



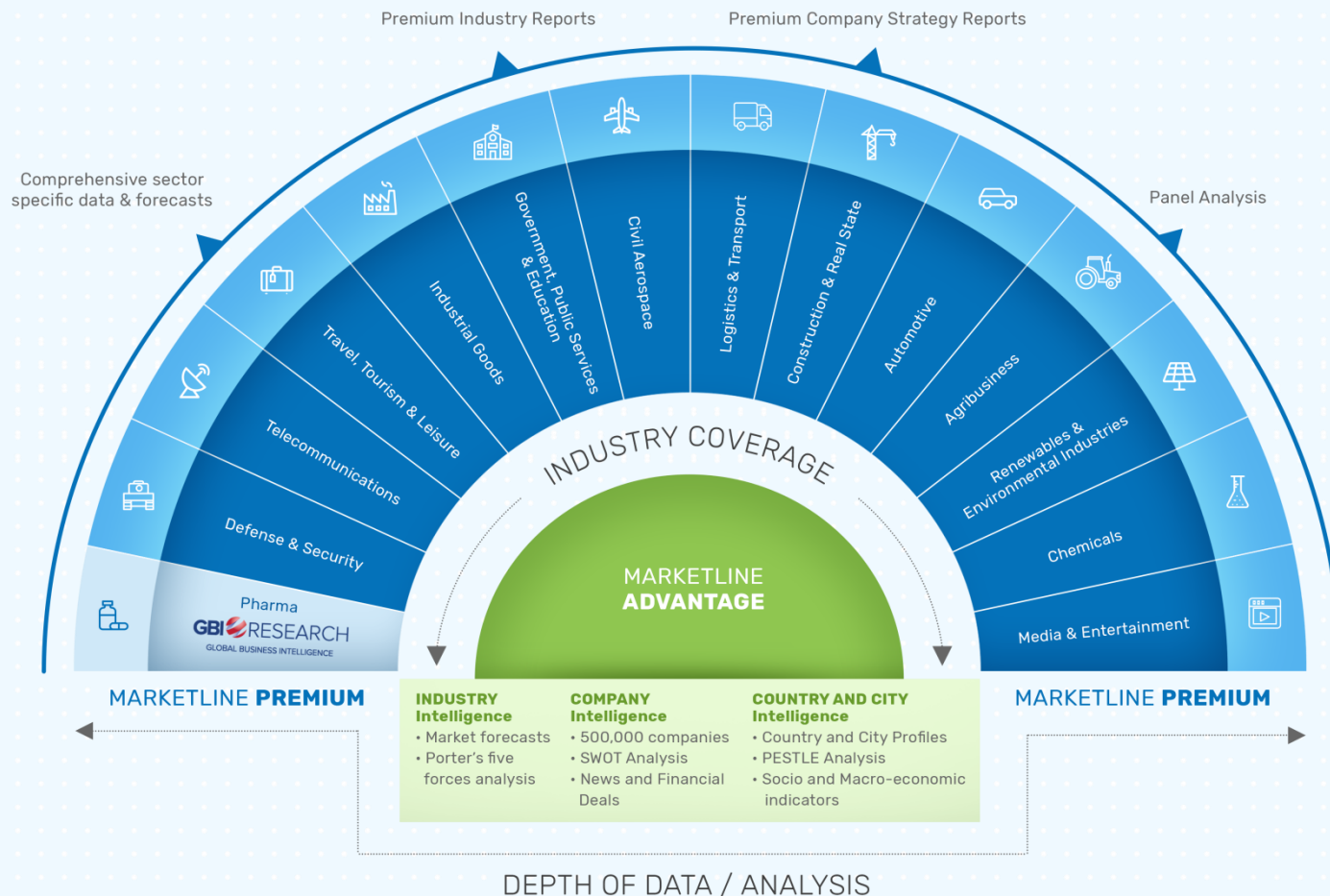
MarketLine Premium: Travel & Tourism

www.marketline.com

MarketLine at a glance

For more than 15 years **MarketLine Advantage** has supported the research needs of investment banks, corporations, professional services firms, and academia with a unique mix of company, industry, country, city and financial data for every major industry and marketplace.

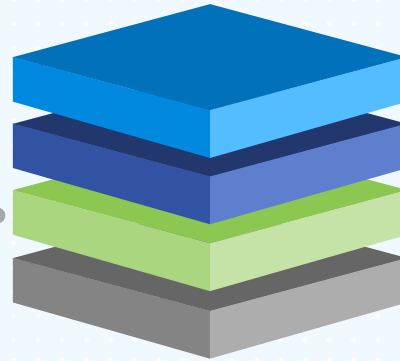
MarketLine Premium is a new series of vertical-specific market research modules that offer in-depth sector specific data and insights enabling you to dig even deeper into the markets that matter to you.



MarketLine Premium

Market Analyzer includes comprehensive industry statistics and forecasts for **55 countries**, spread over 5 regions. These enable you to benchmark key performance indicators, spot growth opportunities in key markets, and reveal future market trends.

500 Company Profiles, including detailed **Company Strategy Reports** for the top 20 companies within each sector, and **50 SWOT analyses**, offer insight into the global competitive landscape.



Industry Insight Reports analyze the factors influencing each sector in 30 countries. Uncover the factors driving company and market performance and identify potential risks.

Daily tracking of news and financial deals. Monitor product launches, technological developments, M&A activity, and financial results within the industry.

MarketLine Advantage

450+ Case Studies

Key socio and macroeconomic indicators for more than **200 countries** and **1950 cities**

Country Profiles and City Profiles evaluating Political, Economic, Social, Technological, Legal, and Environmental factors

Company Prospector database tracking over **500,000 companies**

Market values, volumes, and forecasts for over **120 industry sectors** and **50 countries**

4000+ Industry Profiles including Porter's Five Forces Analysis

MarketLine has over **400** experienced analysts, consultants, and researchers with regional and sector specialization.

We have expertise in **market sizing, competitor tracking, socio and macro economics, business drivers** and more.



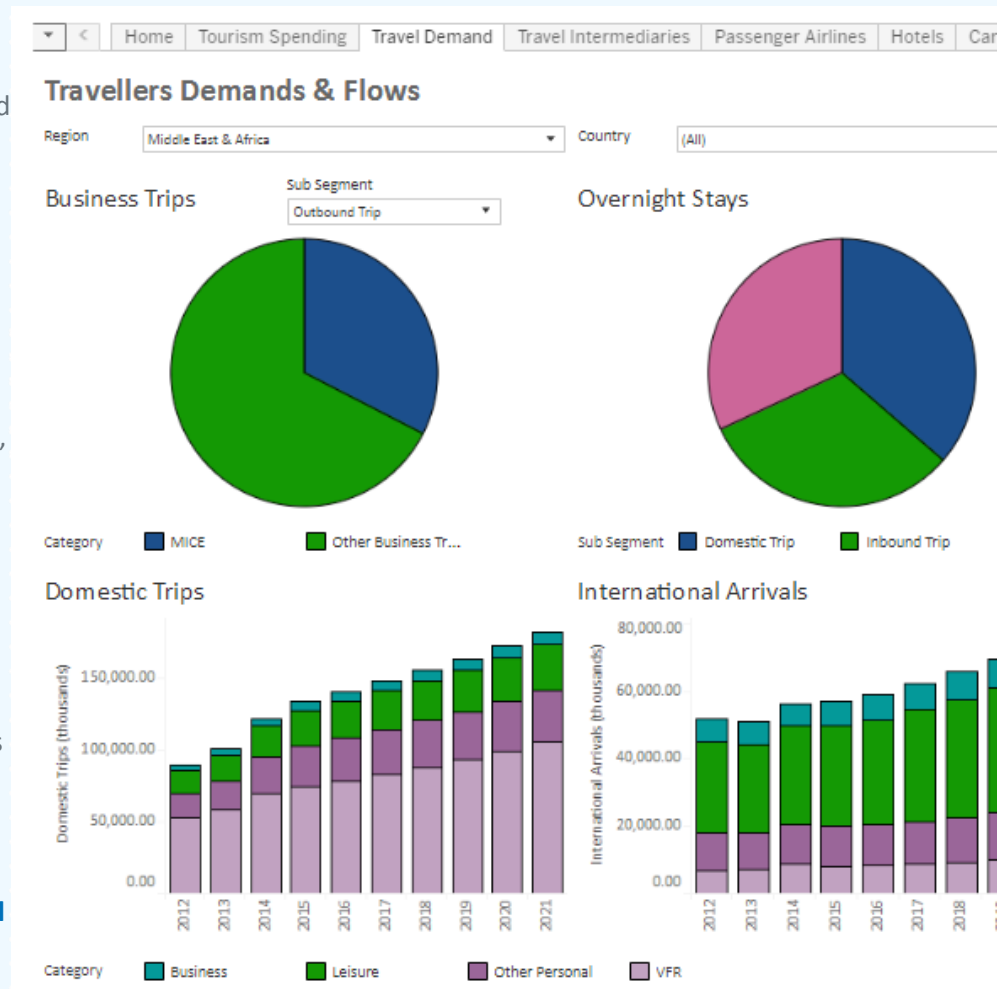
MarketLine Premium: Travel & Tourism

A view of the market

With travel becoming cheaper and increasingly accessible the global Travel & Tourism industry has flourished. However changing tourist demographics, destinations, and services and technology make it a sector characterised by constant evolution.

MarketLine Premium: Travel & Tourism provides Travel and Tourism operators, Banks, Consultants, Advertising Agencies, Academic Institutions, and Trade & Investment Organisations with in-depth data, analysis, and insights to help you understand how these fundamental factors are set to shape the industry going forward.

- **Travel & Tourism Market Analyzer** includes comprehensive Travel & Tourism statistics for 55 countries, including tourism statistics and spending patterns, plus data covering accommodation, air travel, and car rental markets, delivering the fundamental data you need to make informed decisions.
- **Industry Insight Reports** analyze the factors impacting the Travel & Tourism market in 30 countries, helping you decode the data for strategic planning purposes.
- **Exclusive Travel & Tourism executive surveys** reveal executive opinion on the business environment, and highlight supplier price variations, sales performance, industry and company growth outlook, spending patterns, and key priorities helping you better align investment and business strategies.
- **Risk-Reward Index** enables you to assess the risks and potential rewards of investing in Travel & Tourism markets globally, and in specific countries.
- **Travel & Tourism Company Strategy Reports** reveal the financial position, growth strategies and momentum of the leading companies in key industry sectors. Analyze the performance of each company against peers and key industry performance indicators to gain an instant understanding of the competitive landscape.
- Stay up-to-date with market trends by tracking **innovations, financial deals**, and other **key developments** that have taken place or are expected to impact Travel & Tourism markets.



MarketLine Premium: Travel & Tourism

Market Data

Marketline

Understand **both local and international Travel & Tourism markets** with data and forecasts for 55 countries



MarketLine Premium: Travel & Tourism' Market Analyzer includes over 100,000 data points and Key Performance Indicators (KPIs) for key segments including airlines, hotels and accommodation, car rental and travel intermediaries across 55 countries, as well as in-depth analysis of tourism demand and spending providing all the data you need to evaluate Travel & Tourism market trends and identify opportunities globally. **Travel & Tourism Market Analyzer** is an interactive tool enabling you to view, manipulate, and download business critical Travel & Tourism data for your own analysis or presentations quickly and easily. Key metrics covered by the analyzer include:

Travel Statistics & Expenditure

- Tourism expenditure (domestic, inbound, outbound and national tourism spending)
- Tourism expenditure by category (accommodation/entertainment/foodservice/travel/retail)
- Trips by purpose and mode of transport
- International arrivals and departures

Passenger Airlines

- Revenues, passenger kilometers, load factor
- Seats sold by passenger and airline type

Hotels & Accommodation

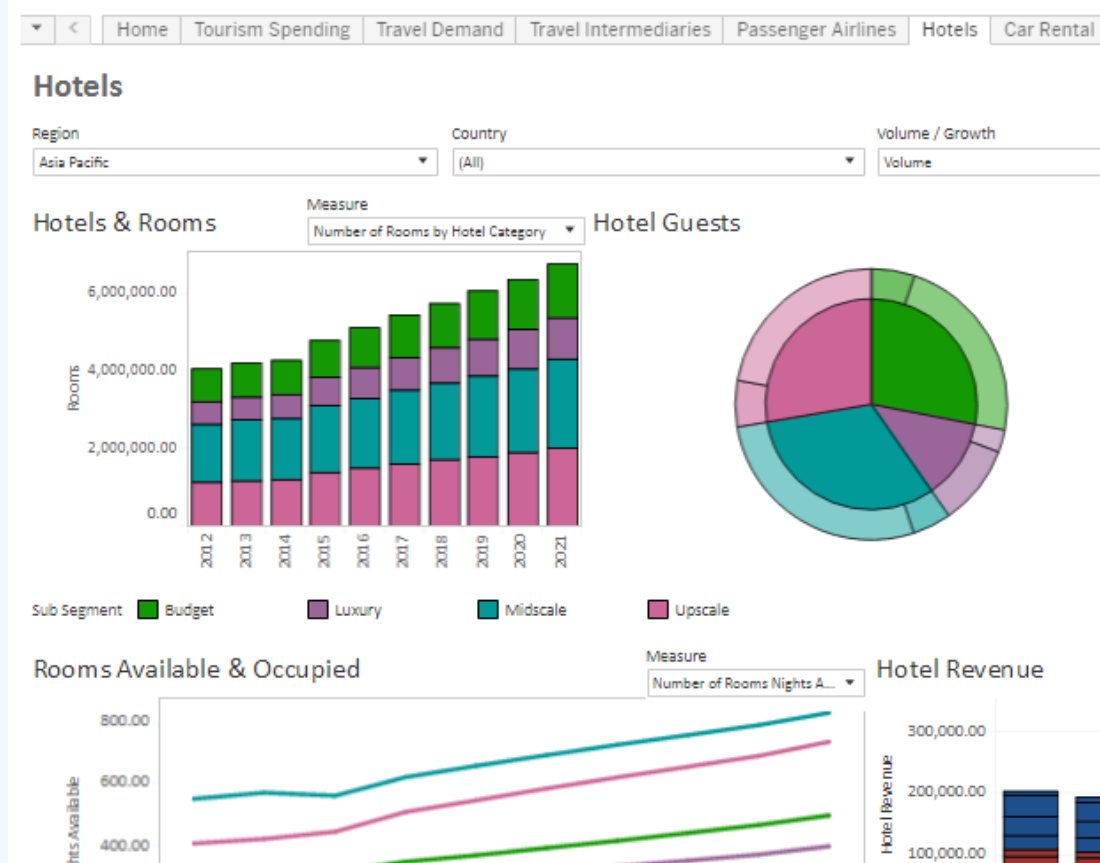
- Number of establishments and rooms
- Hotel guests by segment and traveller type
- Revenue per room and by category

Travel Intermediaries

- Sales by product, channel, and travel purpose
- Sales by destination (domestic/international) and provider

Car Rental

- Car rental fleet size, locations, rental days
- Revenues split by location (airport/non-airport)



MarketLine Premium: Travel & Tourism

Market Data

Key Indicator coverage

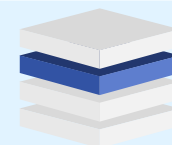


Indicator Coverage (55 counties)		
Car Rental Sector	Accommodation Sector	Non Room Revenue by Customer Type
Fleet Size	No. of Establishments by Hotel Category	Revenue Per Available Room
Market Value by Customer Type	No. of Guests by Hotel Category	Room Revenue by Hotel Category
Market Value by Rental Location	No. of Guests by Customer Type	Room Revenue by Customer Type
Number of Rental Days	No. of Rooms by Hotel Category	Airlines Sector
Number of Rental Occasions	Room Nights Available by Hotel Category	Load Factor
Traveler Demands & Flows	Room Nights Occupied by Hotel Category	Passenger Kilometers Available
Business Travel & Meetings, Incentives, Conferences and Events (MICE) Penetration	Revenue per Available Room	Revenue-Generating Passenger Kilometers
Number of Overnight Stays	Revenue per Occupied Room	Seats Available
Number of Visitors	Room Occupancy Rate	Seats Sold by Passenger Type
Tourism Spending	Revenue by Hotel Category & Customer Type	Revenue per Passenger
Domestic, Inbound, National, and Outbound Tourism Expenditure	Non Room Revenue by Hotel Category	Total Revenue

MarketLine Premium: Travel & Tourism Industry Insight

MarketLine

Travel & Tourism industry insights help key decision makers across different functions make better, more informed, strategic decisions.

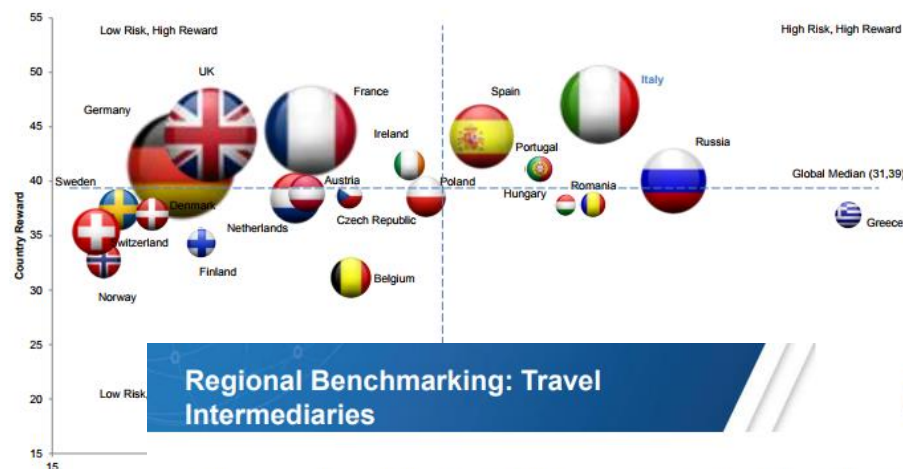


- **MarketLine Premium: Travel & Tourism** Includes comprehensive Travel & Tourism Industry reports for 30 countries providing the deep data and analytical insights you need to make better business decisions.
- **Proprietary Risk Reward Index**
MarketLine's propriety Risk-Reward Index enables you to assess the risks and potential rewards of investing in the Travel & Tourism sector in key geographic markets.
- **Travel & Tourism Industry Snapshot and Industry View**
Key Travel & Tourism Industry Statistics including sector revenue, tourism expenditure, trips, and industry statistics for airlines, car rentals, travel agencies and hotels are analyzed to reveal the key issues and trends driving market performance, both local and global.
- **Travel & Tourism Industry SWOT Analyses**
Discover the strengths, weaknesses, opportunities and threats impacting market performance and investment in each major Travel & Tourism market.
- **Travel & Tourism Industry Benchmarking**
Benchmark how each major Travel & Tourism sector and market is performing to gauge potential for growth or market entry.

Risk & Reward Index: Overview

MarketLine

Italy ranks as low in terms of country attractiveness, with high rewards but also high risks due to the country's poor labor and financial market



Regional Benchmarking: Travel Intermediaries

Travel intermediaries revenue growth to lag behind the regional and global averages

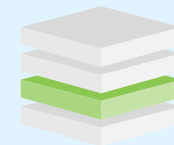


Online platforms to drive travel intermediaries revenue growth

The global travel intermediaries market registered strong growth in 2016 with regions such as North America, Asia-Pacific and positive growth. Globally, travel intermediaries revenue increased at a CAGR of 1.4% over 2012-2016, from US\$716.7 billion in 2012 to US\$780.2 billion in 2016. This is expected to increase at a CAGR of 6.9% over 2017-2021, from US\$802.7 billion in 2017 to US\$1,041.4 billion in 2021. Professional expertise, value for money through the packaging of services and time savings are the major demand drivers for intermediaries.

MarketLine Premium: Travel & Tourism Competitive Insight

Gain insight into the **financial position, growth strategies and momentum** for the top 500 Tourism industry players globally.



Company Strategy Reports

Company Strategy Reports deliver all the analysis needed to gain an instant understanding of the competitive landscape. **MarketLine Premium: Travel & Tourism** includes 20 Company Strategy Reports for the leading Tourism firms globally. Company Strategy Reports include:

- **Company Snapshot** showcasing key indicators and rankings of the company in terms of its competitors and industry.
- **Company SWOT Analysis** outlining the Strengths, Weaknesses, Opportunities, and Threats facing the company.
- **Growth Strategies** reviewing goals, initiatives and outcomes.
- **Company Performance and Competitive Landscape** analyzing the company's performance by business segment compared to other players across markets.
- **Key Developments** showcasing significant recent corporate events, changes, or product initiatives



Company Profiles

MarketLine Premium: Travel & Tourism includes over 500 Travel & Tourism Company Profiles enabling you to find key facts and personnel quickly and easily

SWOT Analyses

Uncover the strengths and weaknesses of each leading player, along with opportunities and threats they face in their markets with over 50 SWOT Analyses for leading Travel & Tourism companies.

News and Financial Deals

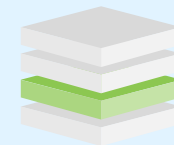
Stay up to date with Travel & Tourism company and industry developments with over 2,500 Company News and 500 Financials Deals added annually.

MarketLine Premium: Travel & Tourism

Competitive Insight

MarketLine

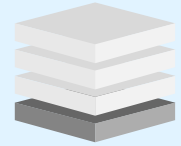
MarketLine Premium: Travel & Tourism includes 20 Company Strategy Reports for the leading Travel and Tourism companies globally.



 ACCOR HOTELS Feel Welcome AccorHotels Group	 American Airlines American Airlines Group	avis budget group Avis Budget Group	 DELTA Delta Air Lines, Inc.
 Lufthansa Deutsche Lufthansa AG	ENTERPRISE HOLDINGS.  Enterprise Holdings, Inc.	 Europcar group	 expedia inc. Expedia Inc.
<i>Enjoy the World</i>  Love, Peace, TRAVEL H.I.S. Co., Ltd.	Hertz Hertz Global Holdings	Hilton Hilton Worldwide Holdings Inc.	 Marriott Marriott International, Inc.
 Priceline Group Priceline Group Inc.	 上海锦江国际酒店（集团）股份有限公司 Shanghai Jin Jiang International Hotels (Group) Company Limited Shanghai Jin Jiang International Hotels (Group) Company Limited	 Sixt SE	Southwest Southwest Airlines Co.
 Thomas Cook Group Thomas Cook Group plc	 TUI GROUP TUI AG	UNITED  United Continental Holdings, Inc.	WYNDHAM WORLDWIDE Wyndham Worldwide Corporation

MarketLine Premium: Travel & Tourism Panel Analysis

Gain insight into the business confidence and procurement intention of Travel & Tourism leaders



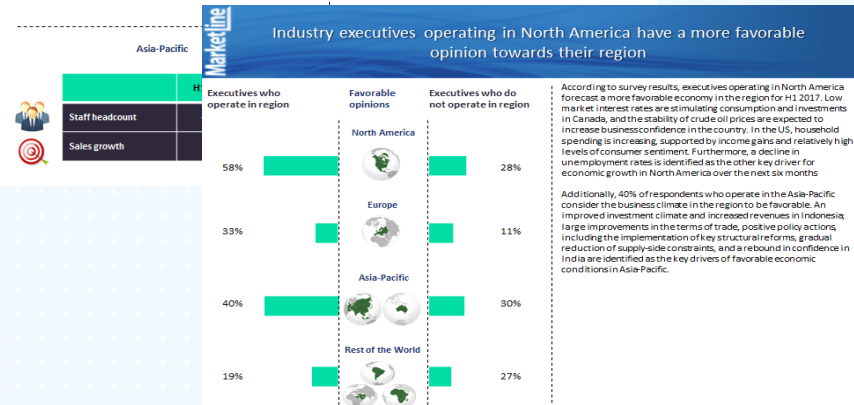
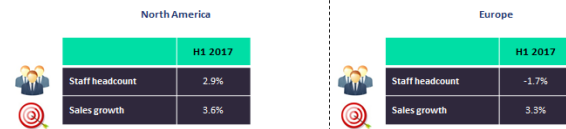
MarketLine conducts regular surveys of Travel & Tourism industry executives to ascertain Travel & Tourism business confidence and procurement insights. Access these insights through **bi-annual Business Confidence and Business Outlook and Procurement Reports**.

Business Confidence Reports reveal key executive opinions on the Global Travel & Tourism business environment, highlighting economic conditions, spending patterns, and key priorities to help you make informed strategic decisions.

Business Outlook and Procurement Reports showcase where key Travel & Tourism players are planning to expand into existing or new markets, and the outlook for new product development, M&A activity, capital expenditure, and IT infrastructure helping you better align investment strategies or procurement budget allocations.

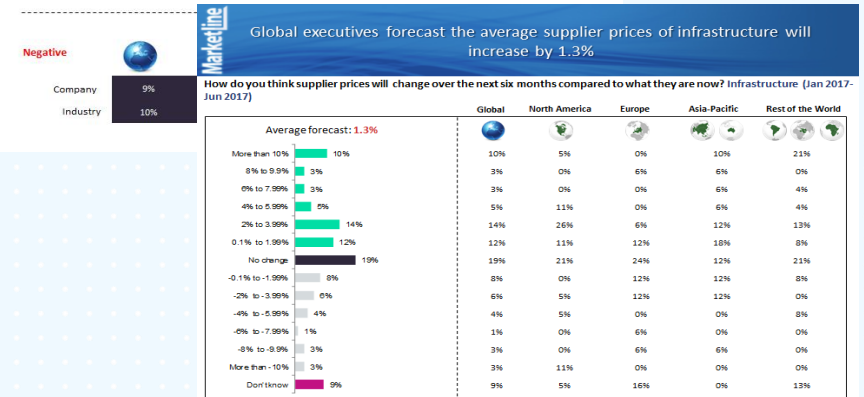
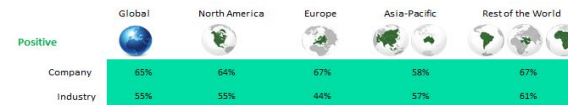
MarketLine
Respondents operating in the Rest of the World and North America anticipate the highest rise in sales growth in H1 2017

How do you think the following will change over the next six months compared to what it is now? (Average scores) (Jan 2017-Jun 2017)



MarketLine
Optimism towards company growth prospects is higher among respondents operating in Europe and the Rest of the World regions

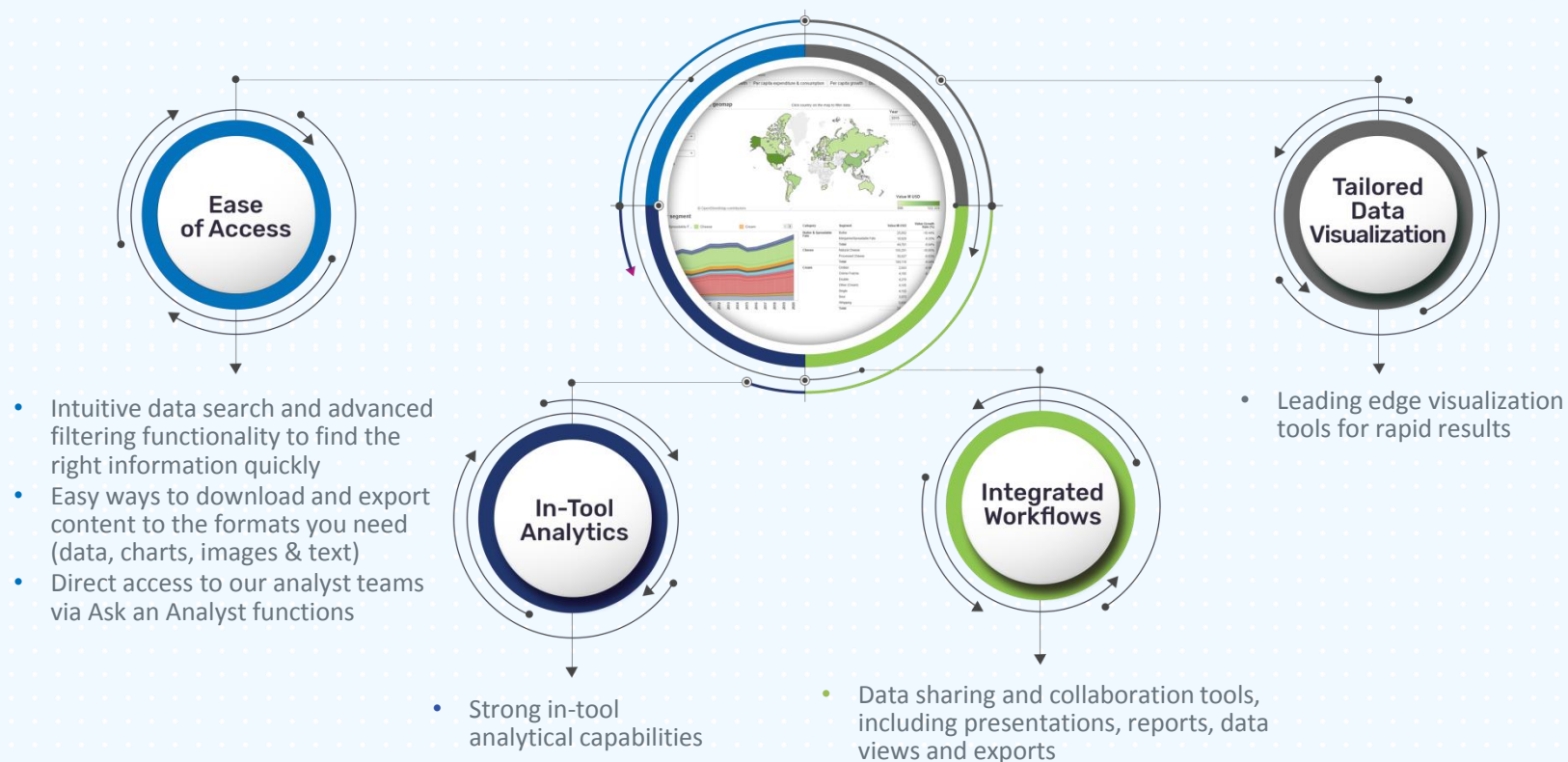
How optimistic are you about your industry's and company's growth prospects over the next six months? (Jan 2017-Jun 2017)



Tools to slot seamlessly into your workflow

Our platform makes it easy for users
to find the answers they're looking for, in the way they want

MARKETLINE PREMIUM: Travel & Tourism



MarketLine Premium: Travel & Tourism

Geographical Coverage

Our geographical coverage explores the latest movements in 55 key Travel & Tourism markets. With comprehensive insight across **30 markets**, we will help you be among the first to react to developments.



Market Data & Industry Reports

Market Data Only

Why choose us

In an information-rich world, finding facts you can rely upon isn't always easy.
MarketLine is the solution.

WHAT OUR CLIENTS SAY

"MarketLine provides us complete support in our activities. It offers up-to-date information and the website is dynamic and easy to use."

Ecuador Trade Commissioner, UK

"I am thrilled with the time-critical competitive and business intelligence detailed in the SWOT profiles! It is of outstanding value as well. I gleaned several immediate tactical and strategic actions to pursue."

**Consumer Insights Director
UK-based Insurer**

"People regularly ask for the SWOT on a particular company. These profiles have become the first place I go."

**Account Manager,
Leading US Advertising Giant**

"We find MarketLine very useful, particularly because of the company and industry analysis. It is not always easy to find analyst reports on companies, but having MarketLine helps a lot!"

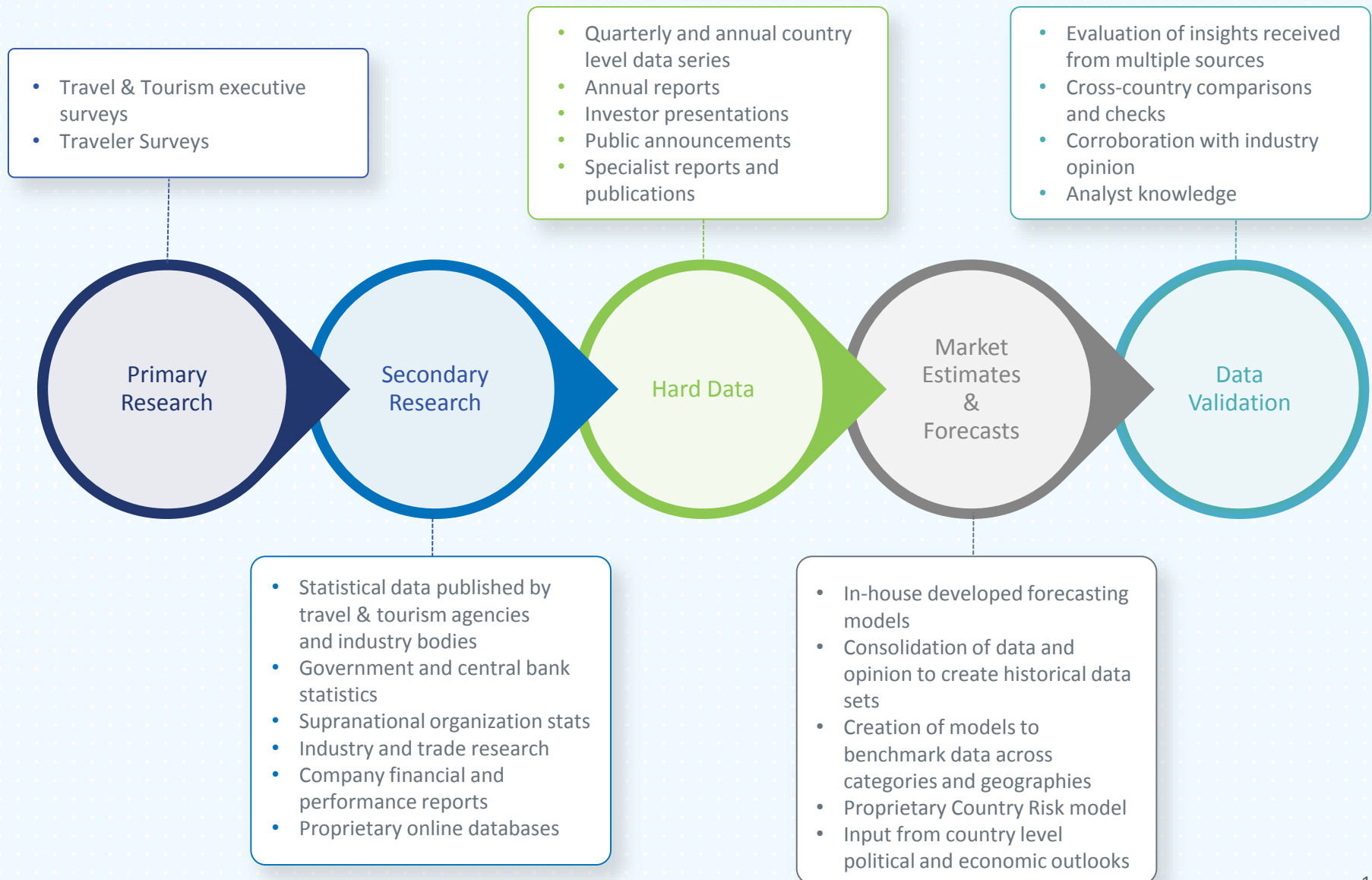
**Head of the Knowledge Centre,
Standard Bank Knowledge Centre,
South Africa**

OUR UNIQUE DIFFERENTIATORS

360 Degree Perspective
of Companies, Industries,
Countries, and Cities

Empower clients to decode the uncertain future they face by providing unique data, expert analysis, and innovative solutions all on one platform

Driving Industry Understanding of key levers and market dynamics that enable clients to make informed, timely and accurate strategic and tactical decisions.



Committed to serving you and your team



Account Manager



Client Services



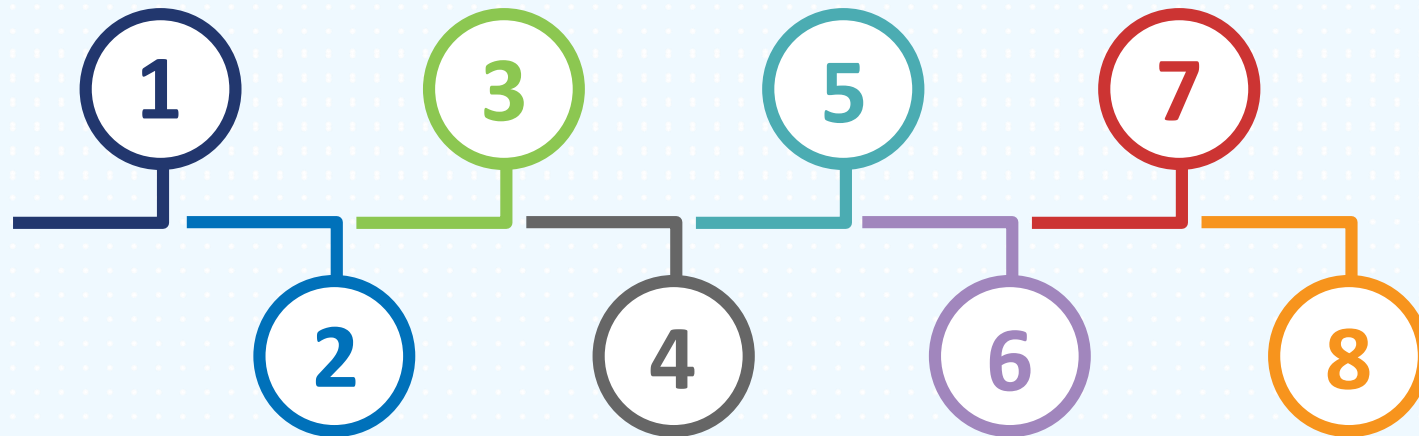
Analysts

Meet your dedicated
Account Management team

Personalized team
training on our platform

Insights-driven content
updates for improved
decision making

Reviewing your future
objectives and how we
will support execution



Integrating our
products into your
specific workflow

Direct interaction with
our analysts to translate
data into action

Thought leadership
and practitioner
insights across our
reports, webinars and
presentations

Proactive Client
Services support as an
extension of your team