

City Profile - Basel; Comprehensive overview of the city, PEST analysis and analysis of key industries including technology, tourism and hospitality, construction and retail

<https://marketpublishers.com/r/CC05962BDBC6EN.html>

Date: December 2023

Pages: 34

Price: US\$ 250.00 (Single User License)

ID: CC05962BDBC6EN

Abstracts

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Summary

“City Profile %li%Basel” provides historical and forecast data on key city level metrics along with analytical coverage of the latest political, economic, social, technological, infrastructural, legal and environmental issues affecting Basel.

The report contains detailed tourism, retail, construction, technology and public infrastructure data and insight into economic, social, and industry trends.

Basel is the third largest region in Switzerland after Geneva and Zurich in terms of area, economic importance and population contributing 20.3% to the country's GDP in 2022. Basel metropolitan area's economy expanded by 2.5% in real terms in 2022, a decrease from the 4.7% growth in 2021, influenced by tighter monetary policies and sluggish global demand. The metropolitan area is dominated by life sciences and pharmaceutical multinational corporations, with logistics and chemical industries also played significant roles in revenue and employment.

Scope

The service sector remains the key contributor to the regional economy and the major employer in 2022

In 2022, the Basel tourism region welcomed 827,286 visitors, marking a significant 53.9% increase from the previous year's 537,312 visitors. This surge is attributed to eased pandemic restrictions and heightened business and leisure travel. Domestic tourists comprised 48.0% of the total visitors, while international visitors made up 52.0%.

Reasons to Buy

Gain a comprehensive knowledge of future economic and demographic trends and understand the performance of various sectors within the city.

Analyze and understand the business environment in the city to align your investment and expansion strategies.

The report helps to drive a conclusion in choosing a suitable city to invest or expand according to your business structure.

Explore new opportunities in the hospitality, tourism, construction, real estate and retail sectors.

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