

Portugal Outbound - September 2014

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“The Portugal outbound market has been deeply affected by the country's weak economic conditions, but 2014 could prove to be an important turning point. After several years of recession, the EU's European Economic Forecast, Spring 2014, predicts that Portugal's GDP will grow by 1.2% in 2014 and 1.5% in 2015.”

This report looks at the following areas:

- What are the main factors hindering growth in the Portugal outbound market?
- What influence have economic difficulties in the Eurozone had on the Portuguese economy and its outbound travel market?
- What are the most popular destinations for Portuguese outbound travellers?
- Who are the major players in Portugal's tourism and transport industry?
- What role does the Internet play in shaping travel planning and just how prominent are online travel agencies (OTAs) in Portugal?

The Portugal outbound market is naturally constricted by the relatively small size of the population. The standard of living in Portugal is low by European standards since it has one of the lowest per-capita incomes, according to Eurostat. Foreign travel is a discretionary item and affordability is a barrier to many citizens. For those that do travel, a large proportion of citizens are travelling on a restrictive budget compared to Western European standards. Over half of all nights spent abroad involve the use of free accommodation from friends and family, according to the INE, outranking hotels as the most popular type of accommodation when abroad.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Other EU

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Mozambique

Angola

South Africa

Americas

Brazil

Other

Asia & Oceania

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Abreu Travel Group

Go4travel

Geostar

eDreams

Other

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