

City Travel Briefing: Addis Ababa

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Abstracts

The number of tourists to Addis Ababa has been following a positive growth trend in the past several years as a result of improved stability and infrastructure developments aiming to reposition the city as a regional tourism hub. Growth is expected to continue as more hotels come to the market and an increasing number of trade events continue to take place. However, Addis Ababa still faces challenges stemming from safety and security as well as competition among many rising cities in Africa.

Euromonitor International's City Travel Briefing: Addis Ababa report offers a comprehensive guide to this dynamic city destination. It reviews inbound, domestic and outbound tourism flows along with the main categories of travel accommodation, transportation and tourist attractions. It identifies the major trends and operators shaping the local market and offers strategic analysis of key factors influencing demand, including disposable income and connectivity.

Product coverage: Car Rental, Demand Factors, Health and Wellness Tourism, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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