

City Travel Briefing: Moscow

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Abstracts

Moscow is the cultural, historic and business centre of Russia. Tourism development is one of the government's targets. Therefore, the city is changing greatly, with a new airport, local LCC active development, new hotel chains, bike-sharing scheme, tourism information centres and many other improvements. Moscow is active in international and local events development. Moscow enjoys growing popularity as a destination among domestic and international travellers.

Euromonitor International's City Travel Briefing: Moscow 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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Get a detailed picture of the Travel market;

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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