

# City Travel Briefing: Madrid

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## Abstracts

Madrid has enhanced its touristic profile in recent years. Madrid offers a wide range of possibilities, including cultural, gastronomic, sporting and leisure, for all kind of visitors. Business tourists continue to be essential and the city is improving in this field attracting new tradeshow every year. For the first time, in 2011 international tourists surpassed national tourists. Madrid has also improved its accomodation (especially high class accomodation) and infrastructure to facilitate ac...

Euromonitor International's City Travel Briefing: Madrid global briefing offers an insight into to the size and shape of the Travel and Tourism 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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