

# City Travel Briefing – Paris

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## Abstracts

Paris is one of the most prominent destinations in the world for both leisure and business tourism. Despite declines in hotel overnights during the global economic crisis, Paris's overall performance remained relatively strong, and 2010 represented a good year in terms of recovery after the crisis. This report examines Paris's recent performance and its current efforts to innovate its offer in order to remain among the world's most attractive destinations.

Euromonitor International's City Travel Briefing – Paris global briefing offers an insight into 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.

**Product coverage:** Car Rental, Demand Factors, Health & 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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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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## Contents

City Travel Briefing – Paris

Euromonitor International

March 2011

Introduction

The Paris Brand

Key Facts

Tourism Flows

Travel Accommodation

Transportation

Attractions and Activities

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