

*5<sup>th</sup> edition 2008/09*

the  
**European**  
**Cities**  
Visitors

**REPORT**



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# The European

## 10 reasons to get The European Cities' Visitors Report

Yearly unique report in tourism research highlighting the ever-increasing importance of the rapidly growing city tourism segment.

Custom made for destination managers, marketing managers, tourism analyst researchers and marketing organisations. 'The Report' converts complex statistics into easily understandable graphs, a concept stemming from city marketing practitioners, who are experienced professionals from the inside of the industry.

Extremely comprehensive Report, comprising the tourism development of 100 European cities in 11 market segments.

'The Report' has been drafted by an independent institution based on a public accessible database (TourMIS) in collaboration with Modul University Vienna, and is therefore widely acknowledged as an independent and credible communication tool.

'The Report' investigates the potential and development of 11 national key source markets for European city tourism.

'The Report' proves the positive economic impact of city tourism on the lately strained national labour markets.

With its easy understandable and accessible graphs, 'The Report' gives the destination managers innumerable economic arguments to mobilize support from your local network partners.

All-embracing in its scope, there has never been before a report that analyses the development of European city tourism to such an extent and depth.

150 pages of invaluable information saving your city several 100 working hours in the analytical department.

Utterly competitively priced based on a non-profit model to serve European Cities Marketing members.

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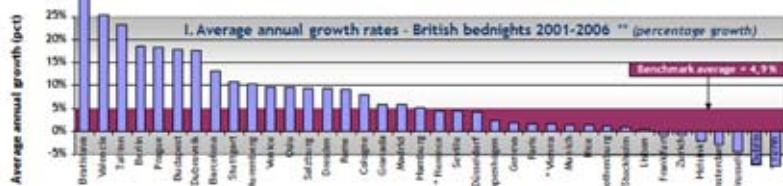
# Cities' Visitors Report

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

THE European Cities' Visitors Report 2008/09 will contain more than 200 easily understandable graphical charts and will give the destination managers, together with an extended commentary part, 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 were 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 an engine for employment.
6. 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 latest developments within our industry.

## 2.3 The Premier League Cities - British market



\* Benchmark cities that include data from the greater city region

\*\* 2006 values for Amsterdam & Copenhagen have an artificial trend break, the 2006 values from Rome & Venice are based on a trend publication from ISTAT. The figures of the British and other cities are EUROSTAT estimates (see under methodology)

# The European Cities' Visitors Report Order Form

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