

Tourism Reports

Read Fitch Solutions' latest independent assessment of market conditions, opportunities and trends with updated 5-year forecasts.

The strongest and most reliable view of the outlook for the tourism industry in the region's key countries.

Expert Industry View

A detailed summary of Fitch Solutions' key industry forecasts and views for the Tourism sector. Our dedicated team of analysts deliver their outlook for each market, with a full assessment of recent trends and developments and our view on how economic change and national factors will impact the sector.

Strategic Industry SWOT Analysis

Robust analysis of the major Strengths, Weaknesses, Opportunities and Threats facing the Tourism sector. We assess the risks facing each country market, the growth sectors to exploit and the competition to watch out for. Our SWOT Analysis is an essential tool for successful strategic planning.

Comprehensive 5-Year Industry Forecasts

Forecasts for all key indicators, supported by explicit assumptions, plus analysis of key downside risks to the main forecasts.

- **Inbound tourism:** Total arrivals ('000 and growth % y-o-y), arrivals by region ('000 and growth % y-o-y), top 10 source countries for arrivals.
- **Receipts:** International tourism receipts for transport services (USDbn and growth % y-o-y), international tourism receipts for travel items (USDbn and growth % y-o-y).
- **Hotels:** Hotel industry value (local currency and growth % y-o-y), number of hotels ('000 and growth % y-o-y), total overnight stays ('000 and growth % y-o-y), average length of stay, occupancy rate (%), number of total hotel rooms ('000 and growth % y-o-y).
- **Domestic and outbound tourism:** Total departures ('000 and growth % y-o-y), average tourist departure (per 1,000 of the population), domestic hotels and restaurants spending (local currency and growth y-o-y).

Unique Tourism Risk/Reward Index

Fitch Solutions' proprietary Risk/Reward Index provides financial institutions, tour operators and hotel chains, as well as leisure and infrastructure investors with a clear country-comparative assessment of the risks and potential rewards of Tourism markets across the region.

We score the attractiveness of each country market using more than 40 industrial, economic and demographic data points to provide clear indices, revealing the countries with the highest to lowest appeal to industry players. The country's score and ranking for each sub-index is fully explained, with reference to both industry and macroeconomic trends. Plus, this section contains a complete Security Risk Analysis, examining the impact of both domestic and international security concerns on the market outlook.

Complete Market Overview

A comprehensive overview of the tourism market in each country, covering: major destinations, attractions and tourism hubs; airports, domestic airlines and air travel connections; road, rail and port infrastructure for international and domestic travel; the hotels and accommodation market; domestic tourism strategy, policy and bilateral/multilateral agreements; and crime and security environment.

Competitive Landscape

Revealing insight into the key domestic and multinational players in the hotel industry in each country, evaluating the main players, the number of hotels owned by each company, geographical spread, brands, recent developments and strategies.