

# City Travel Briefing: Zurich

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## Abstracts

Zurich is Switzerland's largest city and the most important gateway to the country. The city is an established business travel destination hosting an important stock exchange and being Switzerland's financial powerhouse. However, it is increasingly targeting leisure tourists through its picturesque lakeside location and attractive historical centre. Zurich boasts high standards of living and regularly ranks among the top world cities for quality of life in international surveys.

Euromonitor International's City Travel Briefing: Zurich report offers a comprehensive guide to this dynamic city destination. It reviews inbound, domestic and outbound tourism flows along with the main categories of travel accommodation, transportation and tourist attractions. It identifies the major trends and operators shaping the local market and offers strategic analysis of key factors influencing demand, including disposable income and connectivity.

**Product coverage:** Car Rental, Demand Factors, Health and Wellness Tourism, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

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

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