

City Travel Briefing: Mecca

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Abstracts

Mecca is home to the most sacred holy sites for Muslims around the world, attracting millions of tourists annually to perform religious duties. The Saudi Vision 2030 has increased investment in all sectors including tourism, and thus Mecca plans to double the capacity to accommodate more religious tourists. This is supported by other infrastructure developments such as high-speed rail networks, expansion of airports, and introducing digital solutions to assist pilgrims.

Euromonitor International's City Travel Briefing: Mecca 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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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
Appendix
Definitions

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