

# **The 2022 Report on Scenic and Sightseeing Transportation on Land, Steam Train Excursions, and Horse-Drawn Rides: World Market Segmentation by City**

<https://marketpublishers.com/r/2E9315806A40EN.html>

Date: July 2021

Pages: 533

Price: US\$ 995.00 (Single User License)

ID: 2E9315806A40EN

## **Abstracts**

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

This study covers scenic and sightseeing transportation on land, sightseeing buses and trolleys, steam train excursions, and horse-drawn sightseeing rides as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for scenic and sightseeing transportation on land, sightseeing buses and trolleys, steam train excursions, and horse-drawn sightseeing rides is 4871. It is for this definition that aggregate latent demand estimates are derived. Scenic and sightseeing transportation on land, sightseeing buses and trolleys, steam train excursions, and horse-drawn sightseeing rides is specifically defined as follows:

4871 Scenic and Sightseeing Transportation, Land

48711 See industry description for 487110.

487110 This industry comprises establishments primarily engaged in providing scenic and sightseeing transportation on land, such as sightseeing buses and trolleys, steam train excursions, and horse-drawn sightseeing rides. The services provided are usually local and involve same-day return to place of origin.

4871101 Establishments primarily engaged in furnishing sightseeing buses where such operations are principally within a single municipality, contiguous municipalities, or a municipality and its suburban areas.

4871102 Establishments primarily engaged in furnishing horse-drawn cab and carriage passenger transportation.

4871103 Establishments primarily engaged in providing scenic and sightseeing railroad transportation rides. These establishments often use vintage or specialized transportation equipment. The services provided are local and usually involving same-day return to place or origin.

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