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This issue, as usual, something different...Commentaries on Baby Boomers, halal-friendly travel, WTO-v-WTTC, and Resorting.
(We revert to our regular publishing pattern in February.)

Trends

Travel baby travel

An estimated 78mn US citizens (out of the 308mn total) were born between 1946 and 1964 – the so-called baby boomers (BBs). At age 65 from this month, they start to retire.

This causes concern for some sectors - those enrolled in the government's healthcare program, for instance, are expected to grow from 47mn in 2010 to 80mn in 2030, and those in the government's pension scheme from 44mn to 73mn.

But for the travel business, it's boom baby boom!

The Preferred Hotel Group* has conducted a study on the BB travel potential. "Every day for the next 19 years...11,000 [BBs will reach 65]," says PHG. Unfortunately, some findings overstate and misstate BB activities. PHG claims for instance BBs "research everything in-depth on the internet" and decide and book online, that they have a Facebook page and a Twitter account, that they "backpacked through Europe as teens and have trotted the globe since", that they are "foodies". Because some BBs do this does not mean all do.

Nevertheless, we have extracted some findings (some surprising) and observations, edited, and *with our comments*. (See also Table 1):

- BBs don't consider themselves 'old' at 65. They are physically active. They are veteran travellers. And now, with more time available as they reach retirement, they will travel more.
- BBs represent 47% of leisure travellers (from 24% of population). 66% have travelled to celebrate a personal event, such as a birthday 45%, anniversary 40%, wedding 38%. 68% have a passport (30% for all citizens). BBs are more likely to travel as a couple and, as 40% are grandparents, more likely to travel in multi-generational trips.
- They averaged a high 3.6 leisure trips in 2009, spending an average of 28 days away from home annually. 67% for 5+ nights, 34% up to 5. *But spending looks low – US$3324, which means under US$1000 per trip, US$120 per day. This indicates BBs may not be the good spenders sometimes portrayed; that $1000 would be around average for all travellers.*
- *PHG's definitions on geographical patterns are shakey – at best.*

PHG reports that 29% took an overseas trip – of those, the Caribbean took 33%, Europe 28%, Mexico 19%, Canada 18%. *That looks a fairly conservative pattern; as with spending, BBs may not be the great adventurers sometimes portrayed.* But the maths does not add up - because PHG says next were Hawaii 8%, Asia 7%, Central America 5%, Alaska 4%, Latin America 3%, South America 3%, and Australasia 2%.

Some of those definitions are incorrect: Hawaii and Alaska are part of the US, and so not technically 'overseas' (or 'overseas' for BBs living in those two places could include the US mainland); 'Latin America', not a proper geographical term, includes South, Central, and Mexico (which is part of North America; PHG researchers believe it is in Central America).

- 78% of BBs want to travel "somewhere new". 61% want to visit Europe, 51% Asia Pacific, 46% Caribbean, see Table 2. Surprisingly, Italy comes at the top of destinations to visit in Europe. No data is given for Asia Pacific.
- 72% say they are ready to work after 65. *And thus the findings may be overstated, although most BBs are expected to at least reduce the amount of time they work, and so increase their leisure time.*
- 47% said their children are influential in the decision-making process.
- *Internet findings are included in our Net Value report.*

PHG has high hopes for the BBB (BBs' business):

"[PHG] believes that the travel industry is on the verge of a...golden age. We are going to seek out [BBs]...serve them well and often. And we are going to share in the growth and prosperity that they will generate. This is a turning point."

PHG plans BB promotions this year starting this month with a Happy Birthday Boomer package, a 'Bucket List' contest (a BL is a list of things you want to do before you 'kick-the-bucket', ie die), and an advertising campaign.

Surprisingly – considering it has em-

contd on p2

Table 1

Travel patterns of Baby Boomers

Item	Share,%
Travel type	
VFR	52
Family vacation	38
Nature trip	35
Sightseeing	26
City trips	20
Casinos	18
With spouse/other	73
With grandchildren	31
Alone	25
Purpose	
Scenery	87
New	78
Beach	65
Culinary	60
Historic	45
Entertainment	40
Theme	40
Casino	39
Theme park	34
Wellness	29
Activities	
Relax	84
Historical sites	63
Art museums	55
Shopping	46
Performing arts	39
Space museum	38
Spa	34
New skill/activity	29
Boating	28
Sporting event	27

Notes: See text. Source: Preferred Hotel Group.

from P1: Travel baby travel

barked on this research - PHG does not know a lot about BBB at its member hotels. This is primarily because the hotels do not necessarily share the information with PHG – even if they know it.

PHG says that the average age of guests at its Preferred and Preferred-Boutique hotels is in the 50s. At Sterling, clientele is younger. It says BBs are 60% of market in some hotels, and 20% in others; *we estimate an average 20%.*

"We see the promise of the market," says PHG. "It is already an attractive segment for us. And it can fill gaps – because [BBs] can travel at weekends, for instance." For BBs, every day is Sunday; they can travel at weekends, and probably get better prices, with fewer crowds, etc.

**A representation company for independent hotels; currently 800 in 70 countries. Brands include Preferred Hotels, Preferred Boutique, Sterling, Historic. For the report, www.preferredhotelgroup.com.*

Table 2

Wish-list travel in Europe for Baby Boomers

Destination	Share,%
Italy	31
UK	28
Ireland	22
France	21
Spain	18
Greece	17
Germany	17
Switzerland	15
Scandinavia	10
Netherlands	9
Portugal	8
Russia	7

Notes: No data for Asia Pacific. See text. Source: Preferred Hotel Group.

Halal's top-10, almost

Crescent Rating notes and rates travel services and destinations that are halal*-friendly. Well, sort of. We reckon, at a push, we could have matched CR's top-10 destination suggestions for 2011. It names them 'halal-friendly', but there is no rating here; just a few titbits that might be of interest to the moslem traveller.

As a pioneer in this field, perhaps CR can get away with what is little more than a basic travelogue for travellers who might also want to read a few lines about islam in some destinations. Hopefully, though, CR will get better, and eventually rate services and destinations. And that includes doing something that CR seems reluctant to do - critique some islamic services and sites, and flag non-halal services and sites.

We are also sure that this is not actually a 'top-10', despite that description, simply because Saudi Arabia, as home to Mecca, must presumably always be number one. Be-that-as-it-may, the following is an edited version of CR's "top-10":

- Malaysia. "Readily-available halal food and prayer facilities in shopping malls, attractions, theme parks. The halal-conscious travellers will feel at home here."
- Turkey. "Rich islamic history. Becoming a destination for halal-friendly beach holidays."
- Egypt. "A place to rediscover islamic heritage."
- Morocco. "An opportunity to learn more about islamic history. Rich with mosques and islamic monuments. Casablanca has Morocco's largest mosque."
- Indonesia. "The world's largest moslem country."
- Thailand. "Some destinations, such as Phuket and Krabi, have sizeable moslem populations, so halal food and prayer facilities are easily accessible."
- Sri Lanka. "Halal food is easily available and there are many mosques all over the island."
- Singapore. "From fast food chains to international cuisine, there is always a halal option. Singapore has 70 mosques."
- South Africa. "Many travel attractions cater to the needs of moslem travellers. There are many halal restaurants in all major cities."
- Australia. "To make moslem visitors feel comfortable, the Gold Coast has implemented many halal-friendly facilities and services."

**Although 'halal' is mostly used to describe food, it actually means 'permissible for use' by moslems.*

WTTOC

Competition between the WTO and WTTC is intensifying. We have long treated the WTO (World Tourism Organization) and WTTC (World Travel & Tourism Council) as competitors. True, there are many differences, but there also many similarities.

Three months ago, the WTO announced – at short notice for such an event – a 'Global Tourism Forum'. Surely this proves our point, in threatening the success of WTTC's 'Global Travel & Tourism Summit', which it regards a key element in its business strategy?

Note the similar names (sub-edited here) - World Travel Organization/World Travel Council, Global Travel Forum/Global Travel Summit.

The GTF is due this March, just before a key event on the travel industry calendar, ITB Berlin. But GTF is due to be staged in Andorra, not easy to get to by air (best gateway airport is Toulouse in France). The 8th GTTS is due this May in (a depressed) Las Vegas.

Resorting

- Cambodia's Royal Group plans a comprehensive resort project on Koh Rong island. First phase - with facilities to be determined - is due in five years. Facilities include an airport, marina, as well as the usual facilities in resorts. It is presented as an environmentally-friendly resort, but obviously that will need to be seen.

Royal, a business group in a wide range of businesses (including the tired Cambodiana hotel in Phnom Penh), has a 99-year lease on the island. It is now seeking finance.

- China's government is apparently ready to invest in Baha Mar, a resort planned in the Bahamas – on the capital Nassau's Cable Beach. The BM project is headed by Sarkis Izmirlian, an Armenian. Management locates Bahamas in the Caribbean, which it is not.

There are plans for six hotels with 3500 rooms, casino, golf course, retail village, etc. BM is due to open 2014, and some hotel groups have already signed up – Morgans, Rosewood, Starwood.

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Special

Main News 2010

• Air France operates A380 over Paris-London on some weekend flights last summer. First Lufthansa A380 operates over Frankfurt-Tokyo.
• Close-commercial-cooperation deal between American, British, Iberia, Japan, receives final approval from US. British and Iberia owners agree to merge their ownership.
• Carlson Hotels increases ownership of Rezidor (its Europe master licence owner) from 44% to just over 50%.
• It's happening in Asia but will affect Europe; our estimates indicate that outbound travel from China could have increased 25% in 2010!
• Flight disruptions in many parts of Europe due to volcano eruption caused air passenger traffic falls in April of around 20%.
• Liberalised Japan/US air regime, called 'Open Skies' but not that, due to be implemented H1 this year.
• Japan Airlines enters bankruptcy protection; plans substantial restructure. It sells 80% of its unsuccessful Nikko Hotels to Okura Hotels for a reported US$72mn.
• The only-6-hotel Regent brand is sold by Carlson to Taiwan's Formosa International. Regent regressed under its three owners (others were EIE and Four Seasons) since being sold by its founders.
• Spain disbands its secretariat of tourism; it still has a ministry of tourism - with other portfolios.
• Tokyo reopened its Haneda airport to international flights last November.
• In the US, United takes over Continental. Both are minor airlines for Europe.
• Wyndham Hotels buys Tryp brand from Sol Melia for US$43mn.
• From People-in-Travel:
  • Heads in: David Scowsill, WTTC. Robert Burns and Ralf Ohletz, Regent Hotels. Kathleen Taylor, Four Seasons. Tom Horton, American Airlines. Hans Lerch, Hotelplan. Carolyn McCall, Easyjet. Tony Tyler, IATA. Denis Hennequin, Accor Hotels. Herve Humler, Ritz-Carlton. Rickard Gustafson, Scandinavian Airlines. Thierry Antinori, Austrian Airlines. Zbigniew Mazur, LOT Polish Airlines. Arnaldo Nardone, ICCA.
  • Heading off: Jean-Claude Baumgarten, WTTC. Giovanni Bisignani, IATA. Gilles Pelisson, Accor Hotels. Simon Cooper, Ritz-Carlton. Mats Jansson, Scandinavian Airlines.

1 Regular-airline traffic*, 2010

	Sep 10				YTD							
Airline	**SS,x1000**	**+/-,%**	**RPK,mn**	**+/-,%**	**SS,x1000**	**+/-,%**	**ASK,mn**	**+/-,%**	**RPK,mn**	**+/-,%**	**SF**	**+/-,pts**
Aegean	505	-13.0	437	-1.7	4432	-3.3	5464	5.3	3700	8.3	67.7	1.9
Air France	4190	1.6	10764	0.7	35422	-2.4	116781	-4.0	94006	-1.7	80.5	1.9
Europe†‡	4363	1.1	3497	1.0	35800	-3.0	39729	-6.9	28622	-3.4	72.0	2.6
Alitalia	2305	12.0	3125	10.2	17656	9.7	34871	7.3	24790	18.0	71.1	6.4
Austrian	955	18.7	1499	8.7	7445	16.6	15661	3.2	12137	9.0	77.5	4.1
BMI	593	-12.1	683	-15.3	4682	-19.4	7869	-18.7	5228	-23.1	66.4	-3.7
British AW	3039	4.2	9903	1.1	22930	-7.5	101647	-7.0	79072	-7.4	77.8	-0.4
Europe‡	1935	6.2	2011	3.8	13918	-7.9	19834	-10.5	14444	-8.5	72.8	1.6
Brussels	472	5.1	684	7.9	3647	2.4	8550	3.6	5454	4.3	63.8	0.4
Czech	455	-3.4	527	-15.5	3537	1.1	5770	-15.6	4065	-8.6	70.5	5.4
Finnair	563	1.7	1449	2.4	4633	-1.5	16254	0.5	12339	4.1	75.9	2.6
Iberia	1715	-0.5	4474	9.8	15008	-4.8	46461	-1.7	38587	2.0	83.1	3.0
KLM	2068	2.9	6731	3.9	17010	0.4	67606	-0.6	56862	2.7	84.1	2.7
LOT-Polish	374	5.1	624	1.5	2999	8.9	6724	1.9	5095	7.1	75.8	3.7
Lufthansa	5502	12.7	12032	8.8	42379	5.7	121457	1.7	97242	4.7	80.1	2.3
Europe†‡	6885	7.9	5493	4.8	38519	-10.8	41377	-15.1	29887	-12.9	72.2	1.8
SAS	2087	8.6	2189	7.2	16015	-1.2	23403	-6.5	17674	-1.5	75.5	3.8
Swiss	1260	5.5	2607	11.8	10454	3.0	26553	2.7	21858	6.7	82.3	3.1
TAP	869	14.5	2250	18.7	6777	4.4	24215	4.0	18054	14.4	74.6	6.7
Turkish	2617	16.6	4250	17.2	21366	17.1	46934	16.9	34684	21.6	73.9	2.8
Virgin A'tic	457	3.8	3295	3.1	4006	-2.1	34612	-9.0	28871	-2.9	83.4	5.2
AF+KL	6257	2.0	17495	1.9	52433	-1.5	184387	-2.8	150868	-0.1	81.8	2.2
AF+KL+AZ	8562	4.5	20620	3.1	70088	1.1	219258	-1.3	175658	2.1	80.1	2.7
BA+IB	4754	2.4	14377	3.7	37938	-6.5	148107	-5.4	117659	-4.5	79.4	0.7
LH+LX	6761	11.3	14639	9.3	52832	5.2	148010	1.9	119099	5.1	80.5	2.4
LH+LX+BD+SN+OS	8782	9.7	17505	8.0	68607	4.0	180091	1.0	141919	4.0	78.8	2.2

Low-fare-airline traffic, 2010

Airline		
Air Berlin	*Sep 10*	*YTD*
SS,x1000	3320	24230
Growth,%	6.9	1.8
SF,%	82.9	76.4
Easyjet	*Sep 10*	*YTD*
SS,x1000	4775	37785
Growth,%	8.0	7.6
SF,%	89.3	89.9
Ryanair	*Sep 10*	*YTD*
SS,x1000	6842	55617
Growth,%	11.8	12.9
SF,%	86.0	86.5
SS,x1000	*Sep 10*	*YTD*
Germanwings	813	5950
Growth,%	18.7	8.9
Norwegian	1214	9709
Growth,%	20.1	22.0
Southwest	6930	66046
Growth,%	2.2	1.9

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. ‡Includes (national) domestic. 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
	YTD	Growth,%	Jul 10	Growth,%	YTD	Growth,%	YTD	Growth,%	Oct 10	YTD
SS,mn	189.2	2.1	25.3	5.0	64.5	5.4	137.9	14.8	NA	NA
ASKs,mn	690,159	-1.5	85,974	1.7	338,848	0.6	664,236	3.8	8.2	4.0
RPKs,mn	545,948	1.9	72,411	3.9	274,058	5.1	523,481	11.5	10.1	8.5
Pax LF,%	79.1	2.6	84.2	1.8	80.9	3.5	78.8	7.4	79.6	78.8
	Sep 10	Growth,%	Jun 10	Growth,%	Aug 10	Growth,%	Sep 10	Growth,%	Sep 10	YTD
SS,mn	23.7	6.7	22.8	4.2	9.2	5.4	15.1	12.7	NA	NA
ASKs,mn	80,715	2.9	79,828	0.6	47,499	4.2	74,700	7.3	7.3	3.6
RPKs,mn	66,055	5.3	64,394	0.0	40,109	4.8	58,619	9.3	10.5	8.3
Pax LF,%	81.8	1.9	80.7	3.2	84.4	0.5	78.5	1.4	80.0	78.7
	Aug 10	Growth,%	May 10	Growth,%	Jul 10	Growth,%	Aug 10	Growth,%	Aug 10	YTD
SS,mn	24.9	4.2	21.9	4.3	9.7	8.4	16.5	10.8	NA	NA
ASKs,mn	85,918	1.4	79,073	0.3	48,630	5.5	77,633	6.1	5.5	3.0
RPKs,mn	71,485	2.1	60,737	4.6	41,566	7.2	62,138	7.5	6.4	7.9
Pax LF,%	83.2	0.6	76.8	3.2	85.5	1.4	80.0	1.1	81.6	78.5

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

3 Passengers in 2010 through: Europe's leading airports and city-group airports,x1000

Airport	Month	Month	Growth,%	YTD	Growth,%
Amsterdam	Sep	4,252	5.8	34,140	2.5
Barcelona*	Sep	2,837	12.9	22,004	4.8
Berlin*,x3	Sep	2,223	11.7	16,582	5.8
TXL	Sep	1,523	12.7	11,126	5.2
Brussels*	Sep	1,687	4.0	13,038	-0.5
Copenhagen*	Sep	2,015	12.3	16,213	8.2
Frankfurt*,x2	Sep	5,406	8.5	42,810	3.1
FRA	Sep	5,088	10.4	40,110	4.0
intl	Sep	4,438	10.0	35,075	3.8
London,x5	Sep	12,339	2.5	97,400	-2.6
LHR*	Oct	6,097	7.2	55,695	0.2
intl	Oct	5,609	7.3	51,577	0.9
LGW*	Sep	3,210	-2.5	24,505	-3.4
Madrid*	Sep	4,460	5.1	37,837	3.3
Milan*,x3	Sep	3,333	9.1	26,600	7.3
MXP	Sep	1,807	11.6	14,524	7.4
Moscow*,x2	Sep	5,110	20.1	38,972	25.8
Paris*,x3	Sep	7,720	5.4	65,505	0.4
CDG*	Sep	5,301	5.2	44,160	0.1
intl	Sep	4,859	5.2	40,385	-0.1
ORY*	Sep	2,169	5.3	19,149	-0.6

Airport	Month	Month	Growth,%	YTD	Growth,%
Rome*,x2	Sep	3,871	8.2	30,886	5.4
FCO	Sep	3,470	10.0	27,506	7.1
Zurich*	Sep	2,136	8.1	17,098	4.2
Europe total*	Sep	106,951	7.5	1,043,779	0.3
intl	Sep	82,344	7.5	753,528	0.7

Europe's 'low-fare' airports†,x1000

Airport	Month	Month	Growth,%	YTD	Growth,%
Berlin Schonefeld*	Sep	700	9.6	5,456	7.2
Cologne*	Sep	1,047	7.3	7,573	1.7
Frankfurt Hahn*	Sep	318	-15.1	2,700	-9.1
Dublin*	Sep	1,760	-1.5	14,293	-11.2
Geneva*	Sep	959	9.0	9,057	4.5
London					
LTN*	Sep	870	0.1	6,749	-5.6
STN	Sep	1,776	-4.3	14,414	-7.0
Milan Bergamo*	Sep	703	7.9	5,874	7.4
Rome Ciampino*	Sep	401	-5.0	3,380	-6.5
Paris Beauvais*	Sep	250	10.2	2,195	17.4
LFA total‡	Sep	8,785	1.2	71,691	-3.0

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‡			
	Oct	+/-*	YTD	+/-*	Sep	+/-*	YTD	+/-*	Sep	+/-*	YTD	+/-*	Jun	+/-*	YTD	+/-*
To/from	10	%	10	%	10	%	10	%	10	%	10	%	10	%	10	%
Belgium	8	20.5	70	15.1	124	2.8	916	-1.9	105	-4.9	834	-6.3	105	6.9	507	0.4
France	na	na	na	na	640	4.3	4842	-1.2	907	-8.4	7723	-10.6	589	0.7	2621	-5.4
Germany	406	3.3	3536	-2.4	na	na	na	na	1092	11.3	8380	4.3	958	6.8	4432	4.4
Ireland	62	5.9	578	-13.3	127	-3.3	1017	-10.9	843	-3.1	7207	-13.2	206	2.4	843	-16.5
Italy	538	10.0	4968	1.4	1121	7.5	7948	2.3	1027	0.8	7528	-4.5	321	11.3	1222	3.8
Netherlands	92	-8.7	835	-5.4	271	5.6	2035	3.5	627	1.3	5117	-1.7	409	3.5	1852	-9.8
Spain	500	6.5	4838	0.8	2300	10.0	16372	2.6	3303	-2.6	22946	-6.0	286	17.3	1211	13.3
Switzerland	154	0.5	1416	-2.7	518	7.7	3964	0.4	386	6.6	4091	0.1	181	16.5	842	17.8
UK	333	-5.6	3188	-6.1	1081	11.9	8285	4.6	na	na	na	na	1474	-3.4	6880	-8.8
US	550	4.1	5118	-0.4	918	6.5	7215	4.1	1539	4.3	11988	-4.6	na	na	na	na
Total	**7720**	**5.4**	**65505**	**0.4**	**14423**	**10.2**	**107672**	**4.9**	**17532**	**2.0**	**133869**	**-2.5**	**12354**	**10.2**	**63704**	**5.3**

Notes: *Over same period, year earlier. †(Three) Paris airports; total is Sep and Jan-Sep. 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	Oct 10	Nov 10	stock	market
Airlines							
Air France	Paris	18.4	11.0	13.3	13.6	2.5	-5.1
British Airways	London	334	187	273	261	-4.3	-2.2
Easyjet	London	381	353	457	439	-3.9	-2.2
Iberia	Madrid	2.29	1.90	3.15	3.13	-0.7	-13.8
Lufthansa	Frankfurt	12.6	11.8	14.9	16.4	10.4	1.5
Ryanair	Dublin	8.30	3.30	4.01	3.88	-3.2	-1.1
SAS	Sweden	17.1	4.03	25.7	22.6	-12.1	1.1
Hotels							
Accor	Paris	46.9	38.3	29.7	32.9	10.9	-5.1
InterContinental	London	840	893	1206	1130	-6.3	-2.2
Marriott	New York	33.5	27.3	37.9	38.5	1.5	-1.2
Sol Melia	Madrid	11.0	5.90	7.12	6.12	-14.0	-13.8
Others							
Avis Europe	London	72.8	26.3	225	201	-10.6	-2.2
Carnival	New York	53.5	31.7	43.3	40.7	-6.2	-1.2
EADS	Paris	32.0	14.1	19.3	17.2	-10.7	-5.1
Expedia	New York	NA	26.5	28.7	26.4	-8.0	-1.2
Fraport	Frankfurt	44.9	36.3	45.9	45.2	-1.6	1.5
Kuoni	Zurich	557	349	420	426	1.4	-1.2
Thomas Cook	London	NA	230	181	192	6.2	-2.2
TUI	Frankfurt	17.8	5.84	8.35	8.24	-1.2	1.5

Notes: See Master Notes, page 3. *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	Jun‡	10.1	-6.3	Dec	10.8	0.3
Belgium	Jun‡	15.4	-14.1	Dec	17.9	-4.4
Czech R	Mar‡	3.6	-13.4	Dec†	4.6	5.9
Denmark	Mar‡	9.3	2.8	Dec†	9.8	11.4
Finland	Mar‡	4.5	1.6	Dec†	4.5	2.1
France	Dec	38.5	-1.9	Dec†	43.1	9.6
	Apr‡	39.6	2.9	Dec	38.5	-1.9
Germany	Dec	80.8	-6.3	Dec†	91.2	2.3
	Apr‡	81.5	0.9	Dec	80.8	-6.3
Greece	Apr‡	2.9	-15.0	Dec	3.4	-9.5
Hungary	Dec	4.3	7.1	Dec†	3.7	27.4
Ireland	Dec	9.3	-10.9	Dec†	10.4	12.0
Italy	Dec	29.4	-4.6	Dec†	30.8	4.9
	Jul‡	28.7	2.8	Dec	27.9	-4.3
Luxembourg	Sep	3.7	-0.3	Dec†	3.7	4.0
Netherlands	Mar‡	21.5	4.1	Dec†	21.7	6.2
Norway	Mar‡	13.1	3.1	Dec†	14.6	16.1
Poland	Dec	9.5	-4.2	Dec†	9.9	7.7
Portugal	Apr‡	4.0	4.1	Dec	3.8	-7.7
Russia	Jun‡	26.2	25.8	Dec	20.8	-12.7
Spain	Mar‡	16.8	1.0	Dec	16.6	-13.8
Sweden	Mar‡	13.3	5.6	Dec†	15.2	9.4
Switzerland	Jun‡	10.9	-0.2	Dec	10.9	0.0
Turkey	Apr‡	4.8	17.7	Dec	4.1	18.3
UK	Dec	57.2	-16.5	Dec†	68.5	4.4
	Jun‡	47.6	-5.0	Dec	50.1	-13.6

Notes: Growth may not tally with previous figure shown. *2009 unless stated otherwise. †2008. ‡2010. Source: WTO.

Notes: †2008 or ‡2010; full year, based on YTD growth rate shown.

7 Outbound travel by residents

Country	Jan thru*:	Departures x1000	Growth %	Source:
Austria-BH	Sep‡	8,135	-3.7	Eurostat
Belgium-BH	Sep‡	7,080	-10.0	Eurostat
Czech R-BH	Jun‡	2,450	-4.3	Eurostat
Denmark	Dec 06	5,895	16.4	Eurostat
Finland-BH	Jun‡	3,197	11.1	Eurostat
France-BH	Dec	24,360	-3.4	Eurostat
Germany-BH	Jun‡	38,729	-0.8	Eurostat
Greece-BH	Dec	1,266	-14.5	Eurostat
Hungary-BH	Jun‡	464	4.6	Eurostat
Ireland-BH	Sep	4,521	-13.7	Eurostat
Italy	Dec†	18,020	6.8	Eurostat
Netherlands-H	Sep	12,456	-0.7	Eurostat
Norway-BH	Jun‡	3,450	14.2	Eurostat
Poland-BH	Mar‡	936	-13.4	Eurostat
Portugal	Dec 06	3,663	-6.9	Eurostat
Romania-BH	Jun‡	293	-0.8	Eurostat
Slovakia-BH	Jun‡	938	-27.0	Eurostat
Spain-BH	Jun‡	5,239	5.0	Eurostat
Switzerland	Dec 00	12,351	4.5	WTO
UK	Jun‡	22,059	-8.9	Eurostat

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.

Notes: 2007, full year, based on YTD growth rate shown.

8 Internet bookings/sales of selected companies/ markets

Company/ description	(same)	Period	Number	Previous	Source
Kayak	revenue	Jan-Sep	$128m	+48%	company
US travel agencies	online transactions	Oct	-0.8%	+5%	ARC
Vacation rentals	monthly visitors	Y-Ap 10	4.7m	4.1m	PCW
US	online sales	2010	+8%	-5%	PCW
Langham bookings	Internet share,%	current	15%	NA	company
Site visit share,%	OTA/hotel/airline	Aug '10	40/21/19	37/20/20	WIT
Airline visit growth	Regular/low-fare	Aug '10	8%/44%	NA	WIT
Social networks share	Eur/NAm/AsPac	Aug '10	81/89/51%	NA	WIT
Small Luxury bookings	Club internet share,%	current	40%	NA	WIT
Elong	revenue,$m	H 10	21.4	+42%	company
hotels	revenue,$m	H 10	14.7	+46%	company
Expedia group	bookings,$b	H 10	13	+14%	company
US	bookings,$b	H 10	9	+23%	company
Non-US	bookings,$b	H 10	5	+35%	company
agency	bookings,$b	H 10	8	+29%	company
merchant	bookings,$b	H 10	5	+15%	company
transactions	mn	H 10	33	+14%	company
roomnights	% growth	H 10	+15%	+20%	company
room rates	% growth	H 10	+1%	-19%	company
air tickets	% growth	H 10	+14%	+5%	company
air fares	% growth	H 10	+13%	-18%	company
Make My Trip:					
Transactions,mn	Yr-Mar 10	current	3.5	2.5	company
Air	Yr-Mar 10	current	1.8	1.3	company

Notes: See Master Notes, page 3, and Net Value. All $s are US$s. Source: various.

10 Hotel results in Europe*, October

Location	Occupancy,%				Average room rate,						Revpar,			
					local	US$*					US$*			
	2010		2009		2010	2010		2009			2010		2009	
	Mth	YTD	Mth	YTD	YTD	Mth	YTD	Mth	YTD		Mth	YTD	Mth	YTD
Amsterdam-all	82.8	73.1	67.0	63.4	170	268.09	222.18	244.61	225.27		221.92	162.51	163.91	142.77
U-4	80.4	69.5	67.5	63.5	171	268.68	223.09	201.24	186.94		215.91	155.01	135.75	118.63
5-star	84.5	75.8	66.6	63.3	169	267.70	221.57	285.31	260.86		226.12	167.92	189.98	165.14
Berlin-all	77.2	69.1	76.6	65.1	146	183.83	191.48	215.32	190.14		141.98	132.29	164.92	123.87
L-4	85.5	71.0	83.0	65.5	115	125.50	150.27	165.27	142.93		107.31	106.62	137.14	93.68
U-4	75.7	68.5	74.8	65.0	156	196.01	204.42	231.15	202.88		148.39	140.07	172.84	131.95
Brussels	NA	66.8	76.7	65.1	121	NA	157.88	175.39	156.03		NA	105.53	134.47	101.50
L-4	NA	69.7	NA	NA	101	NA	132.19	NA	NA		NA	92.15	NA	NA
U-4	NA	62.9	NA	NA	150	NA	196.66	NA	NA		NA	123.75	NA	NA
Copenhagen	NA	78.3	76.2	75.0	975	NA	171.24	311.86	206.42		NA	134.03	237.56	154.84
Frankfurt-all	73.9	63.8	65.2	57.5	127	195.97	165.62	185.14	164.09		144.86	105.64	120.71	94.35
L-4	70.5	56.3	58.7	49.4	105	150.17	137.08	154.98	145.55		105.89	77.17	91.01	71.83
U-4	74.8	66.7	67.9	60.9	134	207.15	174.87	196.15	170.44		154.96	116.56	133.26	103.87
Geneva	66.7	64.9	62.4	59.5	369	325.95	346.86	354.70	331.90		217.39	225.06	221.41	197.53
Istanbul	NA	73.3	77.3	63.0	348	NA	229.66	353.17	241.81		NA	168.27	272.82	152.39
London-all	NA	80.8	82.9	79.6	156	NA	238.28	273.89	216.69		NA	192.53	227.08	172.58
L-4	NA	82.2	88.6	84.4	102	NA	155.33	177.00	140.63		NA	127.75	156.87	118.68
U-4	NA	76.4	78.6	73.8	198	NA	302.23	332.43	281.37		NA	230.82	261.35	207.78
5-star	NA	79.5	83.3	77.6	320	NA	487.94	481.43	464.26		NA	388.11	401.23	360.09
LHR AP	NA	87.5	82.0	80.3	65	NA	99.84	100.94	96.07		NA	87.40	82.77	77.19
Madrid	NA	62.0	69.1	54.0	130	NA	169.71	229.02	177.53		NA	105.27	158.20	95.80
Moscow	85.1	73.2	74.8	65.5	5863	157.47	190.25	251.38	217.80		134.00	139.32	187.93	142.68
Paris-all	NA	77.1	79.2	71.7	230	NA	300.87	353.83	307.73		NA	231.94	280.39	220.50
U-4	NA	78.5	86.4	78.9	155	NA	202.66	215.27	200.39		NA	159.14	185.92	158.15
5-star	NA	78.6	82.6	72.4	333	NA	435.95	502.06	429.31		NA	342.47	414.66	310.92
CDG AP	NA	72.6	66.5	65.9	113	NA	147.66	170.03	154.80		NA	107.24	113.07	101.94
Rome	NA	68.2	72.9	66.2	183	NA	239.04	241.07	241.09		NA	163.11	175.82	159.71
Vienna	74.0	74.8	81.8	60.1	106	163.19	139.24	205.17	366.83		120.81	104.19	167.83	220.29
Warsaw	80.7	65.7	73.0	67.3	364	135.13	118.04	156.88	64.86		109.02	77.58	114.60	43.65
Zurich	80.2	78.0	74.3	73.2	190	202.17	178.43	189.49	179.18		162.23	139.25	140.75	131.20
OTHERS														
Beijing	70.1	62.9	64.5	53.9	712	99.45	104.82	114.82	113.94		69.70	65.93	74.11	61.46
Dubai*	NA	75.4	71.1	70.8	646	NA	175.84	211.71	170.11		NA	132.54	150.47	120.48
Los Angeles	71.3	69.3	68.5	65.6	117	119.07	116.70	114.10	114.86		84.91	80.91	78.13	75.34
Miami	68.2	70.0	62.3	64.8	144	127.03	144.10	121.84	140.01		86.59	100.80	75.89	90.71
New York	84.9	81.3	84.8	77.1	223	272.57	223.07	254.36	207.11		231.39	181.40	215.69	159.59
Sydney	89.5	84.1	86.8	80.2	208	216.74	181.59	192.45	155.55		193.93	152.72	166.97	124.76
Tokyo	78.8	71.0	73.4	65.6	20906	264.98	233.98	274.69	256.55		208.84	166.23	201.64	168.33
Europe	79.2	71.3	73.1	66.3	na	238.10	214.32	252.14	217.82		188.78	153.04	184.43	144.78
US†	61.3	59.2	58.1	56.8	98	100.89	98.22	99.08	98.14		61.89	58.13	57.57	55.70
Asia Pacific‡	74.4	69.3	69.7	62.3	na	147.50	138.70	139.88	132.09		113.29	98.29	100.43	83.97
World	71.6	66.6	67.0	61.8	na	162.16	150.41	163.70	149.35		121.32	103.15	114.14	94.82

Notes: See Master Notes, page 3. 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 3. 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	November 2010
Asia Pacific	78
Europe	131
World†	88

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, 2010

	GNP/GDP		Retail sales	Consumer prices†		Wages/earnings‡	
Country	**1 year**	**3 mths***	**1 year**	**1 year**	**year ago**	**1 year**	**year ago**
France	1.8 Q3	1.4	3.4 Oct	1.6 Nov	0.4	2.0 Q2	2.2
Germany	4.1 Q2	9.0	0.4 Sep	1.3 Oct	0.0	1.6 Aug	0.9
Italy	1.0 Q3	0.7	1.6 Sep	1.7 Nov	0.7	1.7 Nov	3.1
Netherlands	2.2 Q2	4.0	-1.8 Jul	1.6 Oct	0.7	1.3 Sep	2.2
Spain	0.2 Q3	0.1	-2.2 Oct	2.3 Oct	-0.7	1.8 Q2	4.1
Switzerland	3.4 Q2	3.5	1.7 Sep	0.2 Oct	-0.8	2.1 '09	2.0
UK	2.8 Q3	3.1	0.0 Oct	3.3 Nov	1.9	2.2 Oct	0.6
Euroland	1.9 Q2	3.9	1.1 Sep	1.9 Oct	-0.1	1.5 Q2	4.1
Others							
Japan	2.4 Q2	1.5	5.4 Aug	-0.6 Sep	-2.2	2.7 Sep	-3.2
US	3.1 Q3	2.0	5.5 Sep	1.1 Sep	-1.3	2.1 Sep	2.7

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	Jun‡	19.6	0.9	Dec	19.4	-5.2
Belgium	Jun‡	9.5	-3.5	Dec	9.8	-11.8
Croatia	Dec	9.4	-14.6	Dec 07	11.0	7.3
Cyprus	Dec	2.3	-16.7	Dec†	2.7	-4.8
Czech R	Dec	7.2	0.4	Dec†	7.2	-5.0
Denmark	Mar‡	6.4	2.2	Dec	6.2	-1.8
Estonia	Dec	1.1	-5.3	Dec†	1.2	9.6
France	Dec†	55.6	-4.6	Dec 07	54.2	7.2
	Apr‡	45.6	-7.7	Dec	49.4	-7.9
Germany	Apr‡	34.9	0.5	Dec	34.7	-8.5
Greece	Apr‡	13.3	-8.0	Dec	14.5	-10.6
Hungary	Dec	6.6	11.5	Dec†	4.7	2.3
Iceland	Dec	0.8	30.8	Dec†	0.7	30.5
Ireland	Jun‡	3.9	-20.6	Dec	4.9	-18.1
Italy	Dec†	45.7	-0.1	Dec 07	42.7	2.5
	Mar‡	40.8	1.4	Dec	40.2	-7.2
Latvia	Dec	0.8	-5.3	Dec†	0.8	11.9
Malta	Dec	0.9	-6.8	Dec†	0.9	9.4
Netherl'ds	Mar‡	14.1	13.9	Dec	12.4	-2.3
Norway	Mar‡	4.5	7.7	Dec†	5.0	4.5
Poland	Jun‡	8.7	-3.0	Dec	9.0	-0.8
Portugal	Apr‡	10.2	5.3	Dec	9.7	-7.0
Romania	Dec	1.3	-35.2	Dec†	1.5	3.3
Russia	Jun‡	8.9	-4.1	Dec	9.3	-21.3
Serbia	Dec	0.9	-3.4	Dec†	0.9	1.7
Slovakia	Dec	2.5	-4.9	Dec†	2.6	19.1
Slovenia	Feb‡	2.4	-2.5	Dec†	2.8	16.0
Spain	Dec†	61.6	-0.4	Dec 07	57.8	3.6
	Apr‡	53.3	0.2	Dec	53.2	-9.0
Sweden	Mar‡	12.2	1.0	Dec	12.1	12.5
Switzerl'd	Jun‡	14.3	3.4	Dec	13.8	-3.8
Turkey	Apr‡	21.0	-1.1	Dec	21.3	-3.2
UK	na	na	na	Dec†	36.0	1.6
	Jun‡	28.6	-5.1	Dec	30.1	-1.3
Ukraine	Dec	3.6	-38.0	Dec†	5.8	25.5
Europe	Dec†	473.7	8.8	Dec 07	435.4	NA

Notes: See Master Notes, page 3. Growth may not tally with previous figure shown. *2009 unless stated otherwise. †2008. ‡2010. Source: WTO.

Notes: †2008 and ‡2010; 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	5-E	NA
Andorra	May‡	1,870	2.2	WTO	2.93	NA
Austria	Sep‡	21,996	3.0	WTO	5.2-F	156.17
Belgium	Dec	6,814	-4.9	WTO	7.0-E	231.39
Bosnia	Dec	311	-3.3	WTO	5-E	NA
Bulgaria	Apr‡	5,647	-1.6	WTO	2.8-F	48.39
Croatia	Apr‡	9,139	-2.1	WTO	5.0-E	182.47
Cyprus	May‡	2,096	-2.1	WTO	11.0	59.13
Czech R	Mar‡	6,142	1.0	WTO	2.8-F	48.39
Finland	Dec	3,422	-4.5	WTO	5.86	62.92
France	Dec	74,200	-6.3	WTO	7.16-F	77.69
	Aug‡	75,907	2.3	WTO	7.16-F	79.23

continued on page 8

continued from page 7

15 Visitor arrivals in Europe destinations

International arrivals

Destination	Jan-	Arrivals x1000	Growth %	Source	Stay days	PVPD US$-C
Germany	Aug‡	27,010	11.5	WTO	6.0-E	224.53
Greece	Dec	14,919	-6.4	WTO	14.0	20.23
Hungary	Mar‡	9,728	7.4	WTO	3.41-F	15.19
Iceland	Apr‡	1,266	2.5	WTO	2.8	267.56
Ireland	Oct	7,079	-11.8	WTO	11.0-F	39.06
Italy	Dec	43,239	1.2	WTO	4.36-F	178.42
	Jul‡	44,493	2.9	WTO	4.36-F	196.89
Latvia	Sep	1,334	-20.8	WTO	5-E	61.11
Liechtenstein	Feb‡	44	-15.9	WTO	2.10	NA
Lithuania	Sep	1,329	-17.5	WTO	6.00	15.93
Malta	Apr‡	1,232	4.1	WTO	8.40	52.70
Monaco	Dec	265	-18.3	WTO	4-E	NA
Montenegro	Dec	1,043	1.2	WTO	4-E	NA
Netherlands	Mar‡	11,092	11.8	WTO	3.67-F	221.99
Norway	Dec	4,347	0.0	WTO	7-E	445-V
Poland	Dec	11,884	-8.3	WTO	4.7	56.32
Portugal	Oct†	12,925	4.9	NTO	7.0	70.73
Romania	Apr‡	1,262	-0.8	WTO	3.20-F	21.16
Russia	Jun‡	19,789	1.9	WTO	3.67-F	221.99
Serbia	Apr‡	632	-2.0	WTO	4-E	NA
Slovakia	Dec	1,299	-26.5	WTO	3.60	4.17
Slovenia	May‡	1,706	2.3	WTO	3.12	4.84

International arrivals

Destination	Jan-	Arrivals x1000	Growth %	Source	Stay days	PVPD US$-C
Spain	Dec	52,231	-8.7	WTO	12.7	38.16
	Sep‡	52,649	0.8	WTO	12.7	68.78
Sweden	Dec	4,875	3.1	WTO	7-E	338.65
Switzerland	Sep‡	8,684	4.7	WTO	3.8-F	200.17
Turkey	Dec	25,506	2.0	WTO	8.0	111.68
	Sep‡	26,883	5.4	WTO	8.0	111.68
UK	Dec	28,033	-7.0	WTO	10.1	69.41
	Aug‡	27,556	-1.7	WTO	10.1	110.11
Ukraine	Mar‡	19,517	-5.9	WTO	5-E	NA
Europe	Dec	460,007	-5.7	WTO	5-E	200-E
	Aug‡	471,194	2.6	WTO	5-E	200-E

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 3. WTO changes data, so its data should always be considered provisional. Growth may not tally with previous figure shown. *2009 unless stated otherwise. †2008. ‡2010. B = Bednights. H = Nights at hotels. Source: NTO = national tourist office (or equivalent), Ot = Other, WTO = World Tourism Organization.

Notes: See Master Notes, page 3. 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.

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