

# **Lausanne - Comprehensive Overview of the City, PEST Analysis and Analysis of Key Industries including Technology, Tourism and Hospitality, Construction and Retail**

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## **Abstracts**

Lausanne - Comprehensive Overview of the City, PEST Analysis and Analysis of Key Industries including Technology, Tourism and Hospitality, Construction and Retail

### **SUMMARY**

“City Profile - Lausanne” 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 Lausanne.

Lausanne metropolitan area is part of Canton of Vaud of Switzerland. It covers a total land area of 2,819km<sup>2</sup>, according to Eurostat. The area's economy is dominated by tourism, financial intermediation, real estate; wholesale and retail trade; hotels and restaurants. Educational institute and strong research centres in fields such as science, technology, and engineering attract companies in the health related and technology sectors. The area's economic recovery remained uneven in 2021. The tertiary sector contributed the most to the area's gross value added (GVA) with a 69.1% share, followed by the secondary sector (29.9%) and the primary sector (1.0%) in 2021.

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

### **SCOPE**

The service sectors remain the key contributors to the area's economic output and the major employer too.

Lausanne is a key tourist destinations in Switzerland, for both domestic and international tourists. Business tourists are key source of revenue of the tourism and hospitality sector in the city.

## **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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