

City Travel Briefing: Warsaw

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Abstracts

Warsaw is growing, offering tourists a wide range of activities, and creating new meeting places, business spaces and entertainment venues. With intense expansion and creativity, Warsaw is increasing its capacity to deal with diverse needs. The successful administration of a city is above all the creation of different ways in which to make use of its public spaces by not only its inhabitants, but also tourists and the world of business, and by all means Warsaw strives towards this.

Euromonitor International's City Travel Briefing: Warsaw 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.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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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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