

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

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## **Abstracts**

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

### **SUMMARY**

“City Profile - Melbourne” 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 Melbourne.

Greater Melbourne is one among the 16 GCCSA (Greater Capital City Statistical Area) and is the second most populous GCCSA in Australia. Greater Melbourne has a significant economic and financial influence, accounting for a major of national GDP. Improvements in financial and insurance services, professional, scientific and technical services, and information services are expected to be major drivers of growth.

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

### **SCOPE**

The service sector remains the key contributor to the regional economy - and the major employer.

Greater Melbourne is a key tourist destination for both domestic and international tourists. Strong performance is observed in the construction sector with increasing employment and number of building permits issued.

## **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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