

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

<https://marketpublishers.com/r/C9781A9EC30EN.html>

Date: March 2022

Pages: 35

Price: US\$ 250.00 (Single User License)

ID: C9781A9EC30EN

## **Abstracts**

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

### **SUMMARY**

“City Profile - Santa Cruz” 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 Santa Cruz.

Santa Cruz metropolitan area also referred to as Santa Cruz-Watsonville is located in the state of California and spreads over Santa Cruz County in the US. The economy of the area is mainly dominated by the tertiary sector with more than 74% contribution to the total GDP. Improvements in construction, tourism and hospitality industry, and healthcare industry have supported the economic growth of the area

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.

Santa Cruz is a key tourist destination for both domestic and international tourists and suffered huge loss following the outbreak of COVID-19 pandemic in early 2020.

## **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.

## Contents

City Snapshot  
PEST Analysis  
Political  
Economic  
Social  
Technology and Infrastructure  
Communications  
Internal Transport Networks  
Connectivity  
Airports  
Business Environment Analysis  
Travel and Tourism  
Tourism Flows  
Hotels  
Attractions  
Events  
Construction and Real Estate  
Investment  
Real Estate Market  
Retail  
Retail Market  
Consumption, Income and Prices  
Appendix  
Sources  
Further Reading  
Ask the Analyst  
About MarketLine  
Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1: Santa Cruz metropolitan area - key facts (estimates), 2021

Table 2: Santa Cruz metropolitan area - real GDP and real GDP growth, 2000-25

Table 3: Santa Cruz metropolitan area - economic growth comparison (Index 2010=100), 2000-25

Table 4: Santa Cruz metropolitan area - GDP per capita comparison, 2000-25 (\$)

Table 5: Santa Cruz metropolitan area - employment structure, 2000-25 (% of total)

Table 6: Santa Cruz metropolitan area - main universities, 2021

Table 7: Santa Cruz metropolitan area - population comparison, 2000-25 (million)

Table 8: Santa Cruz metropolitan area - population by age, 2000-25 (% of total)

Table 9: Santa Cruz metropolitan area - mass transit network indicators, 2021

Table 10: Santa Cruz metropolitan area - Norman Y. Mineta San Jose International Airport: key indicators, 2017-21

Table 11: Santa Cruz metropolitan area - San Francisco International Airport, key indicators, 2016-21

Table 12: San Francisco metropolitan area - San Francisco International Airport, key indicators, 2017-20 (number)

Table 13: Santa Cruz County - hotel KPIs, 2019-20

## List Of Figures

### LIST OF FIGURES

Figure 1: Santa Cruz metropolitan area - real GDP and real GDP growth, 2000-25

Figure 2: Santa Cruz metropolitan area - economic growth comparison (Index 2010=100), 2000-25

Figure 3: Santa Cruz metropolitan area - GDP per capita comparison, 2000-25

Figure 4: Santa Cruz metropolitan area - employment structure, 2000-25 (% of total)

Figure 5: Santa Cruz metropolitan area - population comparison, 2000-25

Figure 6: Santa Cruz metropolitan area - population by age, 2000-25 (% of total)

## I would like to order

Product name: Santa Cruz - Comprehensive Overview of the City, PEST Analysis and Analysis of Key Industries including Technology, Tourism and Hospitality, Construction and Retail

Product link: <https://marketpublishers.com/r/C9781A9EC30EN.html>

Price: US\$ 250.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C9781A9EC30EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

