

City Travel Briefing: Munich

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Abstracts

In 2012, inbound tourism to Munich recorded a positive performance for the 10th consecutive year. Growth was driven by a strong performance both by traditional source markets, such as the US and Japan, and by emerging markets, such as the Gulf States and the BRICs. The city is an important business tourism destination, but the tourism council strategy is currently focusing on increasing cultural tourism. Shopping tourism from emerging markets is expected to be another factor in growth in the com...

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Contents

Introduction

Key Facts

Tourism Flows

Travel Accommodation

Transportation

Attractions

Report Definitions

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