

# **The 2022 Report on Scenic and Sightseeing Transportation on Water: World Market Segmentation by City**

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## **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 water as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for scenic and sightseeing transportation on water is 4872. It is for this definition that aggregate latent demand estimates are derived. Scenic and sightseeing transportation on water is specifically defined as follows:

4872 Scenic and Sightseeing Transportation, Water

48721 See industry description for 487210.

487210 This industry comprises establishments primarily engaged in providing scenic and sightseeing transportation on water. The services provided are usually local and involve same-day return to place of origin.

4872101 Establishments primarily engaged in providing scenic, sightseeing and excursion water transportation. Generally, the trips are same-day return to place of origin.

4872102 Establishments primarily engaged in providing charter or party fishing boat services.

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