

City Travel Briefing: Santiago

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Abstracts

Santiago is the main entrance to Chile and a centre point to the varied landscapes of the northern and southern regions. Even though the last tourism campaign has driven the focus out of the capital, Santiago has gained a popularity of its own by being an obligatory destination for shopping, winter sports and wine tours. Getting through the city is easy and safe as it has one of the most modern subways in the world along with public bicycle rentals for more independent travellers.

Euromonitor International's City Travel Briefing: Santiago 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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