

City Travel Briefing: Shanghai

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Abstracts

Shanghai continues to see healthy increases in both international arrivals and domestic trips, although on-going concerns about pollution and the economic slowdown in China have reduced growth rates. Infrastructure is constantly improved to cater for higher leisure and business tourism flows. This includes the current expansion of Pudong International airport, several hotel openings by international chains, cruise terminal development and the opening of Disneyland Shanghai, set for June 2016.

Euromonitor International's City Travel Briefing: Shanghai 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;

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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