

City Travel Briefing: Casablanca

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Abstracts

This report highlights Casablanca as a rising African hub for leisure and business tourism. Boosted by a rapidly expanding economy, the government has been investing to modernise infrastructure as well as to push Morocco's transition towards the digital age. From the revitalisation of the cultural scene of the city with a regional resonance, to becoming the unavoidable gateway to the great economic potential of Africa, Casablanca is on its way to the status of a global city.

Euromonitor International's City Travel Briefing: Casablanca global briefing offers an insight into to the size and shape of the Travel 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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Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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