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City Travel Briefing: Prague

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Abstracts

Prague is Eastern Europe's leading destination in terms of international city arrivals, and one of the most popular cities to travel to in the world. What makes Prague a popular travel destination is its rich heritage, safe environment, affordability, renowned beer culture, wide offer of activities for all types of travellers and well-developed tourist infrastructure. Prague benefits from a strong brand and industry recognition.

Euromonitor International's City Travel Briefing: Prague 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;

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Use five-year forecasts to assess how the market is predicted to develop.

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