

City Travel Briefing: Bogotá

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Abstracts

Bogotá is expected to remain a popular destination in Colombia due to its economic importance and attractions. Overall, dynamic infrastructure development and aggressive promotional strategies will help the city to step up and become a world-class and safe destination.

Euromonitor International's City Travel Briefing: Bogotá global briefing offers an insight into to the size and shape of the Travel and Tourism market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market from innovation, pricing, channel distribution to economic/lifestyle influences. Forecasts illustrate how the market is set to change and outlines the criteria for success.

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

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