short-term Rentals**
- Hostels
- Other Lodging

**ACTIVITIES**
- Attractions and Experiences**
- Culture, Heritage and Museums
- Casinos
- Museums
- National Parks
- Theme Parks
- Other Attractions
- Spas
- Medical Tourism
  - Shopping by International Tourists

**Online Travel Sales and Intermediaries**
- Intermediaries
  - Lodging
  - Car Rental
  - Cruise
  - Air
  - Other Transport
  - Package Holidays
  - Travel Insurance
  - Other Intermediaries
  - Corporate Business Intermediaries
  - Lodging
  - Car Rental
  - Air
  - Other Transport
  - Travel Insurance
  - Other Intermediaries
  - Leisure Intermediaries
  - Lodging

* Datasets available for 210 countries and territories for tourism flows.
** Datasets available for 99 countries. All other data sets available for 57 major markets.
Passport Travel offers detailed cross-country comparable analysis of markets worldwide. We research Travel in:

AFRICA AND THE MIDDLE EAST
- Algeria
- Bahrain
- Cameroon
- Egypt
- Israel
- Jordan
- Kenya
- Kuwait
- Lebanon

EASTERN EUROPE
- Belarus
- Bosnia-Herzegovina
- Bulgaria
- Croatia
- Czech Republic
- Estonia
- Georgia
- Hungary
- Latvia
- Lithuania
- Macedonia
- Poland
- Romania
- Russia
- Serbia
- Slovakia
- Slovenia
- Ukraine

LATIN AMERICA
- Argentina
- Bolivia
- Brazil
- Chile
- Colombia
- Costa Rica
- Dominican Republic
- Ecuador

AUSTRALASIA
- Australia
- New Zealand

ASIA PACIFIC
- Azerbaijan
- Cambodia
- China
- Fiji
- Hong Kong, China
- India
- Indonesia
- Japan
- Kazakhstan
- Laos
- Macau
- Malaysia
- Maldives
- Myanmar
- Pakistan
- Philippines
- Singapore
- South Korea
- Taiwan
- Thailand
- Uzbekistan
- Vietnam

GUATEMALA
- Jamaica
- Mexico
- Peru
- Panama
- Uruguay

NORTH AMERICA
- Canada
- USA

WESTERN EUROPE
- Austria
- Belgium
- Cyprus
- Denmark
- Finland
- France
- Germany
- Greece
- Iceland
- Ireland
- Italy
- Malta
- Netherlands
- Norway
- Portugal
- Spain
- Sweden
- Switzerland
- Turkey
- United Kingdom

210 countries and territories are available for inbound and outbound flows data including the above listed 135 countries and additional 75 countries and territories, including: Gibraltar, Kosovo, Anguilla, Curaçao, Martinique, Sint Maarten, St. Kitts, St. Lucia, US Virgin Islands, Afghanistan, American Samoa, Armenia, Bhutan, Guam, Kiribati, Nauru, New Caledonia, North Korea, Tonga, Tuvalu, Vanuatu, Benin, Botswana, Burkina Faso, Burundi, Cape Verde, Central African Republic, Chad, Comoros, Congo, Democratic Republic, Congo-Brazzaville, Côte d’Ivoire, Djibouti, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Guinea, Guinea-Bissau, Iraq, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Niger, Réunion, Rwanda, Sao Tomé e Príncipe, Senegal, Sierra Leone, Somalia, South Sudan, Sudan, Swaziland, Syria, Togo, French Polynesia, Kyrgyzstan, Samoa, Solomon Islands, Tajikistan, Turkmenistan, Albania, French Guiana, Guinea, St Vincent and the Grenadines, Suriname, Libya, Zambia, Andorra, Liechtenstein, Yemen.
As a client you will receive

**Dedicated account management**
Your personal account manager is available to help you maximise your investment, first by understanding your broader strategic objectives and areas of focus and then guiding you to the most relevant and useful insights.

**Real-time support**
Leveraging our network of 15 global offices and 1,000+ in-country analysts, we can provide local, timely support to help address specific research queries and provide Passport training across our clients’ divisions.

**Insights delivered to your inbox**
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.
OTHER SERVICES

Euromonitor International is dedicated to delivering quality market intelligence enabling better informed business decisions.

Related Passport content

The following content can be integrated with your Travel subscription:

» Alcoholic Drinks
» Apparel and Footwear
» Automotive
» Beauty and Personal Care
» Consumer Finance
» Consumer Foodservice
» Digital Consumer
» Economies and Consumers
» Eyewear
» Health and Wellness
» Personal Accessories
» Retailing
» Soft Drinks

Euromonitor Consulting

Euromonitor Consulting designs research solutions to reach our client’s specific needs. Our consulting team works to answer your commercial questions with data and insights generated by our research experts, industry knowledge and worldwide network of on-the-ground analysts.

Our cost-effective research will change the way you think about, approach and take action in global markets. With more than 8,000 projects completed, Euromonitor Consulting has the expertise to work on a variety of projects.

Euromonitor Consulting works collaboratively with you to identify growth opportunities, supporting functions from strategy, finance, innovation and insights, to category and marketing teams.