

City Travel Briefing: La Paz, Bolivia

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Abstracts

La Paz is just becoming aware of all its natural potential to become an international destination. After being ranked as one of the world's wonder cities, tourism has quickly developed with the help of national and international campaigns that communicate its cultural and geographical wealth. Tourism efforts focus on educating service staff, improving transport infrastructure, airport and flight expansion, in addition to enhancing its tourist landmarks such as its emblematic cable car.

Euromonitor International's City Travel Briefing: La Paz, Bolivia 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.

Product coverage: Activities, Booking, Flows, Lodging, Travel Modes, Traveller Profiles.

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

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Pinpoint growth sectors and identify factors driving change;

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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Contents

Introduction

Macro View

Destination Dynamics

Future Outlook

Report Definitions

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