

5th edition 2008/09



the European Cities Visitors

REPORT

The European Cities' Visitors Report is the answer to our industry's most important questions.

The European Cities' Visitors Report 2008/09 contains more than 200 easily understandable graphical charts and gives destination managers, in addition to an extended commentary section, the following insights:

1. Which source market segments have the greatest potential for your city?
2. Could your city gain market share in the 11 key source market segments?
3. How are your closest competitors performing?

4. Is your city international?

5. Hard evidence for your political work, proving that city tourism is the fastest growing tourism segment and an engine for employment.

6. What is the economic impact of international tourism receipts in your city?

7. Strategic group analysis of city clusters (Which are your closest competitors in terms of source market dependency?)

8. A collection of expert articles commenting on the industry's latest developments.

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