Travel Business Analyst

Markets • Marketing • Strategy

EUROPE • APRIL 2010

Market Monitor

Percentage change unless noted otherwise. Latest months listed first. Sources not shown are usually relevant principals. E=estimate, P=provisional, TBA=Travel Business Analyst.

• World Travel Industry Index: Jan +7E; Dec +5E; Nov +2P; Oct +0.7; Sep +0.7; Aug -1.5; Jul -2.4; Jun -6.3; May -8.4; Apr -2.4; Mar -10.3; Feb -11.2; Jan -6.7. *TBA*.

• World airport passengers; ttl, intl: Dec +5.0 +5.1; Nov +4.4 +2.8; Oct +1.4 -0.7; Sep +1.3 -1.8; Aug -0.7 -3.0; Jul -1.4 -3.7; Jun -5.0 -7.8; May -7.7 -9.5; Apr -3.0 -1.8; Mar -8.3 -10.7; Feb -10.3 -11.3; Jan -6.2 -6.7; Dec -5.8 -5.7. *ACI*.
• World air traffic, RPKs: Jan +6.4; Dec +4.5; Nov +2.1; Oct +0.5; Sep +0.3; Aug -1.1; Jul -2.9; Jun -7.2; May -9.3; Apr -3.1; Mar -11.1; Feb -10.1. *IATA*.
• World hotel occupancy, pts: Jan +4.9; Dec +2.7; Nov +1.2; Oct -2.0; Sep +0.6; Aug -3.3; Jul -3.4; Jun -6.9; May -8.6; Apr -9.4. *TBA*.
• World travel stocks index, on 100: Feb 66; Jan 66; Dec 65; Nov 60; Oct 57; Sep 58; Aug 58; Jul 53; Jun 46; May 48; Apr 43; Mar 35; Feb 35; Jan 40. *TBA*.
• World visitor arrivals: Dec +2.0; Nov +2.1; Oct +1.4; Sep -1.0; Aug -2.4; Jul -3.2; Jun -7.6; May -10.7; Apr -1.6; Mar -12.8; Feb -10.1; Jan -7.6. *WTO*.

• Europe airlines international seat sales: Dec -0.1; Nov -1.3; Oct -2.1; Sep -4.3; Aug -3.3; Jul -3.2; Jun -6.6; May -8.4; Apr -2.5. *AEA*.
• Europe airport passengers; ttl, intl: Dec +2.6 +0.8; Nov +1.2 -0.7; Oct -2.1 -3.2; Sep -4.0 -5.4; Aug -4.1 -5.0; Jul -4.0 -4.6; Jun -7.3 -7.6; May -8.8 -9.4; Apr -4.5 -2.5; Mar -12.5 -13.2; Feb -13.8 -12.9. *ACI*.
• Europe air traffic, RPKs: Jan +3.1; Dec -1.2; Nov -3.0; Oct +0.9; Sep -4.2; Aug -2.8; Jul -3.1; Jun -7.1; May -9.4; Apr -2.7; Mar -11.6; Feb -10.1; Jan -5.7; Dec -3.4; Nov -3.4; Oct +1.8; Sep -0.5. *IATA*.
• Europe hotel occupancy, pts: Jan +4.2; Dec +3.9; Nov +0.8; Oct -2.1; Sep +8.4; Aug -0.4; Jul -1.3; Jun -4.9; May -7.6; Apr -11.4; Mar -3.6; Feb -10.5; Jan -9.6; Dec -5.8; Nov -10.3; Oct -4.3; Sep -0.7. *TBA*.
• Europe travel stocks index, on 100: Feb 52; Jan 53; Dec 50; Nov 47; Oct 47; Sep 48; Aug 49; Jul 43; Jun 40; May 44; Apr 41; Mar 33; Feb 35; Jan 39; Dec 43; Nov 42; Oct 42; Sep 50. *TBA*.
• Europe visitor arrivals: Dec -1.1; Nov -0.4; Oct -1.6; Sep -3.2; Aug -2.8; Jul -3.2; Jun -8.4; May -11.5; Apr -1.5; Mar -17.6; Feb -13.1; Jan -7.5; Dec -4.1; Nov -5.2; Oct -1.8; Sep -3.5. *WTO*.

• Air France-KLM seat sales (ttl, Eur/dom): Jan -3.2 -4.4; Dec -5.1 -6.1; Nov -3.0 -3.2; Oct -5.3 -6.1; Sep -5.3 -6.3; Aug -3.8 -4.7; Jul -4.5 -5.5; Jun -6.1 -6.4; May -7.8 -8.0; Apr -3.7 -4.7; Mar -9.8 -10.0; Feb -8.1 -9.5; Jan -6.1 -8.8; Dec +0.2 -0.4.
• American Airlines seat sales: Feb -4.1; Jan +0.0; Dec -2.8; Nov -0.5; Oct -4.2; Sep -3.7.
• Amsterdam airport passengers: Dec + 2.0; Nov -3.4; Oct -6.8; Sep -6.6; Aug -4.9; Jul -6.4; Jun -12.4; May -11.6; Apr -6.3; Mar -14.5; Feb -13.7; Jan -9.0; Dec -5.7; Nov -5.8; Oct -2.4; Sep -2.9.
• Austria visitor arrivals: Jan +0.0; Dec -2.5; Nov -3.7; Oct -5.7; Sep -0.1; Aug +3.8; Jul -2.9; Jun -4.8; May -12.0. *Tourmis*.

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World, Europe, Germany

Outbound travel

Analysis of findings in surveys from IPK, which produces the ITB World Travel Trends Report (sponsored by ITB Berlin), on outbound travel worldwide, Europe, and Germany.

IPK reckons its surveys cover markets producing 90% of the world outbound market. In 2008 it added surveys in Chile, Mexico, and Peru.

Although IPK's studies track outbound travel, the company frequently reproduces data from the WTO (which tracks inbound travel), and mixes the two. More than most, IPK knows these measures are not the same – outbound travel counts do not match, and are smaller than, inbound travel counts. But as with much of IPK's data, the user must discover the caveats himself.

Key findings:

• **Worldwide outbound**. IPK stopped reporting total number of trips after 2007 (when it reported 790mn). *Its reported 4% fall in 2009 (compared with 2% growth in 2008) appears to be an inbound measure. Likewise, its continents breakdown is based on arrivals, not departures;* this shows a 6% fall (+1%) in Europe, -5% (+4%) in the Americas, and -2% (+1%) in Asia Pacific.

• **Europe outbound**. Trips down 6% to 395mn (+2% in 2008, +5% in 2007); overnights down 12% to 3.50bn (0%, +5%); spending down 13% to US$461bn (+2%, +7%; at US$1 to €0.72). For 2009, these result in a trip-length of 9 nights (down 5%), trip-spend US$1167 (-5%), spend-per-night US$135 (+1%).

Holidays (representing 71% of the total) fell 5%, business fell 8%, but VFR (which might have looked likelier to hold in an economic slowdown) fell 10%. Short-trips (1-3 nights) increased 1% but longer-trips fell 10%. In theory, and relatively, a short-trip costs more per-day than longer ones. Air travel fell 8%;

Table 1

Outbound trips from Europe markets, 2009

Market	No,mn	Growth,%	Destination	No,mn	Growth,%
Germany	73	-4	Spain	46	-10
UK	56	-12	France	36	-11
France	31	-1	Germany	36	-3
Netherlands	23	-5	Italy	32	-4
Italy	22	-5	Austria	22	-2
Russia	18	-12	UK	21	-8
Spain	17	-8	Turkey	18	1

Notes: TBA estimates from IPK data. Source: IPK, ITB, Travel Business Analyst.

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contd from p1 – Market monitor

• Berlin hotels; occupancy (pts), rate: Jan +3.6p +8.0; Dec -0.9p -3.5; Nov +7.0p -4.1; Oct -0.3p -13.1; Sep -4.8p -6.1; Aug +1.2p -8.5; Jul +3.2p -5.9; Jun -3.7p -5.8. *TRI.*
• Berlin Tegel airport passengers: Dec +0.8; Nov +2.4; Oct +0.6; Sep -1.0; Aug -1.9; Jul +1.7; Jun -1.2; May -3.3; Apr -5.4; Mar -0.8; Feb -10.7; Jan -8.0; Dec -2.3. *ACI.*
• British Airways seat sales (ttl, Eur/dom): Jan -8.0 -8.7; Dec -4.4 -4.7; Nov -3.4 -3.3; Oct -4.0 -2.8; Sep -2.9 -1.7; Aug -3.8 -4.7; Aug -1.7 -2.3; Jul -1.2 -3.1; Jun -4.9 -5.8; May -7.3 -7.8; Apr +1.3 +1.4; Mar -8.2 -8.7; Feb -10.1 -12.0; Jan -4.0 -6.6; Dec -4.5 -5.2.
• Cathay Pacific RPKs, Europe: Jan -1.3; Dec -5.7; Nov -13.1; Oct -12.2.
• Delta Airlines seat sales: Feb -4.6; Jan -4.4; Dec -7.5; Nov -5.3; Oct -5.7; Sep -4.0.
• Dubai airport passengers: Dec +14.5; Nov +12.6; Oct +11.7; Sep +19.5; Aug +10.7. ACI.
• France visitor arrivals: Sep -4.4; Aug -0.9; Jul -1.3; Jun NA; May NA; Apr -2.7; Mar NA; Feb -18.1; Jan -5.9; Oct -3.8. *WTO.*
• Frankfurt airport passengers: Feb -1.0; Jan +3.5; Dec +2.3; Nov -0.2; Oct -1.9; Sep -4.7; Aug -0.4; Jul -3.3; Jun -5.6; May -6.3; Apr -4.7; Mar -9.2; Feb -13.3. *ACI.*
• Germany visitor arrivals: Nov +7.3; Oct +0.5; Sep -1.1; Aug +1.6; Jul -0.5; Jun -8.1; May -3.8; Apr -8.2; Mar -7.5; Feb -9.9; Jan -9.0. *WTO.*
• Hawaii visitor arrivals: Feb +0.8; Jan +2.2; Dec +3.2; Nov -1.4; Oct -0.3; Sep +7.7; Aug +0.3. *STO.*
• Italy visitor arrivals: Oct +2.8; Sep +3.9; Aug +9.2; Jul +4.3; Jun -6.1; May -8.2; Apr +5.2; Mar -6.3; Feb -3.3; Jan -6.5; Oct -1.8. WTO.
• Japan Airlines seat sales Europe: Jan -6.1; Dec -8.5; Nov -6.1; Oct +10.0; Sep +4.4; Aug +3.2; Jul -6.1; Jun -15.9.
• Jet Blue Airways seat sales: Feb +0.1; Jan +5.9; Dec +6.4; Nov +6.6; Oct +7.5; Sep +12.3; Aug +4.4; Jul +4.0; Jun +0.6.
• London airports international passengers, Heathrow Stansted: Feb +5.7 -5.6; Jan +0.8 -5.5; Dec +1.9 -2.2; Nov +1.9 -2.2; Oct +1.6 -8.7; Sep +0.1 -10.6; Aug +0.6 -6.4; Jul +1.2 -4.3; Jun -2.9 -10.2. *BAA.*
• London hotels; occupancy (pts), rate: Jan +3.4p +4.2; Dec +5.0p +3.4; Nov +6.8p +2.7; Oct +3.5p -3.9; Sep +3.9p -3.9; Aug -0.8 -7.9; Jul +3.0p -13.7. *TRI.*
• Lufthansa seat sales (ttl, Eur/dom): Jan -1.0 -2.9; Dec +3.0 +2.2; Nov +1.2 +1.4; Oct +1.1 +1.5; Sep -2.0 -1.9; Aug +0.4 -1.1; Jul +0.3 +0.0; Jun -5.5 -1.6; May -5.1 -3.1; Apr -6.1 -4.5; Mar -2.3 -1.9; Feb -10.5 -9.1; Jan -9.3 -7.6; Dec -3.7 -2.2; Nov -2.3 -3.5.
• Netherlands visitor arrivals: Dec -0.3; Nov -0.3; Oct -0.3; Sep -0.4; Aug -0.7; Jul +3.8; Jun +6.4; May -9.6; Apr +13.9; Mar -21.3;

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Table 2

Outbound destinations, % share

Destination	From Europe			From Germany					
	IPK 2009	IPK 2008	IPK 2007	IPK 2009	FUR 2009	IPK 2008	FUR 2008	IPK 2007	FUR 2007
Austria	6	5	5	16	6	15	6	15	6
France	9	10	10	5	3	6	3	7	3
Germany	9	9	9	na	na	na	na	na	na
Greece	3	3	3	4	3	4	3	4	4
Italy	8	8	8	14	8	14	7	14	7
Spain	12	12	13	16	13	17	13	17	13
Turkey	5	4	4	8	6	8	7	6	6
UK	5	6	5	NA	NA	NA	NA	NA	NA

Notes: Those in underlined italics are not in top-5. See relevant text for qualifications. Source: As shown.

only increase was in car travel (+1%).

Of the main markets, see Table 1, the UK fell fastest, by 12%. Relatively, the France market held up best, with a fall of only 1%. That does not match air-traffic patterns, however, which show a 4% fall.

In terms of destinations, Spain's 10% is a big drop given the destination's size. Germany did slightly better than the other 30mn-plus destinations – possibly helped by the 20th anniversary of the fall of the Berlin Wall (see report on Berlin later).

IPK has also detailed findings on low-, medium-, and high-spend – but has mis-categorised this into per-trip spend rather than per-night spend. As a result, most longhaul travellers end up in the high-spend, and most shorthaul in low-spend. For this reason, we have not further analysed IPK's findings.

Many reports comment that older travellers are travelling more. IPK echoes that sentiment, although its data does not show this. Over 2004-8, travel by those over 55 increased 21% (giving it a current share of 26%), but the much-bigger 15-54-years group increased 17%. Not surprisingly, leisure accounts for the largest share of travel by seniors - 71%. But perhaps it is a surprise that business takes an 11% share, which is not much below the 15% for the whole Europe market.

• **Germany outbound**. International trips were down 4% in 2009 (flat in 2008, +2% in 2007) at 73mn; overnights down 10% (only total-including-domestic given in 2008; up 5%, +5% in 2007) at 641mn; spending -6% (total; +6%, +1%) at US$86mn, US$1189 per trip, US$137 per night.

In categories, holiday travel fell 4%, VFR and other private (13mn, compared with 10mn for business) -4%, business -5%.

See also FUR report, below.

• **Forecasts**. IPK expects Europe outbound to fall or grow 1% in 2010, North America outbound to fall 5%, and Asia outbound to grow 4%.

• **Difference** with FUR, see Table 2 and report below. There is a marked difference with destinations covered by FUR's research, seemingly greater that could be expected by the difference in criteria – IPK is all travel, FUR is holiday only.

One interesting difference is Turkey. IPK shows 2% growth, FUR an 18% fall. IPK is sponsored by ITB whose US$1mn-marketing partner in 2008 was Turkey. If that resulted in a fall the following year, ITB's marketing message would be weakened.

Given other queries on FUR data (see next report), we would question the FUR total, but nevertheless, ITB should make some clarifying comment.

(Turkey's own figures show a 1.6% growth in visitors from Germany in 2009.)

Germany 1

Holidays from Germany

FUR* says international holiday trips from Germany increased 1% in 2009 (+2% in 2008). Compared

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with 20 years earlier, that means a growth of 20% and 10mn more trips, see Table 1.

The indications are that the famed Germany outbound market is in steady decline, but FUR's analysis does not build confidence. FUR said the 2007 decline was a switch from quantitative growth to qualitative demands – even though one indicator of quality, spend, was also in decline. *Did growth in 2008 mean the opposite – quantitative rather than qualitative, even though spending increased, then back to qualitative in 2009?*

The market's travel propensity (based on domestic and international travel) fell to 75.7% of the population - 76.2% in 08, 73.6% 05, and 75.9% in 00, but 77.8% in 1995. The number of trips per traveller has been steady – at 1.30 trips in 2009 and 2008, 1.34 in 05, and 1.29 in 00; the 1.36 in 2004 was a 10-year-high.

Unfortunately, unexplained inconsistencies in some FUR findings make a destination analysis difficult. For instance, the France total was shown to have fallen 20% in 2002 – a gigantic collapse for such a large market. FUR did not attempt any explanation then, but further large changes for 2003 (down 14%), 2004 (up 22%) and 2005 (down 17%) indicates that FUR does not believe such changes require flagging. France fell out of the top-5, but was back in 2008 following a similar-sized downwards lurch by Greece.

We can see no reason – or other indicators – for such fluctuations. For instance, Germany's counts show air travel between the two fell 8% in 2009, and France's counts show a 6% drop, so could there really have been a 12% increase in holiday traffic (which, admittedly, includes non-air), which concomitantly would mean a big fall in non-holiday travel? FUR shows no indication of recognising these large discrepancies.

In 2009, it was the turn of Turkey, recorded as falling 18% – even though other destination data indicates growth. As a result, Austria is shown moving into 3rd place after Spain and Italy.

We have long criticised FUR's treatment of the UK. At one time, it was combined with the US - both significant destinations, even if small. This has now changed, but not a great improvement – UK is included with a bunch of destinations in Europe, including France. It is still not separated. This is not a matter of size; Croatia warrants its own count, for instance!

As years pass, observers will assume that FUR's work – comprehensive as it is – is primarily an academic ex-

contd on p4

Table 1

International holiday travel from Germany, %

Year	Travellers	Growth,%	Trips	Growth,%	Trips/traveller
2009	49.0	-0.8	64.8	1.3	1.32
2008	49.4	2.1	64.0	1.7	1.30
2000	44.0	-1.0	62.2	-0.6	1.41
1990	43.2	32.5	54.6	NA	1.26

Source: Studienkreis fur Tourismus to 1999, FUR from 2000.

Table 2

International leisure trips from Germany

Destination/	2009				2008	2005	2000
item	No,mn	Growth,%	AAGR,%	Share,%	Share,%	Share,%	Share,%
Spain	8.3	0.5	-0.7	12.8	12.9	13.5	14.1
Italy	5.1	11.1	-1.4	7.9	7.2	7.7	9.3
Austria	3.8	-3.6	-0.8	5.9	6.2	6.3	6.6
Turkey	3.7	-17.6	2.7	5.7	7.0	6.6	4.7
France	2.0	12.1	-2.0	3.1	2.8	3.0	3.9
Longhaul	4.2	6.1	-4.0	6.5	6.2	6.1	9.8
By air	34.0	1.3	5.2	52.4	52.4	52.4	34.6
By vehicle	22.2	0.7	-3.5	34.3	34.5	32.9	49.2
Package tour*	29.2	-21.4	NA	45.0	58.0	NA	43.4
In hotel	36.9	-3.0	NA	56.9	59.4	60.0	NA

Notes: See text for qualifications and disclaimers. Markets above 2mn in 2009. AAGR = average annual growth rate, 2000-9. *Redefined in 2009; criteria not known. Source: Forschungsgemeinschaft Urlaub und Reisen.

ZERO

An occasional column/section/report on the travel business and the environment

Meeting Green

• **Adelaide** Convention Centre, due to stage a Clean Energy Council meeting next month, claims "continual reduction of energy consumption". This seems to stretch belief - because given current technical limitations, reduction has to stop somewhere.

ACC also relies a lot on offset *(which we term 'live-bad-feel-good')*. For a Clever Green conference in February, it planted trees to offset the 10 tonnes of CO2 emissions generated by the event.

• The **Bangkok** Convention Centre – at the Central World complex which includes the Centara Hotel – is aiming for Green Globe-certified 'Silver Status'.

But the secrecy that surrounds Green Globe (a for-profit private company) and actual achievements by certificate holders, risks threatening credibility.

All the broad categories seem to be there – such as energy consumption, water consumption, waste, etc - but not the details to enable outside observers to determine the value of implementation.

As the BCC has a formal policy to respond to queries on its performance targets, we presume that it will eventually reveal their values.

• **Copenhagen** wants to be 'The Capital of Sustainable Meetings'. This is despite being the venue for the failed climate congress last December – or perhaps because it does not want to be associated with that failure, which was obviously nothing to do with Copenhagen.

This month, the Denmark government is due to present a white book *(should it be green?)* entitled Copenhagen Sustainable Meetings Protocol. It wants the UN to endorse a recommendation that climate conferences and other meetings be developed along the guidelines in CSMP.

Presumably Copenhagen/Denmark want CSMP to become the 'Kyoto Protocol' of the meetings business.

• Messe **Berlin** has cut fuel consumption by 20% and CO2 by 15% at its exhibition site - the giant 20-hall complex where ITB Berlin and other events are held.

MB meets 30% of its electricity requirement by using the more-efficient combined heat-and-power system.

contd from p3 – Germany 1

Table 3

Spend on travel and trip length in holiday travel from Germany

Year	Per trip per day,US$*	Growth, %	Trip length, days	Growth, %
2009	91	-1.7	12.5	0.0
intl	102	2.0	13.2	-2.2
2008	93	3.0	12.5	0.0
intl	100	9.5	13.5	6.3
2007	90	-1.7	12.5	-1.6
intl	98	2.6	13.5	-1.5
2006	92	-9.0	12.7	-5.2
intl	100	19.0	13.7	1.5

Notes: *Converted at US$1 to €0.72. Source: FUR.

ercise, and any marketing analysis of trends comes partly by accident.

Apart from Turkey's slip, see above, there were few significant changes in 2009 in the shares of Germany's top 11 holiday destinations (we count 'longhaul' as the 12th; *as noted above, the UK is not separated; we estimate it is 7-8th largest).*

Spain was steady, and it is still 70% larger than No 2, Italy, see Table 2. Spain's average annual growth has been slipping this decade, by 1%, but so have most destnations, apart from Turkey. Italy's count grew fast, but it is well below its 6mn peaks in 1999 and 2001.

Austria, after a sizeable fall in 2000, had two years of growth, then four years of decline before picking up again in 2007 and 2008. Its higher ranking in 2009 came because Turkey fell faster, not because Austria grew.

Spending on travel looks encouraging, but continuing changes in exchange rates have probably made interpretation of these figures a rough guide only. In 2009 spending-per-international-trip-per-day increased 2%, see Table 3. That followed a near-10% growth in 2008, and was despite a 2% fall in trip length.

FUR also does not attempt analysis of means of transport – probably because there are often unbelievably large changes. For example, FUR wants us to believe car/campervan travel share decreased 24% in 2003 and air increased 58%. Sorry, but that is simply wrong, even if FUR's researchers produced such figures. As a result, we do not analyse this segment, apart from noting that air share has apparently increased this decade from 35% to 52%.

We are also cautious about commentary on package tours – shown as increasing from a 43% to 58% share up until 2008. That was during a period when most industry commentary assumed a decline in this sector. FUR was silent on this apparent discrepancy, but a new level in 2009, putting the number much lower, may be an answer.

*(*FUR – Forschungsgemeinschaft Urlaub und Reisen, an independent association of users of travel research - measures only holiday trips for those aged above 14, and for trips at least five days. Shorter leisure trips, business travel etc, is not included.)*

Germany 2

Capital counts

Berlin, Germany's capital, had another good year in 2009, with an increase of 6% in overnights, and an extraordinary average annual 10% growth since 2000, see table. Berlin had a special marketing pull for 2009 – 20 years since the fall of the Berlin Wall.

Another factor is fast 17% growth from Italy, making it the major source of visitors – passing a fast-falling UK. Another factor has been the arrival of Spain as a major source market; now 4th largest for Berlin, it has grown an average 19% each year since 2000, when it was 11th largest. Given Spain's economic troubles, this could be expected to slow, but towards the end of 2009 it was actually growing.

Unfortunately, Berlin's visitor office does not define business or leisure visitors – and this could be an important factor in results 2008-10.

Slightly slower growth in Berlin's MICE traffic indicates growth was more in leisure travel. Berlin in 2009: 108,500 events, up 4% (104,600, +3% in 2008), with 8.26mn participants, up 1% (8.15mn +2%); 5.0mn bednights, up 6% (4.7mn +5%); average meeting length of stay increased from 1.6 days in 2007 to 1.7 in 2008 and 2009.

Visitor overnights in Berlin

Source	2009					2000		
	No, x1000	Growth, %	AAGR, %	Share, %	LoS, days	No, x1000	Share, %	LoS, days
Italy	721	16.5	12.0	9.7	2.9	261	8.4	2.9
UK	702	-5.8	9.6	9.4	2.4	307	9.8	2.4
Netherlands	630	6.7	13.3	8.5	2.6	205	6.6	2.6
Spain	573	2.6	18.5	7.7	3.0	124	4.0	2.8
US	586	3.5	3.8	7.9	2.4	417	13.4	2.7
International	7458	5.8	10.2	100.0	2.6	3120	100.0	2.6

Notes: AAGR = annual average growth rate, 2000-9. Source: Berlin Tourismus Marketing, Statistiches Landesamt Berlin, TourMIS.

Briefs

• Hungary-based **Wizz Air** sold 7.8mn seats, up 33%; its target was 8mn.

We estimated it would sell about 6.25mn seats in 2008, up around 20%, but this result indicates the 2008 total was 5.86mn.

• **Cruise Britain** – a body operated by the Passenger Shipping Association, cruise-related companies, and Visit Britain – reports 733,000 passengers, up 3%, joining a cruise at a UK port in 2009. Visits by cruise passengers to UK ports were 448,000, up 7%.

• **Turkish** airlines targets 31mn seats sold this year, with capacity up 29% and 11 new routes. That would represent 26% growth; its growth in 2009 was 12%, so that 2010 target still looks tough.

Turkish's share of the AEA market is 7%; it is aiming for 9%.

• **Choice** Hotels reports adding 1.8mn new members to its frequent guest program (FGP) in 2009 – although only 50,000 were in Europe - which gave it 9mn members. It says this was achieved through promotion, not special offers, although it also added members from what was a separate Choice FGP in Australia.

This year the target is to add another 1.8mn new members – which will include adding the separate Scandinavia FGP.

Separately, Choice has budgeted to add 16 hotels in Central Europe in 2010.

contd from p2 – Market monitor

Feb -12.1; Jan -8.6; Dec -10; Nov -10; Oct -10; Sep -15. *WTO.*
• Paris CDG airport passengers: Dec -2.2; Nov -2.2; Oct -1.9; Sep -4.3; Aug -4.5; Jul -4.4; Jun -6.5; May -7.1; Apr -1.9; Mar -9.0; Feb -8.7; Jan -6.4. *ACI.*
• Paris hotels; occupancy (pts), rate: Jan -4.1p +0.1; Dec -2.8p -4.5; Nov +0.9p -7.6; Oct -0.3p -15.3; Sep +6.6p -17.1; Aug -7.6p -7.9; Jul +2.1p -5.5; Jun +1.1p -0.7; May -5.8p, -13.7. *TRI.*
• Rome FCO airport passengers: Dec +13.8; Nov +6.4; Oct -1.4; Sep -5.2; Aug -6.3; Jul -7.3; Jun -11.9; May -8.4; Apr -3.1; Mar -1.9; Feb -6.2; Jan -8.6; Dec -6.5. *ACI.*
• Ryanair seat sales: Feb +5.9; Jan +8.8; Dec +12.1; Nov +5.0; Oct +15.3; Sep +16.9; Aug +19.1; Jul +18.8; Jun +13.0; May +8.9.
• Southwest Airlines seat sales: Feb -2.9; Jan +8.6; Dec +3.7; Nov +7.6; Oct -0.7; Sep +5.5.
• Spain visitor arrivals: Jan +1.1; Dec -3.8; Nov -3.1; Oct -3.6; Sep -9.5; Aug -8.1; Jul -6.1; Jun -10.0; May -11.7; Apr -1.7; Mar -20.8; Feb -15.9. *gov.*
• Switzerland visitor arrivals: Nov +6.3; Oct -1.0; Sep +2.0; Aug +0.4; Jul -3.1; Jun -5.7; May -11.0; Apr -3.6; Mar -13.4; Feb -11.1; Jan -3.3. *WTO.*
• Turkey visitor arrivals: Nov +11.8; Oct +5.4; Sep +4.9; Aug -1.2; Jul +6.1; Jun -3.1; May -1.9; Apr +4.5; Mar -8.2; Feb +0.5; Jan -4.0; Nov 7.7. *WTO.*
• UK resident departures: Jan -12.3; Dec -17.0; Nov -13.9; Oct -12.8; Sep -10.1; Aug -12.8; Jul -15.2; Jun -17.7; May -13.8; Apr -11.0; Mar -22.8; Feb -24.0; Jan -17.3; Dec -11.3; Nov -2.4; Oct -11.7; Sep -6.1. *gov.*
• UK visitor arrivals: Jan +3.5; Dec +5.3; Nov +1.4; Oct -8.0; Sep -1.6; Aug -9.3; Jul -8.8; Jun +3.2; May -15.7; Apr -4.0; Mar -10.9; Feb -21.1; Jan -10.3; Dec -18.0; Nov -16.2; Oct -5.5; Sep -10.1. *gov.*
• United Airlines seat sales: Jan -4.6; Dec -6.9; Nov -4.6; Oct -9.3; Sep -8.8; Aug -10.0; Jul -9.3; Jun -12.8.
• US air international passengers: Dec +0.8; Nov -0.9; Oct +4.9; Sep +0.2; Aug -2.1; Jul -1.9; Jun -8.7. *gov.*
• US hotels occupancy: Feb +0.9; Jan -0.4; Dec -1.9; Nov -4.3; Oct -3.5; Sep -6.3; Aug -9.9; Jul -7.3. *Smith.*
• US hotel rooms planned: Feb -35.9; Jan -35.9; Dec -34.6; Nov -33.9. *Smith.*
• US resident departures: Nov -0.4; Oct +1.3; Sep +2.3; Aug +1.1; Jul +1.2; Jun -7.0. PATA.
• US travel agency sales: Feb +16.8; Jan +10.7; Dec +8.6; Nov +6.9; Oct -3.5; Sep -14.2. *ARC.*
• US visitor arrivals: Dec +5.1; Nov +1.5; Oct +0.6; Sep -1.2; Aug -3.7; Jul -6.1; Jun -10.6; May -11.8; Apr +2.9. *WTO.*

Market Headlines

Full-year market results.

Aviation
• Europe airlines; seats sold 2009; 236m -5%. AEA
• US; intl air passengers 2009; 127m -3%.
• US airlines; seats sold 2009; 88m -7%. BTS

inbound
• Cyprus; visitors 2009; 2.1m -11%.
• Europe; spend 2008; $473b +9%.
• Netherlands; visitors 2009; 9.9m -2%.

Outbound
• Finland; travellers 2009; 5.9m +1%. Eurostat
• Hungary; travellers 2009; 4.6m -10%. Eurostat
• Norway; travellers 2009; 6.6m -13%. Eurostat

Main News

Corporate
Recent corporate developments – big or significant.
• British Airways and Iberia merger approved; owner is ‘International Airlines Group’. Also, comprehensive market agreement likely with American Airlines.

Market
Recent market developments – big or significant.
• IATA airline Jan-Feb 10 RPKs increase 8%; they fell 8% J-F 09, so count still under.
• World hotel occupancy recovers in Jan, but rate still under; see P9 T10.

Headlines

Comments on tables pages 6-12

Aviation.
T1. Airlines. No new data from AEA. **T2**. First-2010-data for *IATA* airline association members; traffic up 8%. **T3.** Airports. No new data from ACI. First-2010-data for *London Heathrow* (passengers +2%; intl +3%). **T4**. First-2010-data for air passenger traffic to/from *Paris* (but not total; of top-5, 2 increase and 3 fall), and *UK* (still down, by 5%, with largest, Spain, down 11%).

Inbound.
T14. Visitor spending updates for *Austria*, *Belgium*, *Denmark*, *Greece*, *Norway*, *Russia*, *Sweden*, *Switzerland*, *Turkey*, courtesy WTO. And we start running all-*Europe*, also from WTO; this is for 2008, but a better reference point than nothing. **T15**. Visitor arrivals updates for *Austria*, *Belgium*, *Cyprus* (full year; -11%), *Czech R*, *Ireland*, *Malta*, *Netherlands* (-2%), *Norway*, *Switzerland*, *Turkey*, courtesy WTO.

Outbound.
T6. Outbound spending updates for *Czech R*, *Finland*, *Ireland*, *Norway*, *Poland*, *Portugal*, *Switzerland*, *Turkey*, courtesy WTO. **T7**. Updated outbound totals for *Cyprus*, *Finland* (full year; +1%), *Hungary* (-10%), *Latvia*, *Norway* (-13%), courtesy Eurostat.

Hotels.
T10. First-2010-data - *occupancy* up 4 points to 57%, *average room rate* up (in US$ terms) US$5 to US$204, pushing *yield* up US$11 to US$116.

Others.
T5. Stock market prices; still wild gyrations. **T8.** *Internet*; annuals from Expedia and Priceline. **T12**. *Stock price* index little changed from last month.

Special.
The ITB travel exhibition in Berlin.

Special

ITB Berlin

The ITB Berlin travel exhibition in March is the world's largest. Observers were waiting for this year's results, partly as a barometer, and partly schadenfreude - many would like to see the biggest fall.

Well, it didn't happen, but only just, see table. In fact the fairest comment is that there was no change – but which, given the current economic climate, is probably a good result. But there are some indicators that deserve watching.

The trade-visitor-count was flat this year, although growth has averaged an annual 6% since 2000. The exhibitor-count was also flat, and has grown at an annual 2% over the decade. However, that is related to capacity - exhibition space - which has been stuck at 'full' since 2007.

The media-count fell for the second year, but ITB's qualification is quite loose (it could include sound engineers, PR staff etc) so this is difficult to analyse.

ITB's convention count, up 4%, looks good. But we wonder about the value of this number. Attendance is free, and the sessions are sometimes stuffed with students. And this year, the speakers were secondary. (We have discussed this topic in our other newsletters and reports, including suggestions for change.)

ITB statistical profile

Item	2010	Growth,%	AAGR*,%	2009	Growth,%	2000
Overall area,sqm	160,000	0.0	0.5	160,000	0.0	152,000
Exhibitors	11,127	0.3	2.2	11,098	-0.4	8,994
Visitors	179,351	0.2	4.2	178,971	0.6	118,904
Public	68,398	0.4	1.5	68,114	0.8	58,904
Trade	110,953	0.1	6.3	110,857	0.5	60,000
Media	7,200	-6.5	1.0	7,700	-3.8	6,500
Convention	12,500	4.2	na	12,000	9.1	na

Notes: Average annual growth rate, 1999-2010. Source: Messe Berlin.

1 Regular-airline traffic*, 2009

Airline	Dec 09 SS,x1000	+/-,%	RPK,mn	+/-,%	YTD SS,x1000	+/-,%	ASK,mn	+/-,%	RPK,mn	+/-,%	SF	+/-,pts
Air France	3756	-3.0	10120	-4.0	47921	-4.9	160232	-3.8	126272	-4.1	78.8	-0.2
Europe†‡	3653	-5.1	2810	-6.0	48567	-5.1	55958	-7.8	38715	-6.0	69.2	-0.8
Alitalia	1595	35.3	2349	29.6	21219	-16.6	43355	-13.1	28418	-15.0	65.5	NA
Austrian	644	2.6	1116	-0.9	8524	-6.7	20025	-9.5	14774	-10.3	73.8	-0.6
BMI	460	-20.6	522	-21.6	7377	-20.7	12374	-20.3	8573	-17.4	69.3	2.4
British AW	2395	-4.6	8777	-4.3	32279	-4.1	143421	-4.1	111992	-3.2	78.1	0.7
Europe‡	1373	-4.7	1350	-6.9	19530	-4.7	28605	-10.7	20212	-6.9	70.7	2.7
Brussels	328	1.6	511	3.9	4679	-8.4	10926	-6.2	6851	-7.0	62.7	-0.5
Czech	371	19.3	408	8.4	4682	-0.8	8775	-3.5	5778	-1.5	65.9	1.4
Finnair	473	-5.2	1225	-3.8	6140	-10.8	21128	-10.3	15561	-8.4	73.7	1.5
Iberia	1473	-5.8	3829	-3.3	20477	-10.3	62081	-6.0	49556	-6.2	79.8	-0.2
KLM	1688	-5.4	5812	-4.5	22333	-6.3	90320	-4.3	73472	-5.2	81.3	-0.8
LOT-Polish	281	11.4	447	11.0	3645	-8.1	8392	-8.9	6087	-9.3	72.5	-0.3
Lufthansa	3922	3.3	9406	4.3	53168	-2.7	158180	-1.3	123083	-2.5	77.8	-1.0
Europe†‡	5009	NA	3915	NA	59904	NA	68344	NA	47413	NA	69.4	NA
SAS	1412	-8.3	1449	-11.7	21383	-15.7	32440	-16.3	23241	-16.7	71.6	-0.3
Swiss	1124	6.9	2312	2.4	13637	2.4	34356	-1.9	27510	-2.2	80.1	-0.3
TAP	674	3.3	1821	5.7	8498	-2.7	30782	-5.9	21075	-3.8	68.5	1.5
Turkish	2041	21.8	3453	32.8	24538	12.2	54732	24.5	39056	19.1	71.4	-3.2
Virgin A'tic	439	-9.2	3176	-10.1	5408	-4.9	49734	-7.9	39272	-4.6	79.0	2.7
AF+KL	5444	-3.8	15931	-4.2	70254	-5.4	250551	-4.0	199744	-4.5	79.7	-0.5
AF+KL+AZ	7039	3.0	18281	-0.9	91472	-8.2	293907	-5.4	228162	-6.0	77.6	-0.4
BA+IB	3868	-5.0	12606	-4.0	52756	-6.6	205501	-4.7	161548	-4.1	78.6	0.4
LH+LX	5046	4.1	11718	3.9	66805	-1.7	192536	-1.4	150594	-2.5	78.2	-0.8
LH+LX+BD+SN+OS	6478	1.6	13867	2.3	87385	-4.5	235861	-3.6	180792	-4.1	76.7	-0.5

Low-fare-airline traffic, 2009

Airline		
Air Berlin + DBA	*Dec 09*	*YTD*
SS,x1000	2050	27911
Growth,%	19.1	2.9
SF,%	73.1	0.0
Easyjet+GB	*Dec 09*	*YTD*
SS,x1000	3399	46077
Growth,%	9.3	3.3
SF,%	85.4	85.9
Ryanair	*Dec 09*	*YTD*
SS,x1000	4896	65287
Growth,%	12.0	13.2
SF,%	81.0	81.9
SS,x1000	Dec 09	YTD
Norwegian	816	10642
Growth,%	25.1	21.3
Southwest	7032	86303
Growth,%	3.6	-2.5
Germanwings	531	7166
Growth,%	8.2	-6.0

Notes: See Master Notes this page. SS and SF for low-fare-airlines includes free tickets and no-shows. E = TBA estimate, pts = points. *Domestic and international. †Includes KLM for AF and Swiss for LH. ‡Includes (national) domestic, including Switzerland for LH. Source: airlines, Association of European Airlines, Travel Business Analyst.

Master Notes: AL = Airline, ASK = available-seat km, AW = Airways, CH = Switzerland, DE = Germany, E = TBA estimate, ES = Spain, FR = France, GB = UK, IT = Italy, J-D = January-December, LF = load factor, NA = not available, na = not applicable, NL = Netherlands, P = provisional, Pax = passenger, RPK = revenue-passenger km, Q = quarter (of year), SE = Sweden, SF = seat factor, SS = seats sold, YTD = year-to-date.

2 Operating results of airline groups in Europe, US, Asia Pacific, and world

Item	Europe,AEA				US,BTS		Asia Pacific,AAPA		World % growth,IATA	
	YTD	Growth,%	Oct 09	Growth,%	YTD	Growth,%	YTD	Growth,%	Feb 10	YTD
SS,mn	235.8	-5.1	21.3	-2.1	81.1	-7.3	120.8	-6.9	NA	NA
ASKs,mn	902,377	-4.0	76,790	-5.4	449,929	-5.5	677,536	-6.4	1.9	1.4
RPKs,mn	695,157	-4.4	61,775	-1.8	311,591	-16.5	503,031	-7.6	9.5	7.9
Pax LF,%	77.0	-0.3	80.4	2.9	69.3	-9.1	74.2	-1.3	75.5	75.9
	Dec 09	Growth,%	Sep 09	Growth,%	Nov 09	Growth,%	Nov 09	Growth,%	Jan 10	YTD
SS,mn	17.7	-0.1	21.7	-4.3	6.4	-2.6	11.2	5.3	NA	NA
ASKs,mn	71,211	-2.9	77,588	-5.0	35,622	-7.3	59,996	-2.7	1.2	1.2
RPKs,mn	54,656	-0.2	62,048	-3.4	27,514	-3.0	45,923	4.3	6.4	6.4
Pax LF,%	76.8	2.1	80.0	1.4	77.2	3.5	76.5	7.1	75.9	75.9
	Nov 09	Growth,%	Aug 09	Growth,%	Oct 09	Growth,%	Oct 09	Growth,%	Dec 09	YTD
SS,mn	17.8	-1.3	23.3	-3.3	6.7	-3.2	11.3	-1.5	NA	NA
ASKs,mn	70,402	-3.3	83,818	-2.9	38,065	-7.6	60,881	-6.4	-0.7	-3.0
RPKs,mn	52,992	-2.0	69,344	-1.8	30,763	-3.1	47,236	-0.2	4.5	-3.5
Pax LF,%	75.3	0.9	82.7	0.9	80.8	3.7	77.6	6.6	77.6	75.6

Notes: International. *Points. Source: Association of European Airlines, Bureau of Transportation Statistics, Association Of Asia Pacific Airlines, International Air Transport Association.

3 Passengers in 2009/10 through: Europe's leading airports and city-group airports,x1000

Airport	Month	Month	Growth,%	YTD	Growth,%
Amsterdam	Dec	3,106	-2.0	43,570	-8.1
Barcelona*	Dec	1,924	4.5	27,301	-9.6
Berlin*,x3	Dec	1,572	3.3	20,977	-1.8
TXL	Dec	1,053	0.8	14,180	-2.1
Brussels*	Dec	1,133	-1.2	16,974	-8.4
Copenhagen*	Dec	1,374	4.0	19,669	-8.4
Frankfurt*,x2	Dec	4,085	1.6	54,726	-4.7
FRA	Dec	3,845	2.3	50,933	-4.7
intl	Dec	3,332	2.4	44,521	-4.7
London,x5	Dec	9,595	-0.3	130,165	-4.9
LHR*	Feb	4,600	5.3	9,430	2.2
intl	Feb	4,230	5.7	8,730	3.1
LGW*	Dec	2,125	1.7	32,374	-5.3
Madrid*	Dec	3,725	4.9	48,249	-5.1
Milan*,x3	Dec	2,409	3.8	32,418	-7.3
MXP	Dec	1,287	2.1	17,552	-8.7
Moscow*,x2	Dec	3,232	21.2	41,170	-5.5
Paris*,x3	Dec	6,585	-2.1	85,534	-4.5
CDG*	Dec	4,424	-2.2	57,883	-4.9
intl	Dec	4,051	-2.1	53,011	-5.0
ORY*	Dec	1,945	-3.2	25,102	-4.2

Airport	Month	Month	Growth,%	YTD	Growth,%
Rome*,x2	Dec	2,876	12.2	38,481	-3.5
FCO	Dec	2,515	13.8	33,723	-4.0
Zurich*	Dec	1,723	7.2	21,879	-0.8
Europe total*	Dec	94,504	2.6	1,351,714	-5.4
intl	Dec	64,419	0.8	963,434	-5.9

Europe's 'low-fare' airports†,x1000

Airport	Month	Month	Growth,%	YTD	Growth,%
Berlin Schonefeld*	Dec	518	8.8	6,797	2.4
Cologne*	Dec	654	4.3	9,740	-5.8
Frankfurt Hahn*	Dec	240	-9.4	3,793	-3.7
Dublin*	Dec	1,347	-11.5	20,505	-12.6
Geneva*	Dec	910	4.7	11,235	-1.6
London					
LTN*	Dec	566	-11.7	9,129	-10.4
STN	Dec	1,367	-2.6	19,952	-10.7
Milan Bergamo*	Dec	539	7.2	7,157	10.5
Rome Ciampino*	Dec	361	1.9	4,758	0.3
Paris Beauvais*	Dec	216	12.0	2,549	2.6
LFA total‡	Dec	6,718	-2.0	95,615	-6.3

Notes: *Domestic and international; marked when international-only. †Airports with sizeable portion of LFA traffic (some are also in main city counts). ‡Of those listed here. Source: Airports Council International, except for Amsterdam and BAA London (LHR STN).

4 Air passenger traffic to/from selected countries, x1000

From/to	France†				Germany				UK				US‡			
	Jan	+/-*	J-D	+/-*	Dec	+/-*	YTD	+/-*	Jan	+/-*	J-D	+/-*	Dec	+/-*	YTD	+/-*
To/from	10	%	09	%	09	%	09	%	10	%	09	%	09	%	09	%
Belgium	6	35.5	71	18.5	91	-2.5	1258	NA	80	-9.0	1185	-15.2	91	-0.8	1092	-2.9
France	na	na	na	na	450	-3.5	6414	-8.3	663	-10.4	10729	-8.1	416	-10.0	5926	-6.3
Germany	281	-4.7	4264	-5.5	na	na	na	na	702	0.2	10716	-3.9	711	6.5	9364	-4.4
Ireland	46	-20.6	781	1.1	106	-12.3	1473	NA	672	-15.9	10896	-11.6	150	-11.3	2136	-11.5
Italy	402	3.9	5738	-3.8	615	2.4	10059	-4.2	548	-3.3	9861	-8.2	168	-0.2	2717	-3.2
Netherlands	76	4.5	1051	-6.9	187	-3.1	2609	-2.4	477	-3.4	6972	-18.1	321	-10.4	4321	-10.0
Spain	344	2.3	5572	-9.7	1041	-2.1	20204	-6.9	1322	-11.2	30380	-12.1	161	1.6	2354	6.9
Switzerland	138	-1.3	1738	-0.1	418	3.8	5317	-3.1	548	0.5	5228	-3.5	140	17.6	1653	5.0
UK	273	-5.6	4023	-9.3	859	0.6	10577	-4.1	na	na	na	na	1155	-12.6	15909	-7.7
US	**389**	**-1.6**	**5971**	**-4.2**	**708**	**6.1**	**9147**	**-6.2**	**1038**	**-7.5**	**16351**	**-9.9**	**na**	**na**	**na**	**na**
Total	**6585**	**-2.1**	**85534**	**-4.5**	**9172**	**3.0**	**134422**	**-4.6**	**10923**	**-4.5**	**176161**	**-7.2**	**10568**	**0.8**	**126866**	**-3.3**

Notes: *Over same period, year earlier. †(Three) Paris airports; total is Dec 09 and Jan-Dec 09. Source: Aeroports de Paris, Statistisches Bundesamt, Civil Aviation Authority, Department of Transportation.

5 Stock market last-day closing prices

Company	Market	Price, local currency*				Growth†,%	
		Dec 05	Dec 09	Jan 10	Feb 10	stock	market
Airlines							
Air France	Paris	18.4	11.0	12.0	9.8	-18.7	-3.2
British Airways	London	334	187	213	207	-2.8	0.6
Easyjet	London	381	353	400	407	1.8	0.6
Iberia	Madrid	2.29	1.90	2.25	2.20	-2.2	-7.9
Lufthansa	Frankfurt	12.6	11.8	11.8	10.8	-8.3	-2.2
Ryanair	Dublin	8.30	3.30	3.57	3.46	-3.1	-3.6
SAS	Sweden	17.1	4.03	3.83	2.50	-34.7	-2.7
Hotels							
Accor	Paris	46.9	38.3	39.7	37.1	-6.6	-3.2
InterContinental	London	840	893	904	910	0.6	0.6
Marriott	New York	33.5	27.3	26.5	26.7	0.7	-0.5
Sol Melia	Madrid	11.0	5.90	5.70	5.30	-7.0	-7.9
Others							
Avis Europe	London	72.8	26.3	29.0	31.0	6.9	0.6
Carnival	New York	53.5	31.7	34.0	35.1	3.1	-0.5
EADS	Paris	32.0	14.1	14.3	14.5	1.8	-3.2
Expedia	New York	NA	26.5	22.1	22.4	1.3	-0.5
Fraport	Frankfurt	44.9	36.3	36.8	36.0	-2.0	-2.2
Kuoni	Zurich	557	349	393	380	-3.3	2.3
Thomas Cook	London	NA	230	228	230	0.9	0.6
TUI	Frankfurt	17.8	5.84	6.91	6.88	-0.4	-2.2

Notes: See Master Notes, page 6. *Euro in Euro countries (in table includes FR, DE, IE, ES). †Latest month over month earlier. ‡Reissue means not all prices comparable; now privately-owned. Source: respective stock markets.

6 Spending on foreign travel by residents

Source	Jan-	+/-,%	US$bn	Jan*-	US$bn	+/-,%
Austria	Sep‡	5.4	12.0	Dec†	11.4	7.5
Belgium	Sep‡	-4.3	18.1	Dec†	18.9	9.2
Czech R	Sep‡	0.9	4.6	Dec†	4.6	5.9
Denmark	Sep‡	-4.6	9.3	Dec†	9.8	11.4
Finland	Sep‡	0.7	4.4	Dec†	4.4	2.1
France	Dec†	9.6	43.1	Dec	36.7	7.8
	Aug‡	-3.4	41.6	Dec†	43.1	9.6
Germany	Dec†	2.3	91.2	Dec	83.1	2.9
	Aug‡	-3.2	88.3	Dec†	91.2	2.3
Greece	Jul‡	-5.8	3.5	Dec†	3.6	4.3
Hungary	Jun‡	10.0	4.1	Dec†	3.7	27.4
Ireland	Sep‡	-10.1	9.3	Dec†	10.4	12.0
Italy	Dec†	4.9	30.8	Dec	27.3	8.4
	Jul‡	-3.4	29.8	Dec†	30.8	4.9
Luxembourg	Jun‡	-0.9	3.6	Dec†	3.7	4.0
Netherlands	Jun‡	4.0	22.6	Dec†	21.7	6.2
Norway	Sep‡	-2.5	15.5	Dec†	15.9	16.1
Poland	Sep‡	-4.5	9.2	Dec†	9.6	7.7
Portugal	Oct‡	-8.3	3.9	Dec†	4.3	2.4
Russia	Sep‡	-13.8	21.5	Dec†	24.9	12.8
Spain	Sep‡	-14.9	17.3	Dec†	20.3	3.0
Sweden	Sep‡	-5.4	14.4	Dec†	15.2	9.4
Switzerland	Sep‡	-0.7	10.8	Dec†	10.9	-2.3
Turkey	Nov‡	14.2	4.1	Dec†	3.5	7.5
UK	Dec†	4.4	68.5	Dec	71.4	4.1
	Jun‡	-14.4	58.6	Dec†	68.5	4.4

Notes: Growth may not tally with previous figure shown. *2007 unless stated otherwise. †2008. ‡2009. Source: WTO.

Notes: †2008 or ‡2009; full year, based on YTD growth rate shown.

7 Outbound travel by residents

Country	Jan thru*:	Departures x1000	Growth %	Source:
Austria-BH	Sep	8,449	10.9	Eurostat
Belgium-BH	Sep	7,941	8.6	Eurostat
Cyprus	Dec†	1,039	12.4	Eurostat
Czech R-BH	Dec†	7,693	6.2	Eurostat
Finland-BH	Dec	5,910	1.4	Eurostat
France-BH	Sep	19,481	-4.4	Eurostat
Germany-BH	Sep	64,822	-5.9	Eurostat
Hungary-BH	Dec	4,556	-9.9	Eurostat
Ireland-BH	Sep	4,521	-13.7	Eurostat
Italy	Dec 05	40,057	7.9	Eurostat
Latvia	Sep	816	-16.0	Eurostat
Luxembourg-BH	Sep	1,227	5.4	Eurostat
Netherlands-H	Dec†	12,547	4.3	Eurostat
Norway-BH	Dec	6,630	-12.8	Eurostat
Poland-BH	Sep	4,410	-14.6	Eurostat
Russia	Dec 04	25,000	22.5	Ot
Spain-BH	Sep	9,016	15.4	Eurostat
Sweden-BH	Dec†	9,709	-13.2	Eurostat
Switzerland	Dec 00	12,351	4.5	WTO
UK	Dec 06	68,413	3.0	NTO

Notes: *2009 unless stated otherwise. †2008. ‡2010. BH = business trips + holidays only, ETM = European Travel Monitor (figures often do not tally one year to next), NTO = national tourist office, Ot = Other. Source: See column.

8 Internet bookings/sales of selected companies/ markets

Company/description	(same)	Period	Number	Previous	Source
Priceline	bookings	2009	$9.3b	+26%	co/NV
sales	air tickets	2009	5.9m	4.9m	co/NV
sales	roomnights	2009	61m	41m	co/NV
Expedia group					
US	bookings,$b	2009	14.4	+2%	company
revenue	Leisure,$m	2009	2635	+0%	company
revenue	Trip Advisor,$m	2009	353	+19%	company
revenue	Egencia,$m	2009	108	-2%	company

Notes: See Master Notes, page 6, and Net Value. All $s are US$s. Source: various.

9 Networks of computer reservations systems

System	Country
Amadeus	Ww: A84000† S269000. Ap: A19500† S34658. Eu: A37567 S125299. Na: A5066 S11551. FR: A4470 S9952 (B: Q1-05 $770m). DE: A16300 S41300. IT: A492 S804. ES: A4800 S13000. CH A200. GB: A126 S370. B: 386mn.
Galileo	Ww: A43000† S176100. Ap: A7250† S20708. Eu: A18300† S38596. Na: A14200† S62125. BE: A214 S652. FR: A710† S380. IT: A467 S1221. NL: A786 S2286. ES: A360 S3000. CH: A261 S1752. GB: A1683 S9503. B: $345mn.
Sabre‡	Ww: A56000† S124828. Ap: A11771† S4500. Eu: A5783† S13428. Na: A17478. FR: A401 S937. DE: A736 S1856. IT: A797 S1473. NL: A61 S130. ES: A150. CH: A380 S1184. GB: A854 S3546. B: $467mn.
Worldspan	Ww: A20000† S49500. Ap: 714. Eu: A10208† S11000. Na: A35106. BE: A251 S541. FR: A180 S700. DE: A480. IT: A192 S304. NL: A220 S600. CH: A140 S981. GB: A1450 S1980. US: A8560.

Notes: See Master Notes, page 6. Latest figures available; A and S dates may not be the same; †denotes later figure. A-Agencies/other outlets, Ap-Asia Pacific, B-bookings (in numbers or US$), BE-Belgium, Eu-Europe, Na-North America, S-Screens, Ww-worldwide. ‡With Abacus. Source: companies.

10 Hotel results in Europe*, January

Location	Occupancy,%				Average room rate,					Revpar,			
					local	US$*				US$*			
	2010	2009	2009	2008	2009	2010	2009	2009	2008	2010	2009	2009	2008
	Mth	J-D	Mth	J-D	J-D	Mth	J-D	Mth	J-D	Mth	J-D	Mth	J-D
Amsterdam-all	51.1	62.8	43.0	69.6	161	194.96	224.80	203.48	272.41	99.62	141.13	87.41	189.72
U-4	56.0	63.6	42.4	69.8	134	167.43	186.54	171.79	211.88	93.79	118.71	72.88	147.94
5-star	46.5	62.0	43.4	72.3	187	225.66	261.18	232.15	316.83	105.01	161.90	100.86	229.04
Berlin-all	55.0	65.8	49.1	68.2	137	187.02	190.74	166.44	218.99	102.81	125.43	81.79	149.45
L-4	52.9	66.3	46.8	70.8	103	146.17	143.65	129.77	167.38	77.26	95.20	60.77	118.48
U-4	55.6	65.6	49.8	67.5	146	198.08	203.62	176.26	234.40	110.09	133.61	87.77	158.27
Brussels	52.6	65.4	50.2	71.0	113	143.32	157.38	150.57	193.55	75.37	102.99	75.58	137.43
L-4	54.8	NA	NA	NA	NA	122.21	NA	NA	NA	66.93	NA	NA	NA
U-4	49.6	NA	NA	NA	NA	175.07	NA	NA	NA	86.87	NA	NA	NA
Copenhagen	NA	74.4	64.9	76.6	1150	NA	215.27	180.65	219.21	NA	160.22	117.20	167.83
Frankfurt-all	59.4	57.8	49.7	62.8	116	187.12	161.01	174.32	185.39	111.22	93.13	86.65	116.45
L-4	53.6	47.3	45.1	52.8	100	161.66	139.11	146.70	145.67	86.72	65.77	66.13	76.88
U-4	61.9	61.6	51.7	64.8	120	196.45	166.96	184.51	191.70	121.57	102.80	95.32	124.17
Geneva	51.8	59.0	50.3	67.4	356	354.23	329.38	307.68	349.24	183.35	194.50	154.75	235.37
Istanbul	51.9	61.8	45.4	69.0	370	193.44	237.58	189.41	274.13	100.44	146.73	85.91	189.04
London-all	68.5	80.1	66.8	80.1	136	208.23	213.08	181.01	290.68	142.71	170.68	120.86	232.96
L-4	70.0	83.9	71.3	84.1	91	149.57	142.48	127.24	178.17	104.66	119.53	90.75	149.91
U-4	64.1	74.9	61.8	75.1	180	272.01	281.57	238.40	364.36	174.46	210.88	147.23	273.66
5-star	70.1	78.6	60.9	77.8	298	395.81	465.35	376.35	555.07	277.42	365.72	229.38	431.60
LHR AP	74.5	80.1	67.0	84.8	62	105.66	96.79	95.18	129.52	78.75	77.54	63.82	109.89
Madrid	NA	53.8	42.1	59.4	127	NA	177.39	176.65	281.88	NA	95.50	74.36	167.48
Moscow	54.3	66.0	48.4	70.8	6985	196.68	219.25	190.99	347.32	106.74	144.69	92.45	245.79
Paris-all	68.0	71.3	65.4	74.1	216	270.95	301.42	266.50	323.36	184.28	214.78	174.27	239.63
U-4	67.4	76.8	74.4	77.6	150	197.84	208.55	196.81	247.44	133.40	160.12	146.37	192.12
5-star	65.5	72.3	59.6	73.8	306	409.37	426.62	367.12	456.74	268.13	308.32	218.63	337.07
CDG AP	72.0	66.2	71.3	67.0	109	156.20	151.94	154.37	177.73	112.40	100.56	110.13	119.04
Rome	NA	63.7	44.9	67.9	175	NA	243.30	197.69	294.28	NA	154.96	88.68	199.78
Vienna	53.9	60.4	43.7	70.9	282	124.29	393.37	118.41	184.27	67.03	237.60	51.70	130.65
Warsaw	55.9	69.2	48.8	63.4	192	116.89	61.43	139.05	159.81	65.36	42.53	67.82	101.29
Zurich	63.2	72.8	60.1	77.4	195	179.58	180.55	187.54	217.53	113.53	131.37	112.62	168.38
OTHERS													
Beijing	54.1	54.7	37.9	63.1	762	106.69	111.45	111.57	183.26	57.73	60.99	42.26	115.55
Dubai*	78.6	72.6	61.0	NA	607	167.24	165.33	162.33	NA	131.44	120.04	98.99	NA
Los Angeles	61.8	64.3	58.8	71.3	114	119.80	114.20	118.81	127.94	74.07	73.46	69.91	91.17
Miami	74.6	65.2	68.3	71.5	141	166.28	140.73	177.50	159.71	124.05	91.78	121.20	114.21
New York	63.8	77.2	59.5	81.9	215	183.28	215.14	199.05	276.02	116.95	166.11	118.44	226.02
Sydney	81.8	80.9	76.6	80.3	207	185.53	162.92	145.47	191.15	151.73	131.74	111.44	153.43
Tokyo	61.4	66.1	55.0	71.4	24807	274.06	265.08	283.35	245.30	168.16	175.27	155.97	175.06
Europe	57.1	66.1	52.9	70.4	na	203.87	217.80	198.63	266.15	116.45	144.12	105.55	187.52
US†	58.9	71.6	56.9	75.0	134	127.76	133.60	139.84	156.34	75.19	95.59	79.52	117.28
Asia Pacific‡	67.5	63.5	59.0	68.0	na	144.93	132.48	142.17	154.92	100.10	86.19	85.52	106.89
World	61.2	67.1	56.3	71.2	na	158.85	161.29	160.21	192.47	97.25	108.63	90.20	137.23

Notes: See Master Notes, page 6. Not all categories are shown every month; all categories available at low additional cost. Source: *Travel Business Analyst Europe, †Smith Travel Research, ‡Travel Business Analyst Asia Pacific.

11 IATA travel agencies† in Europe, 2008

Country	Locations	Growth %	Net Sales US$mn*	Growth %	Per agency US$mn*	Growth %
Austria	226	-0.9	1486	10.5	6.57	11.4
Balkans	70	0.0	98	203	1.41	203
Belgium‡	567	-8.4	2479	10.5	4.37	20.6
Bulgaria	192	8.5	256	20.4	1.33	11.0
Croatia	88	0.0	167	21.9	1.90	21.9
Cyprus	152	2.7	415	16.4	2.73	13.3
Czech R‡	222	0.0	794	24.7	3.58	24.7
Finland	240	-0.4	1556	11.3	6.48	11.7
France	3,633	0.0	14455	12.5	3.98	12.5
Germany	3,490	-16.5	14715	13.5	4.22	35.9
Greece	938	-2.8	1843	13.7	1.97	16.9
Hungary	244	-6.5	418	11.4	1.71	19.2
Ireland	350	-2.8	784	0.8	2.24	3.7
Italy‡	2,980	-36.4	8384	10.0	2.81	73.0
Malta	76	0.0	79	6.5	1.04	6.5
Netherlands	343	-15.3	4103	15.2	11.96	36.1
Nordics‡	1,326	-8.1	7829	7.0	5.90	16.4
Poland	321	-15.7	956	24.0	2.98	47.1
Portugal	899	4.2	1314	11.0	1.46	6.6
Romania‡	291	4.3	616	22.1	2.12	17.0
Russia	501	150.5	1282	1187.4	2.56	413.9
Serbia‡	164	0.0	209	36.3	1.28	36.3
Slovenia	48	0.0	130	25.1	2.72	25.1
Spain‡	7,643	-4.7	8396	7.7	1.10	13.1
Switzerland‡	847	-0.6	3414	14.4	4.03	15.0
Turkey	450	0.4	1226	25.8	2.72	25.3
Ukraine	294	1.0	543	66.0	1.85	64.3
UK	2,339	0.0	18369	-1.5	7.85	-1.5
Europe	28,934	-8.7	96,316	10.6	3.33	21.1
US	17,673	-3.2	79,566	-0.4	4.50	20.2
Asia Pacific	13,704	-0.6	73,446	8.2	5.36	32.8
World	60,311	-5.4	249,328	6.2	4.13	32.4

Notes: See Master Notes, page 6. World; regions listed here. IATA = International Air Transport Association. *Quoted in US$. †Under the IATA billings and settlement plan. ‡Additional countries, in order of listing: Luxembourg, Slovakia, San Marino, (3) Baltics, Moldava, Montenegro, Andorra, Liechtenstein. Source: IATA, Airlines Reporting Corporation.

12 TBA100 travel stock indices*

Region	February 2010
Europe	52
Asia Pacific	83
World†	66

Notes: *Base is last trading day in December 2006. †Comprising Asia Pacific (10 stocks), Europe(12), US (8). Source: Travel Business Analyst.

13 Economic indicators of major markets in Europe, 2009

	GNP/GDP		Retail sales	Consumer prices†		Wages/earnings‡	
Country	1 year	3 mths*	1 year	1 year	year ago	1 year	year ago
France	-0.3 Q4	2.4	-2.6 Jan	1.1	0.7 Jan	2.0	3.2 Q3
Germany	-2.4 Q4	0.0	-0.2 Jan	0.4	1.0 Feb	2.0	2.6 Nov
Italy	-2.8 Q4	-0.9	-0.2 Dec	1.1	1.6 Feb	2.8	4.0 Dec
Netherlands	-2.2 Q4	1.0	-5.2 Dec	0.8	2.0 Feb	2.4	3.5 Nov
Spain	-3.1 Q4	-0.4	-5.5 Nov	0.9	0.7 Feb	3.1	5.3 Q3
Switzerland	0.6 Q4	3.0	4.7 Dec	1.0	0.1 Jan	2.0	1.6 '08
UK	-3.3 Q4	1.1	0.7 Dec	3.5	3.0 Jan	1.6	3.1 Nov
Euroland	-2.1 Q4	0.4	-1.3 Jan	0.9	1.2 Feb	3.2	3.6 Q3
Others							
Japan	-0.4 Q4	4.6	1.2 Nov	-1.3	0.0 Jan	-10.0	-1.5 Dec
US	0.1 Q4	5.9	0.8 Jan	2.6	0.0 Jan	2.5	3.7 Jan

Notes: All figures are percentage changes, at annual rate. *Average of latest 3 months compared with average of previous 3 months, at annual rate. †Figures not seasonally adjusted. ‡Germany, hourly wages; Japan and UK, monthly earnings; USA, hourly earnings. Source: The Economist.

14 Visitor spending in Europe destinations

Destination	Jan-	US$bn	+/-,%	Jan-	US$bn	+/-,%
Austria	Sep‡	20.4	-6.2	Dec†	21.8	7.5
Belgium	Sep‡	9.3	-25.0	Dec†	12.4	5.6
Bulgaria	Oct‡	3.9	1.5	Dec†	3.8	13.7
Croatia	Jun‡	9.2	-16.1	Dec†	9.3	7.3
Cyprus	Sep‡	2.3	-16.1	Dec†	2.7	-4.8
Czech R	Jun‡	7.1	-8.5	Dec†	6.6	7.7
Denmark	Sep‡	6.5	-2.4	Dec†	6.7	0.7
Estonia	Jun‡	1.1	-5.5	Dec†	1.0	-7.8
Finland	Jun‡	3.2	3.8	Dec†	2.8	8.9
France	Sep‡	52.1	-6.3	Dec†	55.6	-4.6
Germany	Nov‡	36.0	-10.1	Dec†	40.0	3.5
Greece	Oct‡	15.2	-11.4	Dec†	17.1	2.8
Hungary	Jun‡	6.4	6.9	Dec†	4.7	2.3
Iceland	Jun‡	1.0	68.0	Dec†	0.7	30.5
Ireland	Jun‡	5.5	-12.7	Dec†	6.3	-3.3
Italy	Oct‡	42.2	-7.8	Dec†	45.7	-0.1
Latvia	Jun‡	0.9	7.1	Dec†	0.8	11.9
Lithuania	Sep‡	1.1	-16.8	Dec†	1.3	8.4
Luxemb'g	Jun‡	4.3	-5.0	Dec†	4.5	3.8
Malta	Jun‡	0.9	-10.3	Dec†	0.9	9.4
Netherl'ds	Jun‡	12.3	-7.8	Dec†	13.3	-6.6
Norway	Sep‡	4.3	-6.0	Dec†	4.6	0.1
Poland	Jun‡	12.4	5.1	Dec†	11.8	-3.3
Portugal	Jul‡	9.8	-10.2	Dec†	10.9	0.5
Romania	Aug‡	1.5	-27.0	Dec†	1.5	3.3
Russia	Sep‡	9.1	-23.9	Dec†	11.9	24.3
Slovakia	Sep‡	2.5	-3.6	Dec†	2.6	11.0
Slovenia	Nov‡	2.7	-6.5	Dec†	2.8	16.0
Spain	na	na	na	Dec	57.8	3.6
	Oct‡	55.7	-9.6	Dec†	61.6	-0.4
Sweden	Sep‡	14.1	12.8	Dec†	12.5	1.5
Switzerl'd	Sep‡	13.9	-3.7	Dec†	14.4	6.7
Turkey	Nov‡	21.1	-4.0	Dec†	22.0	18.7
UK	Sep‡	35.0	-2.9	Dec†	36.0	1.6
Ukraine	Sep‡	3.5	-39.3	Dec†	5.8	25.5
Europe	Dec†	473.4	8.8	Dec	435.1	NA

Notes: See Master Notes, page 6. Growth may not tally with previous figure shown. *2007 unless stated otherwise. †2008. ‡2009. Source: WTO.

Notes: †2008 and ‡2009; full year, based on YTD growth rate shown.

15 Visitor arrivals in Europe destinations

International arrivals

Destination	*Jan-	Arrivals x1000	Growth %	Source	Stay days	PVPD US$-C
Albania	Sep‡	1,808	-12.2	WTO	NA	NA
Andorra	Dec†	2,060	-5.9	WTO	2.93	NA
Austria	Nov‡	21,343	-2.7	WTO	5.2-F	156.17
Belgium	Aug‡	6,771	-5.5	WTO	7.0-E	231.39
Bulgaria	Sep‡	5,757	-0.4	WTO	2.8-F	48.39
Croatia	Aug‡	9,359	-0.6	WTO	5.0-E	182.47
Cyprus	Dec‡	2,142	-10.9	WTO	11.0	59.13
Czech R	Sep‡	5,991	-9.9	WTO	2.8-F	48.39
Denmark	Sep‡	4,035	-10.4	WTO	3.60	1928-V
Estonia	Aug‡	1,868	-5.2	WTO	5.40	28.31
Finland	Aug‡	3,192	-10.9	WTO	5.86	62.92
France	Dec†	79,300	-3.2	WTO	7.16-F	77.69
	Sep‡	72,330	-7.8	WTO	7.16-F	79.23
Germany	Dec†	24,886	1.9	WTO	7-F	194.05
	Nov‡	24,090	-3.2	WTO	6.0-E	224.53
Greece	Aug‡	12,751	-20.0	WTO	14.0	20.23
Hungary	Jun‡	8,867	0.6	WTO	3.41-F	15.19
Iceland	Aug‡	1,155	4.8	WTO	2.8	267.56
Ireland	Oct‡	7,079	-11.8	WTO	11.0-F	39.06
Italy	Dec†	42,734	-2.1	WTO	4.36-F	178.42
	Oct‡	42,905	0.4	WTO	4.36-F	196.89

continued on page 12

Trends

US inbound results

In the end, 2009 was not such a bad year for the visitor business in the US. Total overseas arrivals (excluding from land-neighbours Canada and Mexico) fell 6%, see Table 1, compared with a worldwide fall in visitor arrivals of 4%.

Table 1

Visitor arrivals in the US, 2009

Market	No,mn	Growth,%
Canada	18.0	-5.0
Mexico	13.2	-3.8
Overseas	23.8	-6.3
West Europe	11.0	-10.0
Total	54.9	-5.3

Source: International Trade Administration, Tourism Industries.

Those land neighbours fell not so fast, so the total US visitor count was down only 5%.

The bad news was in results from what the US calls 'West Europe' - which is primarily the whole continent except communist and ex-communist markets. That fell 10%, and as it accounts for almost half of overseas visitors, it was an important element in the total fall.

Table 2

Type of visits to the US, 2009

Country of Residence	Business Growth, %	Business Share, %	Leisure Growth, %	Leisure Share, %
UK	-20	12	-14	88
Japan	-32	9	-7	90
Germany	-23	16	-1	83
France	-22	13	1	86
Brazil	-19	13	25	86
Italy	-18	13	-1	86
Australia	-17	13	9	86
Spain	-17	10	-9	89
Korea	-18	18	5	68
Venezuela	-22	10	3	89
Netherlands	-21	18	-7	82
Ireland	-9	9	-24	91
Colombia	-11	14	4	84
India	-22	25	-1	63
Argentina	-19	14	20	86
Switzerland	-16	17	9	81
Sweden	-25	17	-17	81
Israel	-18	21	-4	79
China	-12	33	9	46
Bahamas	17	5	24	93

Notes: Top 20 markets, listed in terms of size. Source: International Trade Administration, Tourism Industries.

Business travel was affected much more than leisure - which is much the largest share, see Table 2. But in the top-20, the top-3 markets in Europe with the highest business share were Netherlands 18%, Switzerland 17%, and Sweden 17%. Also high is Germany, with 16%.

Highest leisure shares are Ireland 91%, Spain 89%, and the largest inbound market, UK 88%.

All sizeable business markets fell in 2009, but for leisure there was growth in just two Europe markets - France and Switzerland.

Briefs

• ***Ryanair** is reportedly working with Boeing to develop coin-operated toilets on its B737s. We are not sure how credible is this report, if only because that is not the sort of work Boeing does - unless linked to other customer requirements.*

The report (in UK Daily Mail newspaper) said toilet-entry charges would be £1 or €1 (around US$1.40).

Commentators are outraged. We see no great problem; after all, two toilets do take up the equivalent of around six seats, and most Ryanair flights are under two hours. But we do object to the gradual increase or introduction of charges for which the customer has no choice - many of them on Ryanair.

The original idea of low-fare-airlines was to charge the minimum for the fare, the essential part of the journey, making most other things that were the customer's choice - food, first-in-line, heavy baggage, etc - optional extras.

Airport fees fitted into the 'no-option' section. But a 'booking fee' is not an optional item. And some others are on the borderline - such as no-fees for some credit/debit cards. Same also for baggage. Of course, passengers could take just hand-baggage, but it is not practical. And if you bought supplies in your destination, what about your return flight? We think 15kg should be included in the cost of the air fare, and 10kg for hand-baggage.

• *Inflight latertainment. Internet access started to be installed on **Lufthansa** aircraft this year. But there is no development on other onboard entertainment, on which Lufthansa is well behind the region's leading airlines.*

(Worse, the airline's management believes - wrongly - that internet access is a replacement for a good seat-back-accessible inflight entertainment system.)

• *Smith Travel Research has adjusted its outlook for **US hotels** - better for this year, but worse for 2011.*

At end-2009 it forecast a further fall in occupancy, of -0.2%, but now projects unchanged at 55.1%. For rate, -3.4% has become -3.2% to US$94.39, and revpar, -3.6% now -3.2% to US$51.99.

(We believe that there are few signs of rapid recovery, and that this year there will be growth - certainly in comparison with 2009 even if not with 2008.)

For 2011 - occupancy (was +2.4%, now 2.2% to 56.3%), rate (+3.0%, +2.0% to US$96.28), revpar (+5.5%, +4.2% to US$54.18).

At end-2009 STR was saying it will be at least six years before rates get back to 2007 levels.

• ***Lithuania**'s capital Vilnius plans to highlight low prices - it says hotels, restaurants, etc are lower than in many other European destinations. This may also appeal to the conference sector. The capital's largest conference venue, the new Meridien Villon, can handle 3000 delegates.*

• *Tracking trains. Developments in three regions:*

• *A new high-speed **Amsterdam-Brussels** train line (via Antwerp) is due to open before June. Travel time would be reduced from the 160 minutes to 90.*

• *As well as a new metro in **Dubai**, other **Middle East** destinations plan railway lines. Kuwait is spending around US$10bn, Qatar US$10bn, and Saudi Arabia US$15bn. Before end-year there could be high-speed trains to the holy cities of Mecca and Medina. There are also longterm plans for a network from Saudi Arabia through Jordan to Oman.*

• ***Korea** is working on extending its high-speed train services beyond the current Seoul-Daegu service to Pusan. Travel time to Pusan would be reduced from 4 hours to 2 hours 40 minutes.*

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15 Visitor arrivals in Europe destinations

International arrivals

Destination	*Jan-	Growth %	Arrivals x1000	Source	Stay days	PVPD US$-C
Latvia	Jun‡	1,384	-17.8	WTO	5-E	61.11
Liechtenstein	Oct‡	52	-10.4	WTO	2.10	NA
Lithuania	Jun‡	1,353	-16.0	WTO	6.00	15.93
Malta	Sep‡	1,157	-10.4	WTO	8.40	52.70
Netherlands	Dec‡	9,902	-2.0	WTO	3.67-F	221.99
Norway	Oct‡	4,049	-8.8	WTO	7-E	445-V
Poland	Sep‡	11,586	-10.6	WTO	4.7	56.32
Portugal	Oct†	12,925	4.9	NTO	7.0	70.73
Romania	Aug‡	1,229	-16.2	WTO	3.20-F	21.16
Russia	Jun†	22,269	5.0	WTO	3.67-F	221.99
Serbia	Aug‡	680	5.3	WTO	4-E	NA
Slovakia	Jun‡	1,233	-30.2	WTO	3.60	4.17
Slovenia	Sep‡	1,647	-7.0	WTO	3.12	4.84
Spain	Dec†	57,316	-2.3	WTO	12.7	38.16
	Dec‡	52,330	-8.7	WTO	12.7	68.78
Sweden	Nov†	5,182	-0.8	WTO	7-E	338.65
Switzerland	Nov‡	8,255	-4.1	WTO	3.8-F	200.17
Turkey	Dec†	24,985	12.3	WTO	8.0	111.68
	Nov‡	25,343	1.6	WTO	8.0	111.68
UK	Dec†	30,190	-2.2	WTO	10.1	69.41
	Nov‡	27,731	-8.0	WTO	10.1	110.11
Ukraine	Mar‡	20,339	-19.9	WTO	NA	NA
Europe	Dec†	487,935	0.1	WTO	5-E	na
	Dec‡	460,663	-5.7	WTO	5-E	na

International arrivals

City/region	Period	Number	Growth,%	Stay,days	Comment	Source
Balearics	2007	10.2m	1.2	NA	none	NTO
London	2006	15.6m	12.3	6.5	none	CTO
Paris	J-Sep 7	6.62m	5.6	NA	hotels	CTO

Domestic arrivals

Destination	Period	Number	Growth,%	Stay,days	Comment	Source
London	2006	10.96m	2.4	2.2	none	CTO
Spain	J-Sep 07	119.7m	8.5	NA	trips	NTO

Notes: See Master Notes, page 6. WTO changes data, so its data should always be considered provisional. Growth may not tally with previous figure shown. *2007 unless stated otherwise. †2008. ‡2009. B = Bednights. H = Nights at hotels. Source: NTO = national tourist office (or equivalent), Ot = Other, WTO = World Tourism Organization.

Notes: See Master Notes, page 6. Latest figures; ‡full year at YTD growth rate. E = Travel Business Analyst estimate (some based on statistically-incompatible measures), PVPD = per visitor per day. C = Quoted in US$. F = In hotels. V = Per visitor. Source: As 'Source' above.