

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

PEST Analysis | 2023-07-13 | 33 pages | MarketLine

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Report description:

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

Summary

"City Profile - San Diego" 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 San Diego.

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

San Diego metropolitan area (also referred to as San Diego-Carlsbad-San Marcos-Metropolitan Statistical Area) is one of the 382 metropolitan regions in the US. The metropolitan area has a strong presence of industry and service sectors contributing about 1.2% to the national GDP in 2022. The region's economy is anchored by the growth of the seaport, a robust information and technology industry, education, healthcare, international trade, hospitality, tourism, and innovation.

Scope

- The service sectors remain the key contributors to the regional economy - and the major employers.
- San Diego is a key tourist destinations in the US, for both domestic and international tourists. In 2022, San Diego's tourism sector experienced significant growth and implemented strategic measures for further development. The San Diego Tourism Authority (SDTA) played a crucial role in promoting the tourism sector in San Diego through implementing strategies like "Happy and You Know It".

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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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