

# City Travel Briefing: Vancouver

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Date: April 2017

Pages: 25

Price: US\$ 1,325.00 (Single User License)

ID: C7AC8647862EN

## Abstracts

Vancouver is rapidly becoming a gateway to Asia Pacific, as a result of its aggressive airport expansion and tourism campaigns that focus on promoting the city as an all year-long international destination in targeting countries. 2016 was the city's third year of record tourist growth. Low oil prices have weakened the Canadian dollar, offering an opportunity for tourists to obtain better exchange rates when visiting the country.

Euromonitor International's City Travel Briefing: Vancouver 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.

### Why buy this report?

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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