

# Travel Business Analyst

MARKET INTELLIGENCE FOR MANAGEMENT

Europe ■ June 2000

Outbound France

## (About) 20mn?

Two main surveys have notably different statistics on outbound travel from France.

The official Observatoire Nationale du Tourisme recently released figures for 1998 showing a total of 18.1mn, up about 3%. But IPK, which has started a separate monitoring of the market, and put the total in 1999 at 22,662,000.

IPK says that total was a 34% increase, although it should not make such a comparison with 1998 because it changed its methodology for 1999. The main difference is to add departures to French overseas departments and territories to international rather than domestic, and to include all residents in France, not just citizens.

The IPK count works out at nearly 0.5 trips per inhabitant, the lowest of the major markets — the UK 0.8 trips, Germany almost 1.0, Netherlands 1.2, Sweden 1.6, Switzerland 2.1. In total trips, France is well below Germany, with 77mn, and the

### Profile of outbound travel from France

Item	Share,%
Mediterranean	47
West Europe	17
Americas	12
North Europe	10
Asia Pacific	8
Africa	4
East Europe	3
Touring	29
Sun & beach	28
City/cultural	22
Winter	37
Air	50
Vehicle	27
Travel agency	61
Hotel	54
Average age	46.5

Notes: \*Of vacations. Source: IPK International.

UK's 40mn. Outbound nights totalled 213.4mn.

Spending was put at US\$25.9bn (at US\$1 to E1/Ff6.56), about US\$1143 per trip. Purpose: 65% leisure, 11% business, and 24% for other reasons. Europe is the main destination, see table.

Travel agencies

## The slip starts?

Following a good year in 1998, IATA-licensed travel agencies in Europe returned poor results when compared with the main world regions in 1999. As our headline that year suggested, perhaps 1998 was the last boom year.

Following is a review of results, in terms of locations and revenue; yield will follow next month.

In terms of the number of agency locations, see Table 2,

Europe has usually done well when compared with the two other main regions — USA and Asia Pacific. For instance, the world slowdown in travel movements over 1991 and 1992 did not cause an obvious match in slow down in the number of travel agencies.

Growth in Europe hovered around 7% in the early 1990s, increased by a fast 19% in the 12 months to June 1995, faster than in 1993/94. In 1995/96, growth slowed, and again in 1996/97 and in the new measuring period for the full 12 months of calendar 1997.

Growth in Europe for 1997 and the period before that, was slower than worldwide growth, whereas in the two years before that it had been faster.

In 1998, Europe's numbers

### Main News

Recent corporate developments — big or significant. From various sources. No verification checks carried out by Travel Business Analyst, but items selected carefully. Broadly in alphabetical order.

● British Airways and KLM are talking cooperation; could be merger, could be alliance. Either way, it will mean another round of alliance changes, particularly for Oneworld and Wings.

● British Airways has pulled out of its plan to buy 20% of Olympic Airways.

● Preussag (aka TUI Group; largest tour operator in Germany and Europe) to buy Thomson Travel (2nd largest TO in UK) for US\$2.8bn. With a combined turnover over US\$10bn, P will be bigger than the combined sales of the next two, Airtours and C&N. But P must sell the 50% it owns of Thomas Cook UK; other TC owner is the Carlson Group (Regent and Radisson Hotels, Carlson Wagonlit etc; Carlson's partner in CW is the Accor group).

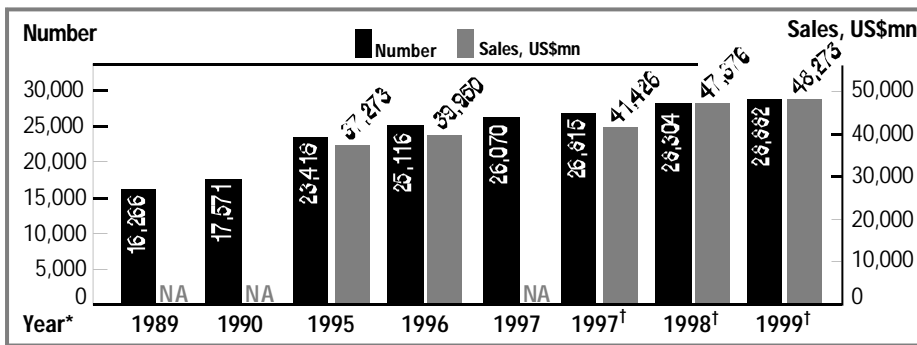
● Royal Caribbean cruise line plans to buy 20% of First Choice (3rd largest TO in UK) for US\$300mn.

● Tower Air stopped scheduled flights (it had a number of routes USA-Europe) but still operates charters.

● United Airlines, largest US air line (87.2mn seats sold), has agreed to buy US Airways (55.8mn), about 6th (depending on the measure), for US\$11.6bn.

Main News... 1; Intelligence... 1; Trends... 5; Tables... 6: Travel agencies; CRS; Air traffic; Channel tunnel traffic; Economics; Air lines; Resident spending; Air ports; Hotels; Visitor spending; Visitor arrivals; Resident departures; Internet sales; Travel company stock prices.

**Table 1 IATA passenger travel agencies in Europe**



Notes: New criteria from 1993. NA-not available, na-not applicable. \*Through June of year stated then† through December; for revenue, actual calendar year shown; then see Tables 2 and 3. Source: See Tables 2 and 3.

grew at a fast 6%. Economic slow down in Asia Pacific hit agency numbers there, pulling down world wide growth to almost zero.

In 1999, though, Europe's growth slowed again, to just 2%. That was half averages achieved world wide and Asia Pacific, although there was continued decline in the USA (these are ARC figures, not IATA's).

By market area, the following are the statistical milestones over the past 10 years:

- In 1993/94 Scandinavia became the sixth market in Europe to count more than 1,000 IATA agencies.
- In 1994/95 both Germany and the UK topped 4,000.
- In 1995/96 Europe topped 25,000 agency locations.
- In 1996/97 Spain topped 4,000 agencies, then climbed above 5,000 in 1998, making it Europe's largest, see below.
- In 1997 France topped 3,000.

Spain and Italy each have more agencies than does France. That makes France look under-populated in terms of IATA agencies, although outbound travel from Italy is now greater than from France.

Also, in 1998 Spain once again had the fastest growth in the six major markets (those with at least 1,000 agencies); it was

**Table 2 IATA travel agency locations† in Europe**

Area	1999	Growth %	1998	Growth %
Austria	277	-2.8	285	1.8
Belgium†	681	10.2	618	4.6
Croatia	86	na	na	na
Cyprus	133	-0.7	134	6.3
Czech R†	138	16.0	119	32.2
Finland	347	7.8	322	8.4
France	3,250	2.9	3,159	4.2
Germany	4,776	1.8	4,691	2.1
Greece	522	57.2	332	4.4
Hungary	250	16.3	215	35.2
Ireland	452	5.9	427	7.8
Italy	4,492	5.7	4,249	8.8
Malta	69	11.3	62	-1.6
Netherlands	505	-1.2	511	4.7
Poland	262	10.1	238	12.3
Portugal	710	17.9	602	9.3
Romania	64	na	na	na
Scandinavia†	1,433	4.6	1,370	1.1
Spain	5,024	0.0	5,024	10.1
Switzerland†	893	2.9	868	4.1
Turkey	395	16.5	339	9.4
UK	4,123	-13.0	4,739	2.0
Europe	28,882	2.0	28,304	5.6
Asia Pacific	8,780	4.3	8,415	2.5
USA <sup>b</sup>	43,669	-4.1	45,542	-3.3
World <sup>a</sup>	54,703	4.7	52,256	0.2

Notes: na-not applicable. \*Quoted in US\$. †By BSP (Billing & Settlement Plan). ‡Additional countries, in order of listing: Luxembourg, Slovakia, Iceland, Liechtenstein. <sup>a</sup>Excludes USA. Source: International Air Transport Association, <sup>b</sup>Airlines Reporting Corporation.

low in all others except Italy. In the secondary markets (500-1,000 agencies), growth was fastest in Portugal. In the tertiary markets (up to 500), Hungary showed best growth for the third year running, and the Czech market started to move fast as well.

As we predicted, and remarkable as it may seem, Spain actually overtook the UK in 1998 to become Europe's most-populated agency market. This was despite annual growth in the UK of almost 20% increase for two years, but then there was a two-year drop taking the number below the pre-1995 level, followed by a slight increase in 1998.

Just below the UK is Germany, which grew almost at the same pace. Back in the mid-1990s, it was on track to become Europe's largest market in numerical terms by 1995/96, but this has still not happened.

In 1999, IATA says Spain had no change in the number of outlets, although it still has more than any other market in Europe.

But there were other changes in the major markets — second-place UK dropped two places, to Germany and Italy.

Germany managed an increase in 1999, albeit small. Italy has had two good years, and may even overtake Germany this year.

In the secondary markets, Greece's growth was strong. And in the tertiary markets, note that relative-new comer Hungary is already close to the size of the Austria market. New listings are Croatia and Romania.

Sales in travel agencies in Europe in 1998 (unlike the location count, revenue has always been based on a calendar year) was strong, 14%. That was much faster than the world average, which was under 3% — mainly because of the big 8% fall in Asia Pacific as a result of that region's economic downturn, see Table 3.

**Table 3 IATA travel agency sales<sup>†</sup> in Europe, US\$m<sup>\*</sup>**

Area	1999	Growth %	1998	Growth %
Austria	775	8.4	715	6.7
Belgium <sup>†</sup>	1,211	-1.3	1,227	6.3
Croatia	3	na	na	na
Cyprus	133	9.0	122	13.0
Czech R <sup>†</sup>	144	5.9	136	43.2
Finland	674	4.3	646	14.1
France	6,320	10.9	5,697	23.9
Germany	8,319	2.8	8,091	13.6
Greece	504	16.4	433	8.0
Hungary	164	10.1	149	10.4
Ireland	619	14.4	541	12.7
Italy	4,537	1.2	4,484	11.6
Malta	4	20.0	40	14.3
Netherlands	1,926	-1.1	1,947	20.3
Poland	253	11.5	227	11.3
Portugal	608	0.5	605	21.0
Romania	4	na	na	na
Scandinavia <sup>†</sup>	4,836	2.2	4,730	6.4
Spain	3,044	0.0	3,044	16.7
Switzerland <sup>†</sup>	1,845	-4.3	1,928	7.3
Turkey	352	1.4	347	3.0
UK	11,902	-3.0	12,267	16.4
Europe	48,273	1.9	47,376	14.4
Asia Pacific	31,247	16.1	26,915	-7.8
USA <sup>b</sup>	76,616	4.4	73,402	4.1
World <sup>a</sup>	98,272	7.6	91,305	2.8

Notes: <sup>\*</sup>Quoted in US\$. <sup>†</sup>By BSP (Billing & Settlement Plan). <sup>‡</sup>Additional countries, in order of listing: Luxembourg, Slovakia, Iceland, Liechtenstein. <sup>a</sup>Excludes USA. Source: International Air Transport Association, <sup>b</sup>Airlines Reporting Corporation.

But then in 1999, a complete reversal — Europe was the slowest of the three main regions. However, part of the strong world growth was caused again by developments in Asia Pacific, but this time for that region's recovery-inspired growth rate of 16%.

The good times for Europe were mid-decade. Back in 1994 there was double-digit revenue growth in no fewer than 11 of the region's markets. And in 1995, only in two markets was growth below 10%. But by 1996, results began to slip; double-digit growth in six markets, but declines in three. In 1997, declines in nine markets.

Then was a short sharp recovery in 1998 — growth in every market, and an amazing 14 of them at double-digit rates!

In 1999 there were falls in four markets, all of them major ones — those with sales above US\$1bn.

Some statistical milestones over the past 10 years:

- Germany topped US\$5bn in 1992.
- Belgium/Luxembourg topped US\$1bn in 1995.
- The UK topped US\$10bn in 1997.
- France topped US\$5bn in 1998.

The German market continues to be difficult to read. In 1994, it was on track to overtake the largest BSP revenue market in Europe, the UK, the following year. But it did not happen, as both markets grew fast that year. Again it looked certain to happen in 1996, but then the UK surged forward with a strong 12% growth. With continuing confidence in the economy in the UK, and doubts in Germany, there was no position change in 1997 either. In fact, the UK pulled further ahead, although this was primarily a factor related to the strength of sterling — boosting a measure that is based in US dollars.

The same happened in 1998. Although Germany recorded a strong 14% increase, it was bettered by the 16% growth in the UK.

For whatever reason, there was a decline in the UK in 1999, although it is still by far Europe's largest, counting US\$12bn compared with Germany's US\$8bn.

Making up the top three is France, now well ahead of a composite Scandinavia. The French market has shown good growth apart from a correction in 1995, and was up nearly a quarter in 1998, and another 11% in 1999.

As with locations, the major markets performed badly in terms of revenues — four of the top nine dropped. And most were in markets that are generally considered strong — Netherlands, Switzerland, UK (the other market was Belgium).

Figures for Spain were unchanged (actually there was a US\$340,000 increase, but the rounded figure shows no change).

For the secondary markets (turnover under US\$1bn), there was no remarkable movement.

Details on revenue earned per agency will be included in next month's issue.

BRIEFS

● Foreign overnight stays in Germany in 1999 increased 4%, see table, and revenue increased 5.8% to US\$15.3bn (Dm30.6bn).

Biggest growth was from the USA; Japan declined.

Bavaria pulled further ahead of the second most-visited Land, Baden-Württemberg.

Overnights in Germany, mn

Country/state	1999	Growth %	1998	Growth %
<b>Foreign:</b>				
Europe	25.8	2.7	25.1	4.2
Netherlands	5.3	-0.1	5.3	5.5
USA	4.3	11.4	3.9	6.0
UK	3.4	8.1	3.1	4.7
Italy	2.1	2.5	2.0	10.0
Switzerland	1.9	5.5	1.8	6.2
France	1.7	0.2	1.7	2.4
Austria	1.6	6.5	1.5	8.0
Belgium	1.5	4.9	1.4	3.7
Japan	1.3	-0.3	1.3	1.0
Total foreign	36	3.5	35	3.2
<b>Domestic:</b>				
Bavaria	71	3.4	69	2.7
Baden-Württemberg	38	4.4	36	4.0
Nordrhein-Westfalen	36	2.5	35	NA
Niedersachsen	33	1.0	32	NA
Hessen	24	5.0	23	NA
Total domestic	272	4.7	260	2.5
Grand Total	308	4.5	295	2.6

Source: Federal Statistical Office.

● Once trains and cars can cross the new Oresund Bridge between Sweden and Denmark, due this July, tourism is expected to get a boost.

● Traffic on European high-speed train services has increased three-fold in 10 years to over 50mn passenger kilometres, says the International Union of Railways. However, capacity growth is not given.

That represents about 10% of air RPKs on Association of European Airlines.

● Royal Caribbean International, which currently has three ships operating in Europe, plans add two more in 2001 and a sixth in 2002.

● The World Tourism Organization has drawn up a US\$1mn tourism development strategy for Moldova, one of the new ex-USSR countries.

● The American Express European Corporate Travel Index shows substantial difference in air fare prices.

Business class London-New York (US\$/E5,330) is 53% more than Paris-New York (US\$/E3,653) and 114% more than Rome-New York (US\$/E2,892), although the distance is shorter.

Amex says low-fare air lines are having an affect on over all air fares, see table. The impact of low-fare air lines has been strongest on Excursion fares which have fallen 20% over five years after inflation

Percentage change in average European fares, %	
Fare level	Growth*, %
Supersonic	61.9
First	35.1
Business	25.3
Full economy	12.9
Discount economy	13.2
Peak-season excursion	-6.2
Off-season excursion	-9.5

*Notes: \*Q4 94 to Q4 99. Source: American Express European Corporate Travel Index.*

● **Arabella Sheraton** is talking to **Starwood** about **Westin** representation in its region. Robert Cotter, now running Starwood, was positive about the joint venture.

This may result is something similar to what Radisson has with SAS Hotels for Radisson SAS in certain markets.

AS has exclusivity in Germany, Switzerland, and Majorca (not Spain) for three Starwood brands — Four Points, Sheraton, and the Luxury Collection (if that is still a brand). Missing are Westin and W.

Some hotels in Germany pre-date the AS JV, and are run by Starwood alone.

There are also plans to expand in South Africa.

● **Bass Hotels** and **Dorint Hotels** plan a joint venture to develop and some Inter-Continental and Dorint hotels in Germany.

The Inter-Continental and Dorint Schweizerhof in Berlin, across the road, will be operated as one unit but under their own names. In Cologne, the Stadthaus will be rebuilt and opened as an Inter-Continental in spring 2002.

● **Accor** says it plans to double sales at its 1999 Vivendi acquisition over the next two years. At acquisition time, annual sales were put at US\$122mn (E122mn).

● **Radisson SAS** is to manage the 145-room Grand in Sofia, Bulgaria; it is due to reopen year-end.

● **Marriott International** plans to add 600 hotels and 175,000 rooms world wide by 2003, bringing its totals to 2600 and almost 500,000.

(It opened its 2000th, on schedule, in April this year, in Florida.)

In Europe, most of the growth comes from the US\$932.3mn (£578mn) purchase of the Swallow hotels and pubs group by Marriott's franchiser in the UK, Whitbread — the UK's second largest hotel group.

Of the 38 hotels, 29 are expected to be converted into Marriott brands over the next two years; the others will be sold. That will give Whitbread 8000 rooms in the country. The first conversion is due this June, and the last end 2001.

But apart from that, Europe does not figure highly in the group's plans, see table. However, it expects to increase from 100 hotels in Europe to 120 by the end of 2001.

### Marriott International hotels due to open in Europe

Hotel	City	Rooms
<b>2000:</b>		
Marriott Courtyard	Bucharest	401
Renaissance Chancery Court	Graz	114
Marriott Resort Executive Apartments	London	362
	Mallorca	150*
	Prague	54†
<b>2001:</b>		
Marriott	Copenhagen	395
Marriott	Bucharest	401
Marriott†	Yerevan, Armenia	380
<b>2002:</b>		
Marriott	Denia, Spain	184
Marriott†	Lisbon	588

*Notes: \*Now open. †Units. †In Yerevan was Armenia, in Lisbon was Penta. Source: company.*

● After buying the 300-room **George V** hotel in Paris for US\$487,000/room (at US\$1 to £0.63), **Kingdom Holding** spent a further US\$200mn in a 2-year refurbishment, resulting in a 245-unit (184 rooms, 61 suites) hotel.

**Four Seasons**, partly owned by Kingdom, reportedly has a 90-year management contract (not seen since early Hilton and Inter-Continental contracts, which often were 30-year renewable days).

Reported operating targets, presumed for this year, are 60% at US\$519 (Ff3500). The hotel held its grand reopening this March.

Four Seasons added two hotels in Europe in 1999, making five, which caused a 10-point drop in occupancy, a US\$130 in rate. With the George V, rate should get back up.

### Four Seasons profile in Europe

Item	1999	1998
Rooms	871	390
Occupancy, %	68.7	78.5
ARR, US\$*	321	466
Revpar, US\$*	221	366

*Notes: ARR-average room rate, Revpar-revenue per available room. \*Converted at US\$1 to C\$1.48. Source: company.*

● **An outlook for hotels** in most of the main cities in Europe shows that the highest rates — in terms of average room rate and revenue per available room — will be in Paris, see table.

Brussels is expected to have the low est ARR, and Berlin the low est revpar. However, with strong arrivals growth in Germany's capital, this looks like an under-estimate.

### Hotel result forecasts in Europe, 2000

City	Occupancy, %	Average room rate, US\$*	Revpar US\$*
Amsterdam	82	162.76	132.66
Brussels	71	108.20	76.16
Berlin	63	115.49	72.19
Frankfurt	71	115.49	81.43
London	79	125.64	98.63
Madrid	77	143.72	109.96
Milan	68	185.25	125.05
Paris	75	237.36	177.43
Rome	80	177.02	140.74

*Notes: Copenhagen and Zurich not listed. Source: Jones Lang LaSalle, Hotels, PKF.*

● **Virgin Express** plans to lease 11 B737-700s for eight years, due for delivery July 2001-April 2003.

The present fleet comprises 13 B737-300s and 10 B737-400s. ■

# Trends

## Expedia tries harder

Expedia is putting a lot of its effort into 'content migration'.

This involves looking at the purchase path of customers, and offering products it believes are relevant to the purchaser. For instance, if they book air travel to London for September, to send them data on theatre bookings for that month, or other events such as a show at a museum — not necessarily products or services for sale.

Expedia's average sale per customer is US\$350. This is considered low, so it wants to increase it. One way is a stronger involvement with a company that is selling holidays, not just the air fare.

It also wants to increase the look-to-book ratio. It is currently 3.9%. A good ratio if compared with direct mail. But, says Expedia, "we look at our selves as a store, like a grocery store or a kind-of themed department store. And a grocery shop gets almost 100% conversion, and a department store maybe 60-70%." So it hopes to get closer to that ratio.

Other news from the company:

- plans to launch Expedia Travels, a print magazine, this autumn.
- plans to start an awards program, for frequent customers.
- hopes for profits by Q4 2001.
- plans to open in Asia.
- research on its customers shows 68% married, and aged 35-55 years.

## Web travel

• More predictions for **online travel spending**:

• in the USA from under US\$10bn in 1999 to over US\$40bn by 2003, Wefat thinks, of which leisure travel would be 62.5%.

• in Europe, from an expected US\$20bn (at US\$1 to E1) in 2003 to US\$40bn by 2005.

• **Cahners found that online leisure travellers:**

- visit 4.5 sites on average before booking. And they tend to visit destination sites before hotel-specific sites or general travel sites;
- 25% are extremely likely to search online in the future; seems low.

• **Jupiter Communications thinks online**

consumers will account for US\$235bn of sales (all types) in the USA this year, but only US\$29bn will actually be conducted online.

Sounds interesting to us. How to know if my activity on the internet was motivated by what I saw on TV, for instance?

## IBM in travel

Some recent contracts for IBM's Denver-based department working for travel companies:

- **Rebuilding Starwood's frequent guest program.**
- **Ocean Wave for British Airways, for its call centres around the world.**
- **Working with tour operators in Italy to help them work better with travel agencies.**
- **IBM's Lotus Notes for Icelandair for its five websites.**
- **Building websites for Air Canada and Japan Airlines.**

Also, IBM also does plumbing work — ensuring that the web page works fast and well.

It works primarily with big companies (more than 1000 people), but it has a small companies division.

At present, there is great interest in the cellphone (handphone, mobile phone). There are over 100mn in the world, and will be 250mn in 2002. Says IBM: "ubiquity is all, and the cellphone is going to become ubiquitous."

Some progress is expected with the screen — currently too small for the full web page, and suitable only part of the information that may be required.

## Briefs

• **Emirates has a better first-class revenue share than many airlines, see table.**

### Emirates 1999-00 systemwide shares, %

Class	Revenue	Traffic
First	6.8	2.8
Business	19.3	8.4
Economy	73.9	88.8

Source: company.

• **Sol Melia** has created an e-business division, whose main objective will be "the e-transformation of Sol Melia and the adaptation of its internal and external business to the internet environment".

The new division has start-up funds of US\$30mn (E30mn).

• Perhaps surprisingly, 53% of consumers (in the USA) prefer to hear about **special travel deals** in a newsletter through the mail.

Next category in the Plog Research for Cahners was a phone call from the consumer's travel agency, and an email that consumer has registered for (both 17%), then a travel agency web-site 9%, and finally a travel agency fax 4%.

The surprise is that a newsletter through the mail is likely to be the slowest method, and the deal therefore less 'special'.

• **Gay go.**

The most popular US destination for gay and lesbian travellers is San Francisco, see table. No surprises there. Most popular for foreign destination is the Caribbean.

### Destinations for gay and lesbian travellers

Destination	Share*, %
<b>Top USA</b>	
San Francisco	49
New York	47
Los Angeles	44
Miami	34
Palm Springs	31
<b>Top foreign</b>	
Caribbean	27
UK	26
France	22
Netherlands	17
Vancouver	17

Notes: \*Of survey respondents. Sources: Travel Weekly USA.

• **Thomas Cook** is making the marketing mistake of the century (the last).

It is marketing itself under the new name of JMC. Yet 'Thomas Cook' along with 'American Express' are the best-known travel brandnames worldwide.

• **WTTC reckons travel has passed 10% of global GDP — 10.8% in fact — and that it will reach 11.6% by 2010.** ■

# TRAVEL MEASUREMENTS

## Headlines

### Comments on tables

#### Airlines

First quarter for Air France, KLM, and Lufthansa. Look at that LH growth; 10% for an airline its size is fast indeed! And AZ runs fast as well.

#### Airports

Q1. No growth at London should worry some body — running up against capacity limits. Compare that with fast growth at CDG, and good growth at FRA. The world is changing; London is not. Whole year for all Europe.

#### Airline associations

Whole-year figures for the three regional measures we track.

#### Travel agencies

1999 figures, and two new markets. See editorial report starting page 1.

#### Hotels

Berlin added.

#### Tunnel traffic

Q1. As we noted (for last year, and before Eurotunnel drew attention to it) business is bad. Even train traffic seems to be growing at a slower pace than air traffic.

## Networks of computer reservations systems

System	Country
Amadeus	Ww: A43328 <sup>†</sup> S112134. Ap: A2700 <sup>†</sup> S2916. Eu: A25777 <sup>†</sup> S67704. Na: A7836 S29560. FR: A4470 S9952. DE: A12128 S31995. IT: A492 S804. ES: A4800 S13000. GB: A126 S370.
Galileo	Ww: A40300 S164700. Ap: A6200 <sup>†</sup> S20708. Eu: A17300 <sup>†</sup> S38596. Na: A15000 <sup>†</sup> S62125. BE: A214 S652. FR: A163 S380. IT: A467 S1221. NL: A786 S2286. ES: A360 S3000. CH: A261 S1752. GB: A1683 S9503.
Gets Sabre <sup>†</sup>	Ww: A3000 S3500. Ww: A40753 <sup>†</sup> S124828. Ap: A11771 <sup>†</sup> S4500. Eu: A5783 <sup>†</sup> S13428. Na: A17478. FR: A401 S937. DE: A736 S1856. IT: A797 S1473. NL: A61 S130. ES: A150. CH: A242 S630. GB: A854 S3546.
Worldspan	Ww: A47950 <sup>†</sup> S49500. Ap: O. Eu: A10208 <sup>†</sup> S11000. Na: A35106. BE: A251 S541. FR: A180 S700. DE: A480. IT: A192 S304. NL: A220 S600. CH: A35 S55. GB: A1450 S1980.

Notes: See Master Notes. Latest figures available; A and S dates may not be the same; <sup>†</sup> denotes later figure. A-Agencies/other outlets, Ap-Asia Pacific, BE-Belgium, Eu-Europe, Na-North America, S-Screens, Ww-worldwide. <sup>†</sup>With Abacus. Source: companies.

## Eurotunnel traffic, 1999/00

Item, x1000	Jan-Mar	Growth %	J-D 99	Growth %
Cars	591	-16.9	3260	-2.7
Buses	13	-20.1	82	-14.8
Eurostar passengers	1495	4.6	6593	4.5

Notes: J-D - January-December. Source: Eurotunnel.

## Operating results on airlines of regional associations, 1999

Item	Europe, AEA <sup>†</sup>				USA, ATA				Asia Pacific, AAPA <sup>†</sup>			
	Dec	+/-	YTD 99	+/-	Dec	+/-	YTD 99	+/-	Dec	+/-	YTD 99	+/-
ASKs, bn	58.5	4.2	727.4	8.1	29.8	1.3	362.3	2.5	40.6	3.0	477.7	3.3
RPKs, bn	37.5	2.3	519.7	7.1	19.9	0.0	269.9	4.7	28.0	1.0	346.4	8.9
Pax LF, %	64.1	-1.2*	71.4	-0.7*	66.7	-0.9*	74.5	1.6*	68.8	-1.4*	72.5	3.7*

Notes: International. AEA-Association of European Airlines, ASK-available seat kilometre, LF-load factor, Pax-passenger, RPK-revenue passenger kilometre, YTD-year-to-date. \*Points. <sup>†</sup>Provisional; may not be complete. Source: Air Transport Association, <sup>†</sup>Institut du Transport Aérien, Association Of Asia Pacific Airlines.

## International traffic\* at Europe's leading airports, 1999/2000

Airport	Month	Passengers, x1000				Aircraft movements, x1000			
		Month	+/-%	YTD	+/-%	Month	+/-%	YTD	+/-%
Amsterdam	Mar	3,053	8.6	7,955	6.2	34	9.7	97	12.2
Frankfurt	Mar	3,150	6.4	8,277	71.5	29	7.7	54	9.1
London, LHR	Mar	4,674	0.5	12,394	2.0	33	3.7	5	5.3
London, LGW	Mar	2,069	0.3	5,452	0.3	16	1.7	46	2.1
Paris, CDG	Mar	3,426	10.2	9,108	10.3	37	16.3	105	17.9
EUROPE	Dec	60327	1.2	912045	5.1	NA	NA	15448	5.1

Notes: \*Domestic and international. Source: respective airports; ACI for all-Europe.

## Passenger traffic\* on leading Europe airlines, 1999/2000

Airline	Year to:	SS 1000	+/- %	RPK m	+/- %	SF %	+/- pts
Air France	Mar	NA	NA	21009	8.4	74.7	-0.4
Alitalia	Feb	3478	7.9	5378	11.3	61.9	NA
British AW	Dec	36591	0.0	117906	1.7	70.1	-0.8
-group	Dec	43554	1.3	124274	2.1	69.9	-0.6
KLM	Mar	NA	NA	14162	5.7	76.0	0.4
Lufthansa	Mar	9176	6.0	19080	10.1	70.1	-1.2
-group	Mar	10355	7.2	19781	10.2	69.2	-1.3

Notes: See Master Notes, pts-points. \*Domestic and international. Source: airlines.

## Air passenger traffic to selected countries, year to month shown, x1000

From To	France <sup>†</sup>		Germany		UK		USA	
	Dec 99	+/- %	Sep 99	+/- %	Nov 99	+/- %	Aug 99	+/- %
France	na	na	3726	11.0	7087	7.8	3474	7.9
Germany	3654	10.8	na	na	7516	9.0	4571	1.4
Italy	3927	9.9	3864	NA	6095	10.6	1480	5.2
Spain	2982	10.1	13956	12.7	22712	8.1	960	1.0
UK	4400	4.3	5970	8.2	na	na	11634	4.8
USA	5235	13.7	5501	6.8	17025	6.7	na	na

Notes: \*Over same period, year earlier. <sup>†</sup>Paris airports only. Source: Aéroports de Paris, Statistisches Bundesamt, Civil Aviation Authority, Department of Transportation.

## Economic indicators of major countries in Europe, 1999

Country	GNP/GDP	Retail sales		Consumer prices <sup>†</sup>		Wages/earnings <sup>†</sup>	
	3 mths*	1 year	1 year	3 mths*	1 year	3 mths*	1 year
France	3.2	3.2 Q4	2.3 Feb	2.3	1.5 Mar	3.6	3.4 Q4
Germany	2.9	2.3 Q4	3.7 Feb	3.2	1.5 Apr	NA	1.5 Jan
Italy	1.7	2.1 Q4	-0.3 Feb	2.9	2.3 Apr	1.0	2.1 Mar
N'lands	5.7	4.6 Q4	4.7 Dec	5.2	1.9 Mar	1.6	2.8 Feb
Spain	4.0	4.0 Q4	NA	3.7	2.9 Mar	2.8	2.4 Q4
Switz'd	3.7	3.0 Q4	2.7 Feb	2.2	1.3 Apr	NA	0.7 '98
UK	3.3	3.0 Q4	4.6 Mar	1.6	2.6 Mar	9.7	5.5 Feb

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

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

# TRAVEL MEASUREMENTS

## Hotel results in Europe, USA and Asia, February

City	Occupancy		Average room rate			
	%		local currency		US\$	
	2000	1999	2000	1999	2000	1999
<b>EUROPE*</b>						
Amsterdam	81.0	59.8	267.00	256.11	116.89	128.13
Berlin	60.9	NA	195.16	NA	96.27	NA
Brussels	67.0	70.8	4728.13	4037.40	113.08	110.34
Frankfurt	76.8	78.0	255.44	246.95	126.01	139.21
Geneva	74.1	71.4	248.51	271.74	149.27	187.80
London	77.2	72.5	148.09	178.85	233.81	286.70
Madrid	80.0	74.3	22173	21250	128.57	140.80
Paris	63.6	67.4	972.85	751.06	143.09	126.23
Rome	71.3	76.0	246742	260447	122.95	148.30
Zurich	85.3	86.1	213.28	196.84	128.11	136.04
<b>USA†</b>						
Chicago	61.0	60.6	96.00	95.66	96.00	95.66
Los Angeles	69.0	69.4	89.00	89.94	89.00	89.94
Miami	86.0	84.9	129.00	127.84	129.00	127.84
New York	78.5	77.6	166.00	164.83	166.00	164.83
San Francisco	72.0	73.0	125.00	125.99	125.00	125.99
<b>ASIA‡</b>						
Tokyo	83.1	79.5	19197	21062	174.17	176.91

Notes: See Master Notes. For Europe, hotels of leading groups and independent 4- and 5-star hotels; latest, Bass Hotels & Resorts, Radisson SAS. Figures may be adjusted later. † Estimate for 2000. Source: \*Travel Business Analyst Europe, ‡Travel Business Analyst Asia Pacific.

## Visitor spending in Europe destinations

Destination	Months*	Spending <sup>b</sup>	Growth,%
Austria	1-12 <sup>†</sup>	11,259	0.7
Belgium	1-12	5,375	1.9
Croatia	1-12 <sup>†</sup>	2,541	-7.0
Czech Republic	1-12 <sup>†</sup>	3,600	-3.2
Denmark	1-12	3,036	-4.7
France	1-12	29,700	6.0
Germany	1-12	15,859	-3.9
Greece	1-12	4,050	7.4
Hungary	1-12 <sup>†</sup>	2,471	-1.3
Ireland	1-12 <sup>†</sup>	3,306	1.7
Italy	1-12 <sup>†</sup>	31,000	4.0
Netherlands	1-12 <sup>†</sup>	7,051	3.6
Poland	1-12 <sup>†</sup>	6,100	-23.2
Portugal	1-12 <sup>†</sup>	4,928	1.5
Russia	1-12 <sup>†</sup>	7,771	19.4
Spain	1-12	29,585	11.0
Sweden	1-12	4,107	13.6
Switzerland	1-12 <sup>†</sup>	7,355	-5.9
Turkey	1-12 <sup>†</sup>	5,000	-36.0
Ukraine	1-12	3,760	2.5
UK	1-12 <sup>†</sup>	20,972	0.0

Notes: See Master Notes, page 6. Growth may be in national currency. \*1998 unless stated otherwise. †1999. <sup>a</sup>In millions of local currency. <sup>b</sup>In millions of US\$. Source: OECD, World Tourism Organization, national tourist offices.

## Internet bookings/sales of selected companies/markets

Company	Period	Number	Previous year
Travelocity bookings	1999	\$808mn	\$285mn
Millennium Copthorne online sales	2003	8% of total	2% 1999
C&N ebiz turnover (1999 Dm5.6mn)	2002	Dm150mn	2000 tgt Dm25m
Priceline losses	1999	\$53mn	up 20.5%
United Airlines revenues	2003	NA	20% online

Notes: See Master Notes, page 6. The pattern of information in this table is not formally structured, as it awaits some maturity in this segment of the market, and consistency in reporting as well as the actual measures. Source: various.

## Visitor arrivals in European destinations

Destination	Months*	Arrivals x1000	Growth,%	Stay	PVPD
				days <sup>b</sup>	US\$ <sup>c</sup>
Austria	1-12 <sup>†</sup>	17,630	1.6	5.2 <sup>f</sup>	142.90
Belgium	1-12	6,218	3.0	2.5	55E
Czech R	1-12 <sup>†</sup>	16,031	-1.8	2.8 <sup>f</sup>	48.39
Croatia	1-12	4,112	7.3	NA	NA
Denmark	1-12	2,073	-3.9	3.6	NA
France	1-12	70,000	4.0	7.16 <sup>f</sup>	54.40
	1-12 <sup>†</sup>	71,400	2.0	7.16 <sup>f</sup>	54.40
Germany	1-12 <sup>†</sup>	17,093	3.5	2.4 <sup>f</sup>	305.17
Greece	1-12 <sup>†</sup>	11,462	5.0	14.0	20.23
Hungary	1-12 <sup>†</sup>	12,930	-13.8	3.41 <sup>f</sup>	15.19
Iceland	1-12	232	14.9	2.8	NA
Ireland	1-12	6,073	9.3	11.0 <sup>f</sup>	39.06
Italy	1-12	34,829	2.2	4.36 <sup>f</sup>	178.42
	1-12 <sup>†</sup>	35,839	2.9	4.36 <sup>f</sup>	178.42
Netherlands	1-12 <sup>†</sup>	9,817	5.3	3.67 <sup>f</sup>	221.99
Poland	1-12 <sup>†</sup>	17,940	-4.5	4.70	56.32
Portugal	1-12	11,200	10.1	7.00	70.73
	1-12 <sup>†</sup>	11,600	2.7	7.00	70.73
Romania	1-12	3,075	4.0	3.20 <sup>f</sup>	21.16
Russia	1-12 <sup>†</sup>	16,421	3.9	5E	200E
Spain	1-12	47,749	10.4	12.70	38.16
	1-12 <sup>†</sup>	51,772	9.2	12.70	38.16
Switzerland	1-12 <sup>†</sup>	10,800	-0.9	3.8 <sup>f</sup>	148.58
Turkey	1-12	8,960	-0.9	8.0	83.83
UK	1-12	25,745	0.9	10.10	69.41
	1-12 <sup>†</sup>	25,540	-0.8	10.10	69.41
Ukraine	1-12	6,208	-15.6	NA	NA

Notes: See Master Notes. \*1998 unless stated otherwise. †1999. <sup>a</sup>Bednights. <sup>b</sup>Nights at hotels. Source: national tourist offices, OECD, WTO.

Notes: See Master Notes. Latest figures. E-Travel Business Analyst estimate (some based on statistically-incompatible measures), PVPD-per visitor per day. <sup>b</sup>In nights for some destinations. <sup>c</sup>Converted at US\$1 to £0.53; others in US\$. <sup>f</sup>In hotels. Source: national tourist offices, OECD, WTO.

## Outbound travel by residents of selected countries

Country	Months*	Departures x1000	Growth %
Belgium	1-12	8,061	6.7
Czech R	1-10	40,400	-5.0
France	1-12	15,100	4.1
Germany	1-12	73,000	4.3
Russia	1-6	5,030	1.0
Spain	1-12	4,794	20.5
Sweden	1-12	11,400	6.5
Switzerland <sup>†</sup>	1-12	11,465	-5.5
UK	1-10 <sup>†</sup>	47,050	6

Notes: \*1998 unless stated otherwise. †1999. †By arrivals; not comparable with other statistics in this table. Source: national tourist offices, European Travel Monitor.

# TRAVEL MEASUREMENTS

## IATA travel agencies in Europe, 1999

Country	Locations	Growth %	Sales US\$mn*	Growth %	Per agency US\$mn*	Growth %
Austria	277	-2.8	775	8.4	2.80	11.6
Belgium†	681	10.2	1,211	-1.3	1.78	-10.4
Croatia	86	na	13	na	0.15	na
Cyprus	133	-0.7	133	9.0	1.00	9.8
Czech R†	138	16.0	144	5.9	1.04	-8.7
Finland	347	7.8	674	4.3	1.94	-3.2
France	3,250	2.9	6,320	10.9	1.94	7.8
Germany	4,776	1.8	8,319	2.8	1.74	1.0
Greece	522	57.2	504	16.4	0.97	-26.0
Hungary	250	16.3	164	10.1	0.66	-5.3
Ireland	452	5.9	619	14.4	1.37	8.1
Italy	4,492	5.7	4,537	1.2	1.01	-4.3
Malta	69	11.3	48	20.0	0.70	7.8
Netherlands	505	-1.2	1,926	-1.1	3.81	0.1
Poland	262	10.1	253	11.5	0.97	1.2
Portugal	710	17.9	608	0.5	0.86	-14.8
Romania	64	na	46	na	0.72	na
Scandinavia†	1,433	4.6	4,836	2.2	3.37	-2.3
Spain	5,024	0.0	3,044	0.0	0.61	0.0
Switzerland†	893	2.9	1,845	-4.3	2.07	-7.0
Turkey	395	16.5	352	1.4	0.89	-12.9
UK	4,123	-13.0	11,902	-3.0	2.89	11.5
<b>TOTAL</b>	<b>28,882</b>	<b>2.0</b>	<b>48,273</b>	<b>1.9</b>	<b>1.67</b>	<b>-0.1</b>

Notes: See Master Notes. IATA-International Air Transport Association. \*Quoted in US\$. †Under the IATA billings and settlement plan. ‡Additional countries, in order of listing: Luxembourg, Slovakia, Iceland, Liechtenstein. Source: IATA.

## Spending on foreign travel by residents

Source	Months*	Spending US\$mn	Growth,%
Austria	1-12	10,124	-8.1
Belgium	1-12	8,275	-11.3
Czech R	1-12	2,380	-19.4
Denmark	1-12	4,137	-0.1
Finland	1-12	2,270	-5.1
France	1-12†	104,828 <sup>a</sup>	8.3
Germany	1-12†	41,283	2.8
Ireland	1-12	2,223	0.0
Italy	1-12	16,631	5.2
Netherlands	1-12	10,232	-11.5
Norway	1-12	4,496	-0.3
Poland	1-12	6,900	10.6
Portugal	1-12	2,164	-5.2
Russia	1-12	10,113	-1.5
Spain	1-12	4,467	-9.2
Sweden	1-12	6,746	4.4
Switzerland	1-12	6,904	-8.8
Turkey	1-12	1,716	35.7
UK	1-12	27,710	9.5
Ukraine	1-12	4,146	-16.4

Notes: \*1997 unless stated otherwise. †1998. <sup>a</sup>Local currency. Source: OECD, WTO, national tourist offices.

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