

City Travel Briefing: Riyadh

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Date: November 2013

Pages: 26

Price: US\$ 2,000.00 (Single User License)

ID: C4569A007A4EN

Abstracts

Riyadh has strong potential for growth in tourism. It is the capital city of a booming economy, and home to thousands of foreign expatriates. And yet the city still lags behind much of the competition, in light of the cultural barriers and stringent laws that making it difficult to boost leisure tourism. Nonetheless, a variety of developments are taking place, including the airport's expansion plans, and the large number of international chained hotels opening their doors in the city.

Euromonitor International's City Travel Briefing: Riyadh global briefing offers an insight into to the size and shape of the Travel and Tourism 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: Car Rental, Demand Factors, Health and Wellness Tourism, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

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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