Cities and Regions in the Global Economy

Influencing decision-makers through evidence-based research
Who we are

Oxford Economics is a world leader in global forecasting and quantitative analysis. Our worldwide client base comprises over 1,000 corporations, financial institutions, government organisations, and universities.

Founded in 1981, Oxford Economics employs more than 250 people in 15 offices around the world, including 150 economists, and draws on a network of 500 contributing researchers.

The rigour of our analysis, the calibre of our staff and other leading research groups make us a trusted resource for decision-makers.

www.oxfordeconomics.com/cities

What sets our cities and regions coverage apart

World-class economic team: An in-house team of 150 economists, the largest economics team in the private sector, including macro, industrial, financial, labour and urban economists.

Advanced models: Our world-class suite of global economic, industry and city models, which support a full range of forecasting and analytical functions.

Global reach: With offices around the world and a global network of 500 contributing analysts, we are able to provide in-depth data, analysis and forecasts on 200 countries, 100 industrial sectors and 3,000 cities.

Expertise in applied economics: Our economists are skilled at applying economic analysis to shed light on business strategies, public policies and future market opportunities.

Thought leadership expertise: With extensive experience in business editing and communications, our global thought leadership team present complex analysis in a clear, engaging way.

A distinctive brand: We have a globally recognised brand and a 30-year reputation for delivering objective and rigorous quantitative analysis.

www.oxfordeconomics.com
How we help our clients

**Forecast services:** We are the global leaders in cities and regional forecasting. Our various subscription services are bought by businesses and government agencies across the globe.

**Commissioned projects:** Every year we undertake large numbers of bespoke consultancy projects on issues to do with cities and regions, often as a result of competitive bidding, to address questions and challenges posed to us by our clients.

**Multi-client studies:** We also assemble groups of clients together to sponsor work on areas of common interest. A recent example is our project: London 2030.

**Briefings and presentations:** We provide clients with written briefings and we regularly present at clients’ conferences or at their internal events.

**Datasets:** We can provide clients with historical and forecast datasets covering key indicators, based on our best-in-class proprietary models.
Monitoring and briefing

**Benchmarking:** As competition between locations intensifies across the globe, our clients benefit from our ability to benchmark cities and regions, their structures and performance.

Our benchmarking studies range from economic competitiveness, to housing demand and supply, to innovation, to a host of social, demographic and economic variables. Benchmarking studies can inform investment decisions and the direction of policy, or simply provide a consistent method for monitoring, analysing and reporting on performance to a range of stakeholders.

**Tailored reports, analysis and presentations:** The economic and policy environment is changing fast and recent uncertainty in the wake of the global financial crisis has meant having an up to date grasp on socio-economic trends is even more challenging.

We regularly brief both private and public sector clients on a wide range of topics as varied as the clients themselves: from the impact of changes in government policies to emerging consumer markets in cities undergoing transition.

We often present at our clients’ external and internal conferences, as well as producing reports and analysis to shape management decisions, inform stakeholders and raise media profiles.

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### Rethinking Overtime

This report for the National Retail Federation examined the implications across different US states of changes proposed by the Department of Labor to the rules under which salaried workers in the retail and restaurant industries can be exempted from the right to receive overtime pay.

![Map of Rethinking Overtime](image)

### An economic analysis of Glasgow

On behalf of the Glasgow Economic Leadership Board we reviewed the performance of Glasgow’s economy, identified its key sectors, undertook a SWOT analysis, provided a forecast for the next 10 years, and estimated the fiscal impact of government devolving power to the city.

![Table of Glasgow's economic sectors](image)
Urban and regional development

Local economic audits and forecasts: A core capability of our cities and regions team is the production of local economic audits and, for most clients, forecasts. These are tailored to clients’ specific needs, but typically include demographic trends and how the economy has influenced them, labour market conditions, business statistics, productivity, wages, output and employment by sector, house prices and commuting, within the context of a macro overview highlighting global economic drivers.

Local economic planning: Our projections for employment, population and household formation are widely adopted by local planners. Because of the rigour of our work we are able to help local and regional government make robust and defensible decisions on issues such as future land use, transport and development priorities.

Strategic analysis: As the leading practitioners in thinking about prospects and drivers of change for local, regional and city economies we are increasingly asked to lead on strategy development. In 2013, for example, we developed an Integrated Economic Strategy for Belfast, led by the City Council, but encompassing a wide range of stake-holders including the city’s universities. The work included a SWOT analysis, a consultation exercise, development of key themes and recommendations for the future.

Bridging the Workforce Gap

This study for the Lehigh Valley Workforce Investment Board and Economic Development Corporation explored the strengths and weaknesses of the Lehigh Valley’s workforce, provided strategies for improvement and laid the foundations for a new council linking educational institutions and economic development agencies.

Competitiveness of Belfast

This report for Belfast City Council analysed the city’s economic competitiveness and its quality of life, compared to selected EU cities, using a range of economic and social variables.
Modelling and scenarios

**Local economic impact**: Both private sector developers and local government agencies commission us to undertake local economic impact studies. Examples include looking at the local economic impact of wind farms, the impact of building or closing nuclear power stations, and wider mixed-used plans such as the extensive investment that has occurred in the London growth boroughs. We estimate direct, indirect, induced and where possible catalytic impacts, and we produce robust reports on, and presentations of, our findings.

**Scenarios**: Developments are often only part of wider local plans. To enable policymakers and investors to make informed choices we also provide scenario analysis. This allows us to model how the outlook can change under different assumptions about the wider economic environment or with / without accompanying local policy changes.

**Custom datasets**: Our clients regularly ask us to construct custom datasets covering non-standard geographic locations and indicators that are of particular relevance to their business

**Bespoke models**: We also deliver bespoke economic models. These are user-friendly, based in Excel and incorporate user-screens. Once built they can be updated quickly and inexpensively, helping to save money on further consultancy costs.

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**Quantifying the aviation sector’s impact on Dubai**

This report sets out the contribution of the Emirates Group, Dubai Airports and the aviation sector as a whole to the economy of Dubai in 2013. It assesses the direct value of activity undertaken by the aviation sector as well as supply chain and employee spending impacts, plus the associated employment effects and the benefits of inbound tourism.

**The economic and social impact of the London 2012 Olympic and Paralympic Games**

Before the London Olympics, we assessed the impact of the Games, from July 2005, when the IOC awarded the Games to London, through to 2017 – five years after the closing ceremony. We examined the impact across construction and tourism, as well as the legacy impact on the labour market and the physical environment, such as housing, parks and green spaces.
Consumer markets

**European consumer spending forecasts:** We help our clients to plan their European market and brand strategies, by providing them with unique detailed consumer spending forecasts and historical data across 1,700 locations throughout Europe.

We forecast spending, prices and volumes for all 40 categories of goods and services, including alcoholic drinks, clothing, vehicle purchases, phones and phone services, hospital services, package holidays, restaurants and hotels, and insurance and other financial services.

**Global Cities 2030:** As part of this global service we forecast consumer spending values, volumes and prices for 40 categories of spending in 770 city-metros across the world. Categories range from energy and water to household appliances and hospital services, and the cities from the largest such as Tokyo and New York to the likes of Port-au-Prince, or Valetta in Malta.

**Bespoke consumer spending forecasts:** Most of our other cities and regions services contain top-level consumer-spending forecasts, and we are able to build bespoke detailed forecasting models for specific markets.

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**Consumer markets in Pompei**

We were commissioned by a private sector client to analyse and forecast the economy of, and retail markets in and around, the modern city of Pompei, near Naples. We benchmarked Pompei against a range of similar small Italian cities.

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**European consumer spending forecasts**

Our European consumer forecasts are used by clients who are interested in the evolution of spending patterns across markets. Our forecasts are driven by income growth, demographics and deeper economic factors such as employment and output.
United States Cities and Regions: This service covers 120 top metro areas and all 50 states in the USA. Clients have online access to our full dataset of trends and 15-year forecasts, including retail and auto sales, consumer spending, house prices and household incomes.

The service includes written explanations of the forecasts, plus detailed analysis of the strengths and weaknesses of the 50 metros, and occasional Research Briefings. Clients can access our US economic and global cities and industries research teams, as well as our webinars and client conferences.

Canadian Cities and Regions: This subscription service provides 15-year forecasts for Canada’s major cities and 10 provinces, plus the national economy. As well as full online access to our forecast dataset, the service includes regular written reports explaining the forecasts, detailed analysis of the strengths and weaknesses of the cities, plus occasional Research Briefings, and access to our economists and client webinars.

Latin American Cities and Regions: We forecast the 32 leading cities in Latin America, plus their national and where possible regional economies. The detailed coverage varies, but includes 15-year forecasts and historical data. As with our other services, clients receive full online access to our dataset, plus regular written reports and access to our economists and webinars.

Brookings
We work not just for governments and corporations but for think-tanks. In the United States we have an important relationship with the Brookings Institution and their highly regarded Metropolitan Policy Program.
Asia-Pacific

**Asian Cities and Regions**: Home to many of the fastest-growing cities in the world, Asia-Pacific is also one of the trickiest to find reliable data and forecasts for, at a city or regional level.

Our Asian Cities and Regions service fills that gap, providing regularly updated 15-year annual forecasts for key economic, labour-market and industry variables for 35 cities or city-regions from Mumbai to Tokyo, and from Shanghai to Sydney.

Clients get access to our full forecast dataset, regular written reports explaining the forecasts, headline analysis of city strengths and weaknesses, plus Research Briefings, and access to our economists, conferences and client webinars.

**Chinese Cities and Regions**: With the Chinese economy facing new challenges, the need to get below the national level has never been greater.

We forecast the economies of 282 cities and 30 provinces (or their equivalents) across China, based on official data and the expertise of our Chinese and cities research teams.

As with our other services, clients receive full online access to our forecast dataset, plus regular written reports explaining our 15-year projections and discussing key issues, plus occasional Research Briefings and access to our economists and webinars.
**EMEA**

**European Cities and Regions:** This service provides clients with forecasts for 1,700 cities and local economies across Europe. Subscribers receive our full 15-year forecast dataset, covering a broad range of economic indicators, updated quarterly, plus in-depth written analysis of the prospects for, and strengths and weaknesses of, Europe’s 25 top cities. These outputs are supplemented with occasional Research Briefings, and access to our economists, conferences and client webinars.

**European Local Consumer Markets:** This service is geared towards our consumer sector clients, and provides detailed 15-year forecasts for spending, prices and volumes across 40 categories and 1,700 cities and local areas in Europe. The categories cover the whole of consumer spending, ranging from alcoholic drinks to hospital services. Clients have full access to our economists, conferences and client webinars.

**Middle East and African Cities and Regions:** The Middle East and Africa are key target markets for many of our clients. This service provides 15-year forecasts for 150 cities, covering a range of economic, demographic and consumer indicators. These forecasts are fully consistent with our global economic and industry projections. Clients have online access to the data, regularly updated, plus access to our economists, conferences and client webinars.

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**Bright Continent: The future of Africa’s opportunity cities**

Bright Continent: the future of Africa’s opportunity provides forecasts to 2030 for cities for the largest 96 cities in Africa. It draws on Oxford Economics’ unique databank of forecasts of consumer spending by major goods and services, income levels, population, and leading economic indicators.

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**European Cities and Regions Outlook**
United Kingdom

United Kingdom Cities and Regions: Our longest-established cities and regions service provides unrivalled detail on prospects for the UK’s 12 nations and regions, including London.

We update our 15-year forecasts quarterly, and provide in-depth written reports explaining our forecasts, supplemented by occasional Research Briefings, as well as access to our economists, conferences and client webinars.

United Kingdom Local Economies: Many of our clients across both private and public sectors seek detailed forecasts for all of the UK’s cities and local economies.

So, as an add-on to our UK Cities and Regions service, we additionally forecast 391 local authority districts, providing 15-year projections for demographics, labour market trends, household incomes and spending, house prices, and output and employment across 19 sectors.

Clients have full online access to the forecast and historical dataset, as well as receiving all of the deliverables from the main UK Cities and Regions service.

London 2030

A consortium of real estate developers and transport operators commissioned us to undertake this in-depth analysis of London’s likely performance to 2030, including a range of scenarios and detailed research on housing and demographics, as well as such disruptive factors as new technologies and the UK’s possible withdrawal from the EU. We provided detailed forecast datasets for every London borough.

UK regional service

Our UK Regional Service covers output, employment and productivity for detailed sectors, as well as a range of other variables including personal incomes and spending, and the housing market, across all 12 regions. Because every client has their own way of splitting down the UK’s geography, we also provide a local area forecasting service for those who want it, and we undertake detailed local studies for a wide range of private and public sector clients, from property developers to retailers to local government.
Global Cities

Global Cities 2030: Our portfolio of cities and regions forecasting services provides unrivalled depth of analysis for cities and local economies across the globe. Each service employs official data and definitions, and our suite of forecasting models, to generate 15-year projections that are fully consistent with whichever geographies, sectors and other classification systems are used in each individual region and economy.

For clients who prefer to use globally consistent definitions of cities, sectors, demographics and spending behaviour, we have developed Global Cities 2030.

This service provides detailed economic forecasts to 2030 for 770 cities across the globe, using completely consistent definitions, allowing clients to compare the prospects for different cities across different continents.

Global Cities 2030 helps clients to make top-level decisions about market and investment strategies, secure in the knowledge that they are comparing like-with-like.

Clients have full online access to the full historical and forecast dataset, supplemented with top-line written analysis, occasional Research Briefings, and full access to our team of researchers, as well as invitations to relevant webinars and conferences.

Rapid-Growth Markets Forecast

Oxford Economics provided data to EY for their analysis of Rapid-Growth Markets (RGMs), which shows that the fastest-growing cities – particularly in Asia – will be the powerhouses of global growth. By 2030, half of the world’s top 50 cities will be the RGMs, up from a third now.
Travel and tourism

Global Cities Travel: This subscription service provides detailed 15-year forecasts and historical data for visitor numbers, by origin, across 300 cities, globally.

The service helps city governments and tourism agencies, as well as companies within the hospitality, retail and transport sectors, make pivotal marketing and planning decisions.

Clients of the service are able to access forecasts for inbound and outbound travel, including nights stayed and average spend, based on a combination of industry sources and Oxford Economics’ unique global macro-economic and cities forecasting capabilities.

The service includes summary reports with top-line findings, plus unlimited access to our online database, containing more than 75,000 indicators. We update the forecasts twice a year.

Bespoke analysis: We also provide individual clients with bespoke consultancy and data support. Issues that we typically tackle include: cost-benefit and return-on-investment analysis relating to major projects; expected shifts in travel opportunities across markets; forecast growth of middle and upper income travelers; and forecast destination rankings for visitor volume and spend.

Wish You Were Here: Music tourism’s contribution to the UK economy

This study, performed by Oxford Economics on behalf of UK Music, provides detailed evidence of the impact that music events and this new influx of fans have within every region of the UK, as well as practical examples of some of the many festivals, venues and companies that are helping to support this booming music tourism industry.

Tourism Forecasting Service

This study, performed by Oxford Economics on behalf of UK Music, provides detailed evidence of the impact that music events and this new influx of fans have within every region of the UK, as well as practical examples of some of the many festivals, venues and companies that are helping to support this booming music tourism industry.
### Global Offices

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<th>City</th>
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