

Top 100 City Destinations Index 2021

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Abstracts

Smart cities are expected to spearhead urban development, as they rally their resources towards digitising and integrating innovative city operations. Key trends in urbanisation are likely to stem from sustainability-centric consumer demand, alternative mobility options and increased focus on health and safety. The Top 100 City Destinations Index highlights the attributes which will attract international investment and support resilience in time of adversity...

Euromonitor International's Top 100 City Destinations Index 2021 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 and Experiences, Lodging, Online Travel and Intermediaries, Tourism Flows, Travel Modes.

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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