

City Travel Briefing: Kiev

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Abstracts

Kiev has a good offer for leisure and business tourism opportunities, which have been recently enhanced through investment in local infrastructure and hotels to host the Euro 2012 football championship. However, the city faces some challenges, such as high prices of hotels and low standards, lack of affordable accommodation, and poor information services.

Euromonitor International's City Travel Briefing: Kiev 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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