

City Travel Briefing: Amsterdam

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Date: August 2015

Pages: 43

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

ID: C4D2540DE08EN

Abstracts

The city of Amsterdam continues to build on its foundations as a tolerant and progressive city to ensure tourism remains a growth industry. By supporting business start-ups and using new and eco-friendly technologies, the city is showing its progressive pedigree. Through collaboration with surrounding municipalities, the city is looking beyond its own borders to support future growth. This puts Amsterdam in a good position to accommodate increasing visitor numbers.

Euromonitor International's City Travel Briefing: Amsterdam 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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