

City Travel Briefing: Vienna

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Abstracts

Tourism in Vienna is on a steady upward trend, fuelled by leisure and business tourists, with record numbers of international arrivals and overnight stays in 2019. Although threats and weaknesses linger, Vienna remains a cultural and conference centre and is laying the foundation for further growth in tourism with strategic visions and significant infrastructure projects including the expansion of its main airport which is expected to further increase the number of international visitors.

Euromonitor International's City Travel Briefing: Vienna 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.

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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