

# City Travel Briefing: Venice

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Date: July 2012

Pages: 33

Price: US\$ 2,000.00 (Single User License)

ID: C51B6DC2FD2EN

## Abstracts

Venice boasts a unique tourist offer thanks to its setting and architectural masterpieces. Tourism flows to the city recorded a very strong performance in 2011 and are expected to continue to grow in the coming years. This growth will be driven by the increased popularity of cultural tourism, by the measures implemented by the city council, including infrastructural improvements, and the organization of cultural events. Venice is also expected to benefit from its popularity in BRIC countries.

Euromonitor International's City Travel Briefing: Venice 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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## Contents

City Travel Briefing: Venice  
Euromonitor International  
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Introduction  
The Venice Brand  
Key Facts  
Tourism Flows  
Travel Accommodation  
Transportation  
Attractions and Activities  
Definitions

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