

TRAVEL BUSINESS ANALYST

Markets • Marketing • Strategy

EUROPE • JUNE 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: 2010: Mar +8E; Feb +7E; Jan +6P. 2009: Dec +5.4; Nov +2.4; Oct +0.7; Sep +0.7; Aug -1.5; Jul -2.4; Jun -6.3; May -8.4. TBA.

- World airport passengers; ttl, intl: Feb +6.2 +8.9; Jan +5.1 +5.8; 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. ACI.

- World air traffic, RPKs: Mar +10.3; Feb +9.5; 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. IATA.

- World hotel occupancy, pts: Mar +6.3; Feb +2.2; 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: Apr 76; Mar 75; Feb 66; Jan 66; Dec 65; Nov 60; Oct 57; Sep 58; Aug 58; Jul 53; Jun 46; May 48; Apr 43; Mar 35. TBA.

- World visitor arrivals: Feb +6.9; Jan +7.2; 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: Feb +2.6; Jan +1.7; Dec -0.1; Nov -1.3; Oct -2.1; Sep -4.3; Aug -3.3; Jul -3.2; Jun -6.6. AEA.

- Europe airport passengers; ttl, intl: Feb +4.2 +4.0; Jan +3.6 +2.3; 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. ACI.

- Europe air traffic, RPKs: Mar +6.0; Feb +4.3; 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. IATA.

MICE

ICCA rankings

Figures from ICCA on association meetings* in 2009 indicate good growth, despite bad publicity for the industry towards the end of 2008. A casual comment by US president Obama ("You can't get corporate jets, you can't go take a trip to Las Vegas, or go down to the Super Bowl on the taxpayer's dime") hurt all types of meetings business, and not just in the US.

ICCA counted 8294 events, up 11%, in 2009. We estimate growth in meetings in Europe 2009 was 9%, fol-

lowing 11% growth in 2008 and 9% in 2007. The world's leading destination remains the US, following 17% growth, greatly outperforming other destinations.

Seven of the top 10 country destinations (actually 11, because two tied for 10th place) were from Europe. Two were from Asia Pacific (China and Japan), and the other one was Brazil.

The US widened its gap with Germany, and Italy moved from 6th to 4th place. Austria, with a 20% increase, entered the top-10.

In terms of cities, the world leader remains Vienna and eight of the world top 10 were in Europe. There were also two from Asia Pacific (Singapore and Beijing), with Beijing entering the top-10 for the first time.

Never quite clear is why there are no US cities in the top-20 - despite the US being much the largest country destination. This means no US city counts more than the 20th, which is Athens, with 75 meetings. Surely Los Angeles or Miami or New York or Washington count more than that?

Dead Cats

Last September, we advised readers to look that month for the Dead Cat Bounce* - an automatic rebound following the start of the post-Lehman collapse in September 2008. Well, we also are still waiting...

But the DCB does seem to have started in January, albeit not as strong as we would have expected. Yet one month's data does not announce a spring (and certainly not in January), and some of this data seems to be more than a DCB. Many of the rebounds mean not only better than depressed results in 2009, but better than those in 2008 as well.

And that could mean that the great economic 2-year crisis may have caused only a 1-year-loss for the travel business. There are caveats, of course:

- This is people-movement growth. In revenue, there is still a lag at best.

- The DCB-plus recovery is not universal. There are still declines. See the report this issue on hotel rates.

- We generally mark the start of the downturn from the Lehman collapse in September 2008, but actually a slowdown, and in some cases a downturn, started as long as one-year before that.

*The DCB theory, from the financial world, suggests an automatic correction on a sizeable decline in the previous year; even a dead cat bounces.

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contd from p1 – Market monitor

- Europe hotel occupancy, pts: Mar -0.4; Feb -0.2; 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. *TBA*.
- Europe travel stocks index, on 100: Apr 59; Mar 60; 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. *TBA*.
- Europe visitor arrivals: Feb +1.4; Jan +4.2; 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): Mar +3.6 +2.4; Feb -2.2 -3.7; 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.
- American Airlines seat sales: Apr -1.3; Mar -0.8; Feb -4.1; Jan +0.0; Dec -2.8; Nov -0.5; Oct -4.2.
- Amsterdam airport passengers: Feb +5.1; Jan +1.0; 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.
- Austria visitor arrivals: Mar +15.8; Feb +0.9; Jan +0.0; Dec -2.5; Nov -3.7; Oct -5.7; Sep -0.1; Aug +3.8; Jul -2.9; Jun -4.8. *Tourmis*.
- Berlin hotels; occupancy (pts), rate: Mar +4.0p 2.0; Feb +3.7p 2.0; 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. *TRI*.
- Berlin Tegel airport passengers: Feb +0.9; Jan +3.9; 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. *ACI*.
- British Airways seat sales (ttl, Eur/dom): Mar -14.6 -18.6; Feb +1.5 +1.3; 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.
- Cathay Pacific RPKs, Europe: Mar -0.2; Feb +3.3; Jan -1.3; Dec -5.7; Nov -13.1; Oct -12.2.
- Delta Airlines seat sales: Apr -0.7; Mar +2.3; Feb -4.6; Jan -4.4; Dec -7.5; Nov -5.3.
- Dubai airport passengers: Feb +22.6; Jan +17.0; Dec +14.5; Nov +12.6; Oct +11.7. *ACI*.
- France visitor arrivals: Q4 -9.2; Q3 -1.9; Q2 -10.8; Q1 -19.6; Sep -4.4; Aug -0.9; Jul

- 1.3; Jun NA; May NA; Apr -2.7. *WTO*.
- Frankfurt airport passengers: Mar +8.3; 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: Q4 +3.5; 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: Q4 +5.8; 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: Mar -13.9; Feb -17.9; Jan -6.1; Dec -8.5; Nov -6.1; Oct +10.0; Sep +4.4; Aug +3.2.
- Jet Blue Airways seat sales: Apr +4.2; Mar +6.9; Feb +0.1; Jan +5.9; Dec +6.4; Nov +6.6; Oct +7.5; Sep +12.3; Aug +4.4.
- London airports international passengers; Heathrow, Stansted: Apr -20.1 -24.1; Mar +1.7 -4.4; 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. *BAA*.
- London hotels; occupancy (pts), rate: Mar +2.8p 6.6; Feb +3.6p 4.7; +7.3p -0.6; 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. *TRI*.
- Lufthansa seat sales (ttl, Eur/dom): Mar +9.8 +9.9; Feb -7.2 -8.1; 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.
- 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; Feb -12.1; Jan -8.6; Dec -10; Nov -10; Oct -10; Sep -15. *WTO*.
- Paris CDG airport passengers: Feb +0.1; Jan +1.1; 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. *ACI*.
- Paris hotels; occupancy (pts), rate: Mar +7.3p -0.6; Feb +2.1p -1.7; 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. *TRI*.
- Rome FCO airport passengers: Feb +17.1; Jan +13.5; 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. *ACI*.
- Ryanair seat sales: Apr +17.0; Mar +13.1; Feb +5.9; Jan +8.8; Dec +12.1; Nov

Table 1

Number of meetings in Europe			
Item	2009	AAGR,%	2000
Country, top-5			
Germany	458	9.2	208
Spain	360	9.4	161
UK	345	4.9	224
France	341	7.2	183
Italy	350	10.2	146
City, top-5			
Vienna	160	13.1	53
Barcelona	135	13.0	45
Paris	131	7.0	71
Berlin	129	12.4	45
Budapest	87	9.0	40

Notes: Order by size. See text for criteria. Criteria changed in 2002 but back numbers changed by ICCA only to 1998, so this causes slight distortion with TBA composite calculations. AAGR = average annual growth rate, 2000-9. *2007 estimates by TBA. Source: ICCA, Travel Business Analyst.

We are also surprised at Barcelona's high place - and it even overtook Paris to take 2nd place in 2009. The only newcomer in the top 20 is Madrid, 13th.

However, our main analysis is based on multi-year results. Inspired by the oft-repeated statement in the MICE segment of the travel business that single-year figures can be misleading, we calculate average-annual totals based on five-year periods - to balance out distortions caused by unusually-big or -small events in one year.

Our data, from previous ICCA reports, starts from 1997. We have broadly maintained earlier-year figures from past reports; we assume that changes would be minor and not cause any significant change. But ICCA changes past figures as new information comes in (for some as much as eight years after the event!), so this may change.

Over the past 15 years, ICCA has given us additional information for our analysis. This was refused in 2009, but some additional information was given this year. As a result, our coverage is limited to meeting numbers, rather than adding commentary on attendance numbers as well.

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Table 2

Composite number of meetings in Europe, annual average										
	2005-09	AAGR, %	2004-08	2003-07	2002-06	2001-05	2000-04	1999-03	1998-02	1997-01
Country, top-5										
Germany	389	9.4	327	283	226	191	168	173	173	174
Spain	310	7.9	270	246	221	196	173	175	164	156
UK	299	5.5	255	229	203	176	167	179	178	184
France	288	7.1	248	209	181	155	144	147	151	155
Italy	260	7.1	216	190	160	147	137	139	135	140
City, top-5										
Vienna	146	10.3	122	113	93	75	60	65	63	60
Paris	121	9.9	104	86	71	55	51	50	50	52
Barcelona	119	11.0	103	92	86	75	61	59	52	47
Berlin	109	12.4	92	85	68	58	47	47	42	38
Budapest	87	10.0	78	68	61	49	42	43	41	37
Selected others:										
Amsterdam	84	7.4	75	67	57	49	42	40	42	44
Brussels	63	10.3	51	40	34	26	21	24	27	26
Copenhagen	79	4.2	72	68	67	68	63	60	61	55
London	81	18.8	62	45	27	20	12	17	17	17
Madrid	70	4.7	58	52	45	40	40	43	43	46

Notes: See also 'Notes' for Table 1. AAGR = average annual growth rate, 1997-01 to 2005-9. TBA calculations from ICCA data in relevant years. Estimates for last three-sets of composites as data for 2007 estimated by TBA. Source: as Table 1.

The following report is separated into country and city counts, and based on our 5-year calcula-

tions, not single-year results:
 • **Countries.** The top-5 are the same as for the 2009 counts. But growth

rates are different - the 5-year trend line is almost the same for Germany, UK, and France. But for Spain and Italy, the 5-year-trend is lower.

• **Cities.** ICCA data occasionally throws up odd results. *One year Sandton showed up in the top five - prompting us to visit Wikipedia (it is part of Johannesburg). And how can Budapest get into the top-5 and, say, London cannot?*

Also, as noted above, we are constantly surprised at Barcelona's high placement, and (for outside Europe) the absence of US cities.

In the 5-year trend line, Paris is still ahead of Barcelona, but with current growth rates, looks likely to slip in the next 5-year analysis. Also, with Berlin growing faster, it too could overtake Paris in a 5-year measure in 2/3 years (but probably in one year in annual counts).

We have included some other cities for comparative purposes - most of these are based on extrapolations on ICCA data by Travel Business Analyst. These show that London is growing fast and

ZERO

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

Aviation tries greens

• JAL's little helps big.

Perhaps an element of Japan's industrial strength in the international market - paying attention to detail, no matter how small - is being applied at **Japan Airlines** to help the environment. Will JAL match in the environment what companies such as Sony and Toyota have achieved in consumer products?

We noted earlier about a number of small moves that JAL was making - such as lighter cutlery for inflight service. Now, the company has targetted a 23% (per RTK) improvement in fuel efficiency in 15 years by 2020 - based on 2005 consumption.

As a result of this aim, JAL has become the first company to win its government's Eco-First award. *We believe, however, that this award is premature - because achievement is important than plans - but accept that encouragement helps.*

Among the many small changes at JAL (not all credible) are:

• Renewing its fleet with smaller, more fuel-efficient aircraft. *This is humbug. Airlines buy new aircraft general-*

ly because they need them, and one factor in decision-making, obviously, is efficiency in all respects. In addition, one giant A380 is more cost-ergo-environmentally efficient than four A320s.

• Routinely washing aircraft engines to improve performance and efficiency. *Until now has JAL been flying dirty and inefficient engines? Also, there are two other important factors related to this - use/waste of water, and cold-water-wash.*

• Shades. Passengers are asked to help keep the cabin interior cooler by shutting the window shades before disembarking.

• Some 'mom & apple pie' moves. "Actively explored the expanded use of ecological, advanced flight operation methods such as 'User Preferred Route' and 'Continuous Descent Approach'". "Strongly supported the development of commercially-viable bio-fuel."

• Following 620 'green approach' landings (also known as CDAs, Continuous Descent Approach) at Madrid Jun-Sep 09 on Iberia flights, Aena (the country's air traffic control authority) hopes to introduce this at all airports in **Spain** before end-2010.

However, although the tests showed a 25% reduction in CO2 emissions for the 620 flights, this was only for night flights - 2400-0600. We estimate this represents less than 1% of Spain's flights.

10 pt "Asiana operates carbon zero aircraft". Wrong; this is not zero. Korea's **Asiana Airlines** has repeated the misclaims of many other airlines.

Last month it operated a Seoul-Tokyo "energy reducing" flight, prompting a certification award from its government. The aircraft engines were cleaned before the flight, the "optimum amount of fuel" was loaded, and the loads were balanced. CO2 emissions were reduced by 500kg, which would result in 800 tonnes over a year.

Readers of ZERO will know that cleaning all engines before each flight consumes an enormous amount of water, as well as using energy (but on the ground, so not counted in the in-flight savings). And loading the 'optimum' amount of fuel has long been a practice among airlines for obvious reasons, although there is always room for improvement.

But Asiana makes its 'zero' claim also because it gave funds to offset the CO2 emissions on the flight. *We note again that even if everyone gave funds to offset all their CO2 emissions, there would be no change in CO2 emissions. The problem does not go away.*

Although Asiana accords too much value to carbon offset, its moves do help increase awareness. But it exaggerates in claiming "...we have become a leading role model...we can prevent climate change and enforce green growth".

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may actually push Budapest out of the top-5 in our next trend-line report.

*ICCA compiles details of associations meetings only. To be counted, meetings must:

- Be organised on a regular basis. (No one-off events.)
- Rotate between at least three countries (for one year, 2001, it was four). (Not, for instance, ITB Berlin.)
- Have at least 50 participants. (No (small) company meetings.)

ICCA was initially an abbreviation for the International Congress and Conventions Association. Then it used ICCA as a name, which it described as The International Meetings Association. It has now reverted to almost the same – ICCA, International Congress and Convention Association.

Hotel rates

Growth over 2008

In many cases, growth in hotel results in the first quarter of this year looks good. But most observers would suspect, if not know, that growth could be an illusion.

Over Europe*, occupancy in Q1 was still down 2-points over results in Q1 2008, see table - although the industry is probably more impressed with the 5-point growth over Q1 2009. The difference was greater for rate, calculated in local currencies. For Q1 this year rates were still down a frightening 23% over Q1 2008, although almost unchanged from Q1 2009.

These are averages, with substantial differences again between regions and sectors. Some results (all Q1 data):

- Rates in just two cities were unchanged from 2008 - Berlin and Geneva. The rest were down, and some substantially. Of Europe's three major centres: Berlin, as noted, was flat; London was down 18%; and Paris down 6%.
- Others.

Five star. This is a segment deemed to be at risk, in that some of the higher-spending clients no longer have as much to spend, and some cut budgets where possible.

Results do not generally support that theory. London rates were 2% above those in 2008 (although they were actually down over 2009), and Paris was down (2%) over 2008, but ahead (9%) of 2009.

Airports. Also London and Par-

Growth in hotel results, Q1 2010 over Q1

City	2009	2008	2009	2008
	Occupancy,pts	ARR,%		
Amsterdam	11.1	-4.2	-6.9	-17.7
-4	8.9	-6.3	5.4	-1.2
5-star	12.7	-5.6	-15.9	-25.2
Berlin	5.2	1.4	4.7	-0.9
L-4	3.2	-6.8	11.3	8.1
U-4	5.8	3.7	3.2	-3.7
Brussels	2.9	-5.1	-5.4	-16.0
Copenhagen	5.1	-0.9	-15.1	-13.7
Frankfurt	5.7	-2.3	-2.8	-4.9
L-4	3.3	3.9	-3.4	3.8
U-4	6.9	-1.3	-2.4	-2.8
Geneva	4.6	-0.5	5.0	-0.1
Istanbul	7.6	-4.2	-12.2	-3.5
London	2.5	0.2	5.5	-18.0
L-4	-0.9	-4.9	7.8	-7.1
U-4	5.6	3.2	3.0	-12.4
5-star	3.7	3.0	-2.0	2.1
LHR AP	8.3	-6.6	-1.4	-7.9
Madrid	6.5	-8.5	-9.3	-40.5
Moscow	5.6	-7.6	-12.2	-21.2
Paris	6.7	-0.4	-1.4	-5.7
U-4	-0.1	-3.8	-4.4	-7.8
5-star	9.3	2.3	9.4	-1.7
CDG AP	4.1	6.8	-4.3	-19.7
Rome	0.8	-4.9	-8.0	-19.8
Vienna	5.6	0.2	-13.8	-14.3
Warsaw	10.1	-0.4	-14.8	-5.6
Zurich	3.0	-5.2	-10.8	-15.2
All Europe	5.1	-1.9	-0.3	-23.3

Notes: ARR = average room rate, local currency.

Source: hotels to Travel Business Analyst.

is. London Heathrow down was 8% over 2008, and 1% over 2009. And Paris CDG was down 20% over 2008, and down 4% over 2009.

New cities. For our added coverage: Istanbul was down 3% against 2008; Vienna down 14%; Warsaw down 6%.

*See Special on Page 6 for selected results in Asia Pacific.

Briefs

• When you are at the bottom, the only way forward is upwards.

That seems to be the way with Alitalia in announcing its Q1 results - where it presents some changes that we might describe as moving from 'disastrous' to 'very bad', as good news. We accept that, in relative terms, it probably is.

Some details (for Q1s):

- Revenues increased 24% to US\$852mn (at US\$1 to €0.75). That is better than growth in seat sales, up 7% to 4.7mn.
- Seatload factor increased 12.5pts, but it is still only a poor 64.5%.

• A US\$167mn loss compared with US\$280mn in 2009 is presented as a "significant improvement". This means that in 2009 it lost US\$4 for every US\$10 of revenue it earned; this year the loss was only \$2-per-\$10.

• Intelligent mis-use.

Air France plans to operate its double-deck A380 on some flights over the shorthaul Paris Charles de Gaulle-London Heathrow route from the middle of this month until end-August. Lowest fares will be around US\$130 roundtrip including taxes.

AF presents this as a passenger-service decision - but there are likely to be other reasons. Operating shorthaul routes for a long-haul aircraft is good for cockpit crew training - who would get 3/4-times the number of take-offs/landings than on, say, a Paris-New York flight.

Although leisure travel is strong over July and August, this does not usually make up for the reduced business travel at this time of the year.

This practice (using longhaul aircraft over a shorthaul route) was called "intelligent mis-use" of aircraft by a Cathay Pacific CEO when the airline operated Hong Kong-Manila with B747s rather than buying a B737-size aircraft just for that route.

• In the first quarter, only occupancy in Naples, **Italy**, was above that of Q1 2008, see table. And in none of the five selected centres was average rate above Q1 2008. Worse, rate was down 17-19 in four of the five; only was Naples better.

There are signs of recovery though when compared with Q1 2009. In three of the five centres, occupancy was above that in Q1 2009, but only in Milan was rate higher.

Hotel growth in Italy, Q1 2010

City	Over 2009		Over 2008	
	Occ	ARR	Occ	ARR
Florence	+22	-2	-2	-18
Milan	-2	+9	-9	-19
Naples	+1	-7	+7	-2
Rome	-2	-8	-1	-19
Venice	+12	-3	-12	-17

Notes: All data TBA estimates from Smith Travel Research data. Source: STR, Travel Business Analyst.

+5.0; Oct +15.3; Sep +16.9; Aug +19.1; Jul +18.8.

- Southwest Airlines seat sales: Apr -0.8; Mar +0.4; Feb -2.9; Jan +8.6; Dec +3.7; Nov +7.6.
- Spain visitor arrivals: Mar +3.2; Feb -3.8; 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. *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: Q4 +8.6; 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: Mar -8.1; Feb -7.4; 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. *gov.*
- UK visitor arrivals: Mar -7.2; Feb +1.3; 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. *gov.*
- United Airlines seat sales: Apr -6.5; Mar -5.6; Feb -6.2; Jan -4.6; Dec -6.9; Nov -4.6; Oct -9.3; Sep -8.8; Aug -10.0.
- 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: Mar +5.9; Feb +2.0; Jan -0.4; Dec -1.9; Nov -4.3; Oct -3.5; Sep -6.3; Aug -9.9. *Smith.*
- US hotel rooms planned: Apr -31.2; Mar -35.7; Feb -35.9; Jan -35.9. *Smith.*
- US resident departures: Jan +3.1; Dec +1.1; Nov -0.4; Oct +1.3; Sep +2.3; Aug +1.1. *PATA.*
- US travel agency sales: Apr +24.6; Mar +29.2; Feb +16.8; Jan +10.7; Dec +8.6; Nov +6.9. *ARC.*
- US visitor arrivals: Jan +9.5; Dec +5.1; Nov +1.5; Oct +0.6; Sep -1.2; Aug -3.7; Jul -6.1; Jun -10.6; May -11.8. *PATA.*

Market Headlines

Full-year market results.

Inbound

- France; visitors 2009; 41.0m -5%.
- France; visitor spend 2009; 51.4m -8%.
- Germany; visitors 2009; 85.5m -6%.
- Germany; visitor spend 2009; 36.6m -9%.
- Italy; visitors 2009; 29.4m -5%.
- Italy; visitor spend 2009; 42.4m -7%.
- Netherlands; visitors 2009; 21.8m +0%.
- Russia; visitors 2009; 21.8m -13%.
- Spain; visitor spend 2009; 56.1m -9%.
- Turkey; visitor spend 2009; 21.2m -3%.
- UK; visitors 2009; 57.2m -17%.
- UK; visitor spend 2009; 35.5m -2%.

Others

- World; travel GDP 2009; -4.8%.

Main News

Corporate

Recent corporate developments – big or significant.

- Air France to operate A380 Paris-London on some weekend flights from mid-June to end-August. Lufthansa got its first A380 last month; was due to start operating over Frankfurt-Tokyo.
- Carlson increases ownership of Rezidor from 44% to just over 50%. (Carlson is selling its 7-hotel Regent brand, but Rezidor has its own niche top-of-market would-be hotel brand, Missoni, with one hotel open.)
- Tokyo due to reopen its Haneda airport to international flights from this October.
- In the US, United plans to take over Continental. Both are minor airlines for Europe.

Market

Recent market developments – big or significant.

- Flight disruptions in many parts of Europe due to volcano caused air passenger traffic falls in April of around 20%.

This month

Main contents in current issues of other Travel Business Analyst newsletters and reports:

Travel Business Analyst, Asia Pacific:

- Regional hotel results Q1.
- One blight in Bangkok.
- More gambling centres.
- Plus: Market Monitor; World Travel Industry Index; ZERO; Market Headlines; Market Outlook; and 18 regular tables of market data.

Net Value:

- Iberia.com results; View from Pegasus; others.
- Excerpts from the single-page **Net Value** report may be included in the Asia Pacific and Europe editions of Travel Business Analyst. **Net Value** is delivered only via email.

People-in-Travel:

- Temel Kotil; Taleb Rifai; Paid-up for PATA; others.
- Excerpts from the single-page **People-in-Travel** report may be included in the Asia Pacific and Europe editions of Travel Business Analyst. **People-in-Travel** is delivered only via email.

Foxtrots /Trottings (recent):

- Travel press - reporting wrongs rightly; PAGPFT -

People Are Getting Paid For This; Malaysia's Ng Yen Yen.

ZERO (recent):

- Asiana's false claim; JAL's little helps big; Meetings.

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See back page for more offers.

Headlines

Comments on tables pages 6-12

Aviation.

T1. Airlines. No new data from AEA; we presume the volcano-related sky-closures have drawn their attention elsewhere. But Q1 for LFAs/hybrids – *Air Berlin* seat sales +2% (amber warning light), *Easyjet* +12% (safe), *Germanwings* +4% (who cares; Lufthansa pays the bills), *Norwegian* +28% (when your main competitor is a troubled SAS, life looks good), *Ryanair* +9% (surprisingly slow for Ryan but monthly growths getting good again). **T2.** Q1 for IATA airlines; RPKs up 9%. **T3.** Airports. YTD up 5% for total but only +3% international. Our 'low-fare-airports' in decline. Most data from ACI. **T4.** Q1 air passenger traffic to/from Paris (but not total; weak growth for Spain and US, but UK still down), Germany (but not total; some growth rates look encouraging), UK still down, 2% (4 of 5 biggest still falling).

Inbound.

T14. Visitor spending. Full-year for France -8%, Germany -9%, Italy -7%, Spain -9%, Turkey -3%, UK -2%. Other updates for Czech R, Estonia, Hungary, Iceland, Romania, courtesy WTO. **T15.** Visitor arrivals. Updates for Andorra, Croatia, Denmark, Estonia, Iceland, Latvia, Lithuania, Romania, Serbia, courtesy WTO.

Outbound.

T6. Outbound spending. Full-year for France -5%, Germany -6%, Italy -5%, Netherlands flat like the country, Russia a bad -13%, UK a worse -17%, courtesy WTO.

Hotels.

T18. Q1. Report in Market Intelligence this month, but note Europe occupancy up 5 points to 64%, average rate \$2 short of 2009, but result in yield growth of US\$9 to near US\$130.

Others.

T5. Stock market prices. Mixed results indicate turbulent markets. **T8.** Internet; new data from IPK/ITB report. **T12.** Stock price index; Asia Pacific almost back at base, Dec 06.

Special.

Q1 hotel results in Asia Pacific.

MARKET DATA

Special

Hotel rates in Asia Pacific

Average room rates in Asia Pacific hotels in Q1 were down a substantial 16% over results in Q1 2008. Some other results (all Q1 data):

• **Asia's big three.** Bangkok's fall in rate compared with 2008 was 14%. Unlike some others, its 5-star rates held up better – down only 7%.

Hong Kong's rates were down 5%; results were worse for 5-star, better for 3- and lower-4-star. **Singapore's** rates increased greatly in 2008 – which may have prompted market resistance. Rates were down 29%.

• **China, India.** Beijing's rates were down 30% over 2008 (this is pre-Summer Olympics), and Shanghai's down 21%. Delhi down 26%, and Mumbai 38% (this is before the terrorist attack in November 2008).

• **Resorts.** Bali was different – a big increase in rates, as occupancy falls. Goa occupancy and rates still down. Macau's results seem to match plans; occupancy and rate are well ahead of 2008.

The Maldives may in trouble, caused by increased capacity and economic weaknesses in its main markets (Europe, particularly Italy) and the US. And a resistance to its extraordinary-high rates.

Phuket holding well, but likely to be knocked following the violent protests this year in Bangkok.

Growth in hotel results in Asia Pacific

City	Occ,pts	ARR,%
Bali	-7.9	23.3
Bangkok	-10.4	-14.2
Beijing	-8.8	-30.3
Colombo	6.7	12.3
Goa	-7.8	-7.9
Ho Chi Minh City	-5.9	-11.2
Hong Kong	-5.4	-5.54
Macau	12.1	31.7
Maldives	-21.6	-13.9
Mumbai	-7.0	-37.8
Phuket	-5.9	-1.4
Shanghai	-7.4	-20.8
Singapore	4.2	-28.6
Sydney	1.7	-11.7
Tokyo	-5.7	-5.7
Europe	-1.9	-23.3
Asia Pacific	-3.0	-15.8

Notes: Q1 2010 over Q1 2008. ARR = average room rate, local currency; Occ = Occupancy. Source: hotels to Travel Business Analyst.

1 Regular-airline traffic*, 2010

Airline	Feb 10		YTD									
	SS,x1000	+/-,%	RPK,mn	+/-,%	SS,x1000	+/-,%	ASK,mn	+/-,%	RPK,mn	+/-,%	SF	+/-,pts
Aegean	408	13.2	334	33.4	861	15.4	1191	26.1	717	34.6	60.2	3.8
Air France	3164	-3.4	8576	-2.5	6565	-3.3	23855	-5.2	18418	-2.1	77.2	2.4
Europe†‡	3169	-2.7	2423	-2.9	6406	-2.7	7862	-7.1	4921	-2.9	62.6	2.2
Alitalia	1450	2.5	2030	20.1	1450	2.5	3203	-3.3	2030	20.1	63.4	5.8
Austrian	597	10.0	1008	7.2	1210	8.6	2909	-3.2	2073	4.2	71.3	5.1
BMI	420	-21.9	422	-24.4	815	-24.0	1474	-19.7	869	-25.0	59.0	-4.1
British AW	2199	1.5	7776	1.1	4333	-3.5	21556	-5.3	16005	-3.3	74.2	1.5
Europe‡	1297	1.3	1257	-0.4	2468	1.3	3924	-6.1	2418	-0.4	61.6	4.5
Brussels	327	9.9	468	10.4	639	9.0	1737	9.4	963	9.6	55.4	0.1
Czech	293	18.8	310	13.6	615	17.5	1087	-9.5	669	9.2	61.5	10.6
Finnair	478	1.7	1227	2.4	963	-3.0	3360	-4.4	2538	1.6	75.5	4.5
Iberia	1424	-6.2	3598	-2.5	2844	-1.1	9373	-6.4	7528	-0.1	80.3	5.0
KLM	1543	2.4	5242	4.0	3152	0.1	14049	-1.9	11087	1.5	78.9	2.7
LOT-Polish	252	17.9	323	16.5	526	18.0	1081	2.0	740	15.9	68.5	8.2
Lufthansa	3372	-6.7	7627	-4.5	6953	-3.6	23073	0.5	16844	-0.4	73.0	-0.6
Europe†‡	4401	20.3	3283	21.1	8823	20.3	10887	23.1	6638	21.1	61.0	-1.4
SAS	1571	0.5	1551	-3.3	2996	-1.9	4555	-12.1	3058	-4.7	67.1	5.3
Swiss	991	11.4	2029	8.4	2030	9.1	5510	-0.7	4233	5.1	76.8	4.3
TAP	579	10.0	1579	19.5	1255	4.4	4837	-3.8	3405	12.4	70.4	10.1
Turkish	1884	22.4	3030	30.8	3887	24.6	9217	28.5	6371	33.6	69.1	2.6
Virgin A'tic	359	-6.0	2619	-6.8	759	-6.3	7353	-11.9	5559	-7.1	75.6	3.9
AF+KL	4707	-1.6	13818	-0.1	9716	-2.2	37904	-4.0	29505	-0.8	77.8	2.5
AF+KL+AZ	6157	-0.7	15848	2.1	11167	-1.6	41107	-4.0	31536	0.3	76.7	3.3
BA+IB	3623	-1.7	11374	-0.1	7177	-2.6	30929	-5.6	23533	-2.3	76.1	2.6
LH+LX	4363	-3.1	9657	-2.1	8983	-1.0	28582	0.2	21076	0.7	73.7	0.3
LH+LX+BD+SN+OS	5707	-3.0	11556	-2.0	11646	-1.7	34702	-0.7	24981	0.1	72.0	0.6

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.

Low-fare-airline traffic, 2010

Airline	Mar 10	YTD
Air Berlin	SS,x1000	2403 6235
Growth,%	4.8	2.4
SF,%	72.3	70.8
Easyjet	Mar 10	YTD
SS,x1000	3964	10498
Growth,%	13.5	12.2
SF,%	87.5	84.9
Ryanair	Mar 10	YTD
SS,x1000	5313	14124
Growth,%	13.1	9.4
SF,%	79.0	75.8
SS,x1000	Mar 10	YTD
Germanwings	532	1435
Growth,%	5.1	4.0
Norwegian	1021	2684
Growth,%	29.7	27.5
Southwest	7704	20127
Growth,%	0.3	1.8

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.

MARKET DATA

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,%	Dec 09	Growth,%	J-D 09	Growth,%	YTD	Growth,%	Mar 10	YTD
SS,mn	33.1	2.1	17.7	-0.1	88.5	-6.7	29.3	13.0	NA	NA
ASKs,mn	137,289	-2.3	71,211	-2.9	488,358	-5.5	142,406	0.8	2.0	1.6
RPKs,mn	101,630	1.7	54,656	-0.2	381,336	-5.7	112,712	10.7	10.3	8.6
Pax LF,%	74.0	2.9	76.8	2.1	78.1	-0.2	79.1	9.8	78.0	76.6
	Feb 10	Growth,%	Nov 09	Growth,%	Jan 10	Growth,%	Feb 10	Growth,%	Feb 10	YTD
SS,mn	16.1	2.6	17.8	-1.3	7.3	1.3	14.2	17.2	NA	NA
ASKs,mn	64,596	-2.7	70,402	-3.3	40,005	-3.1	67,632	2.7	1.9	1.4
RPKs,mn	47,772	2.2	52,992	-2.0	30,599	1.5	53,436	14.1	9.5	7.9
Pax LF,%	74.0	3.6	75.3	0.9	76.5	3.5	79.0	7.9	75.5	75.9
	Jan 10	Growth,%	Oct 09	Growth,%	Dec 09	Growth,%	Jan 10	Growth,%	Jan 10	YTD
SS,mn	17.0	1.7	21.3	-2.1	7.4	0.4	15.1	9.2	NA	NA
ASKs,mn	72,693	-2.0	76,790	-5.4	38,429	-5.5	74,774	-0.8	1.2	1.2
RPKs,mn	53,858	1.3	61,775	-1.8	30,989	-0.5	59,275	7.8	6.4	6.4
Pax LF,%	74.1	2.4	80.4	2.9	80.6	4.0	79.3	6.3	75.9	75.9

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,%	Airport	Month	Month	Growth,%	YTD	Growth,%
Amsterdam	Feb	2,862	5.1	5,807	3.0	Rome*,x2	Feb	2,515	6.0	5,132	9.0
Barcelona*	Feb	1,827	3.6	3,500	3.3	FCO	Feb	2,185	7.1	4,474	10.3
Berlin*,x3	Feb	1,432	2.7	2,839	4.2	Zurich*	Feb	1,543	8.9	3,145	7.7
TXL	Feb	959	0.9	1,910	2.4						
Brussels*	Feb	1,076	4.9	2,109	3.4	Europe total*	Feb	87,203	4.2	175,521	4.7
Copenhagen*	Feb	1,439	10.5	2,817	8.1	intl	Feb	59,247	4.0	119,833	3.1
Frankfurt*,x2	Feb	3,513	-1.5	7,395	0.9						
FRA	Feb	3,300	-1.0	6,972	1.2						
intl	Feb	2,863	0.1	6,057	2.0						
London,x5	Feb	8,678	3.1	17,322	0.0						
LHR*	Apr	4,447	-20.8	19,089	-4.7						
intl	Apr	4,120	-20.1	17,671	-3.8						
LGW*	Feb	2,057	3.4	3,934	-0.9						
Madrid*	Feb	3,414	3.5	6,851	6.5						
Milan*,x3	Feb	2,292	45.1	4,671	24.6						
MXP	Feb	1,221	7.8	2,537	8.8						
Moscow*,x2	Feb	2,920	34.0	6,215	32.0						
Paris*,x3	Feb	5,720	-0.5	11,833	0.0						
CDG*	Feb	3,822	0.1	7,976	0.7						
intl	Feb	3,490	0.2	7,286	0.5						
ORY*	Feb	1,691	-3.2	3,450	-3.0						

Europe's 'low-fare' airports,x1000

Airport	Month	Month	Growth,%	YTD	Growth,%
Berlin Schonefeld*	Feb	473	6.4	929	8.1
Cologne*	Feb	584	3.9	1,173	3.3
Frankfurt Hahn*	Feb	213	-5.2	423	-4.5
Dublin*	Feb	1,231	-13.8	2,420	-15.8
Geneva*	Feb	1,006	6.1	2,051	6.1
London					
LTN*	Feb	556	1.9	1,086	-3.3
STN	Feb	1,238	-4.5	2,454	-5.0
Milan Bergamo*	Feb	501	12.1	1,018	13.6
Rome Ciampino*	Feb	330	-0.8	657	1.2
Paris Beauvais*	Feb	207	13.2	408	14.4
LFA total‡	Feb	6,339	-1.1	12,618	-1.8

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‡				
	Mar 10	+/-* %	YTD 10	+/-* %	Mar 10	+/-* %	YTD 10	+/-* %	Mar 10	+/-* %	YTD 10	+/-* %	Dec 09	+/-* %	YTD 09	+/-* %
Belgium	6	55.3	18	44.5	118	5.5	296	-0.5	102	-5.0	282	-1.0	91	-0.8	1092	-2.9
France	na	na	na	na	533	2.3	1343	-1.9	757	-9.8	2111	-9.1	416	-10.0	5926	-6.3
Germany	364	1.0	931	-2.3	na	na	na	na	921	10.1	2392	5.6	711	6.5	9364	-4.4
Ireland	58	-14.8	154	-18.1	111	-5.5	285	-9.1	883	-10.3	2308	-11.3	150	-11.3	2136	-11.5
Italy	473	4.6	1243	3.0	806	11.3	1918	5.7	695	-4.8	1821	-1.5	168	-0.2	2717	-3.2
Netherlands	88	7.4	241	8.4	227	9.9	585	5.2	589	3.9	1573	0.9	321	-10.4	4321	-10.0
Spain	440	4.3	1124	1.2	1495	5.7	3610	1.7	1787	-5.7	4525	-7.8	161	1.6	2354	6.9
Switzerland	160	8.2	429	1.9	478	5.2	1242	1.7	611	2.4	1709	2.2	140	17.6	1653	5.0
UK	319	-4.9	880	-4.2	915	10.4	2376	5.8	na	na	na	na	1155	-12.6	15909	-7.7
US	431	-0.8	1124	-1.9	710	9.8	1822	5.7	1165	-0.7	3103	-3.4	na	na	na	na
Total	5720	-0.5	11833	0.0	8276‡	2.7‡	16784‡	3.1	12854	-0.6	34700	-1.6	10568	0.8	126866	-3.3

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

MARKET DATA

5 Stock market last-day closing prices

Company	Market	Price, local currency*				Growth†,%	
		Dec 05	Dec 09	Mar 10	Apr 10	stock	market
Airlines							
Air France	Paris	18.4	11.0	12.2	12.0	-1.6	-4.8
British Airways	London	334	187	249	230	-7.6	-2.2
Easyjet	London	381	353	471	476	0.9	-2.2
Iberia	Madrid	2.29	1.90	2.68	2.55	-4.9	-5.7
Lufthansa	Frankfurt	12.6	11.8	12.7	12.7	0.0	-1.5
Ryanair	Dublin	8.30	3.30	3.97	3.75	-5.5	3.9
SAS	Sweden	17.1	4.03	2.75	1.29	14.2	1.4
Hotels							
Accor	Paris	46.9	38.3	42.4	43.2	1.9	-4.8
InterContinental	London	840	893	1045	1140	9.1	-2.2
Marriott	New York	33.5	27.3	31.9	38.0	19.1	0.6
Sol Melia	Madrid	11.0	5.90	6.59	6.33	-4.0	-5.7
Others							
Avis Europe	London	72.8	26.3	32.0	36.8	14.8	-2.2
Carnival	New York	53.5	31.7	39.2	43.0	9.6	0.6
EADS	Paris	32.0	14.1	15.3	14.2	-6.8	-4.8
Expedia	New York	NA	26.5	25.0	24.8	-0.7	0.6
Fraport	Frankfurt	44.9	36.3	39.3	39.1	-0.7	-1.5
Kuoni	Zurich	557	349	418	382	-8.6	-3.2
Thomas Cook	London	NA	230	272	251	-7.8	-2.2
TUI	Frankfurt	17.8	5.84	8.50	8.40	-1.2	-1.5

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
	Dec‡	-4.9	41.0	Dec†	43.1	9.6
Germany	Dec†	2.3	91.2	Dec	83.1	2.9
	Dec‡	-6.3	85.5	Dec†	91.2	2.3
Greece	Oct‡	-5.7	3.5	Dec†	3.6	4.3
Hungary	Sep‡	-3.2	3.6	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
	Dec‡	-4.6	29.4	Dec†	30.8	4.9
Luxembourg	Sep‡	-0.3	3.7	Dec†	3.7	4.0
Netherlands	Dec‡	0.4	21.8	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	Dec‡	-12.5	21.8	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
	Dec‡	-16.5	57.2	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
Czech R-BH	Sep	5,822	-10.4	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
Greece-BH	Jun	502	-4.2	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
Luxembourg-BH	Dec	1,685	13.4	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
Portugal	Dec 06	3,663	-6.9	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
Europe online	Booking growth/share	2009	11/48%	14/41%	IPK/ITB
	Looking growth/share	2009	-15/12%	8/15%	IPK/ITB
internet users	Growth/share	2009	1/60%	10/56%	IPK/ITB
non-internet users	Growth/share	2009	-12/40%	-10/44%	IPK/ITB
OTAs France,\$b	Online travel growth	2009	6.7%	9.5%	PCW
Spain	Online travel growth	2009	-1%	30%	PCW
OTAs	hotel review sites	2009	700k	460k	PCW
Traveller review sites		2009	200k	400k	PCW

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

MARKET DATA

10 Hotel results in Europe*, March

Location	Occupancy,%				Average room rate,						Revpar,			
	2010		2009		local		US\$*		2009		US\$*		2009	
	Mth	YTD	Mth	YTD	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	
Amsterdam-all	72.6	60.9	58.0	49.8	149	214.40	198.37	222.13	208.16	155.62	120.87	128.92	103.71	
U-4	65.9	58.2	57.4	49.3	141	216.81	187.96	180.90	174.24	142.91	109.44	103.87	85.89	
5-star	77.3	63.0	58.6	50.3	154	212.97	205.77	259.55	238.93	164.53	129.68	152.13	120.22	
Berlin-all	65.9	61.3	61.1	56.0	153	209.41	203.40	191.79	189.90	137.94	124.66	117.24	106.44	
L-4	58.1	56.7	58.7	53.5	123	172.54	163.47	149.63	143.43	100.22	92.68	87.90	76.69	
U-4	68.1	62.6	61.8	56.8	160	218.37	213.71	203.21	202.36	148.68	133.77	125.60	114.91	
Brussels	NA	63.3	69.5	60.4	115	NA	153.36	177.74	158.37	NA	97.03	123.59	95.67	
L-4	NA	65.2	NA	NA	98	NA	130.36	NA	NA	NA	85.05	NA	NA	
U-4	NA	60.6	NA	NA	140	NA	187.10	NA	NA	NA	113.34	NA	NA	
Copenhagen	NA	69.3	63.3	64.2	877	NA	156.89	184.08	180.50	NA	108.72	116.45	115.79	
Frankfurt-all	62.1	62.4	62.5	56.6	131	167.22	174.66	178.03	175.48	103.88	108.94	111.22	99.40	
L-4	53.2	55.0	58.3	51.7	114	146.42	151.52	166.60	153.20	77.94	83.35	97.14	79.21	
U-4	65.6	65.3	64.2	58.5	137	173.86	182.51	182.42	182.72	114.09	119.24	117.17	106.81	
Geneva	68.6	60.2	60.7	55.6	368	379.47	330.44	331.33	304.68	260.45	198.88	201.04	169.51	
Istanbul	63.2	57.6	56.9	50.1	291	208.32	183.75	208.23	198.87	131.69	105.87	118.52	99.55	
London-all	80.0	75.1	75.7	72.5	138	214.84	204.39	183.64	186.49	171.80	153.46	139.02	135.27	
L-4	82.2	76.5	81.8	77.4	94	145.14	139.26	119.71	124.32	119.30	106.53	97.96	96.17	
U-4	76.9	72.3	69.9	66.7	180	281.03	266.90	252.45	249.45	216.04	193.02	176.41	166.36	
5-star	77.0	74.0	71.4	70.3	273	428.82	405.81	389.24	398.41	330.14	300.33	277.79	279.95	
LHR AP	82.9	78.6	68.9	70.3	66	102.79	98.83	96.60	96.45	85.24	77.69	66.56	67.81	
Madrid	NA	55.7	54.8	49.2	124	NA	165.26	181.41	177.97	NA	92.09	99.46	87.53	
Moscow	69.8	64.1	63.4	58.5	6566	235.37	202.29	235.21	214.37	164.20	129.64	149.13	125.39	
Paris-all	75.7	69.5	65.8	62.8	201	285.65	267.74	281.14	265.40	216.22	186.02	185.02	166.68	
U-4	77.9	71.4	78.9	71.4	149	211.35	198.87	218.71	203.30	164.70	141.90	172.56	145.25	
5-star	77.2	67.9	64.3	58.6	304	428.66	404.69	377.19	361.52	330.98	274.68	242.56	211.89	
CDG AP	71.7	70.1	62.3	66.0	109	142.94	145.30	145.57	148.40	102.53	101.84	90.64	97.99	
Rome	NA	53.0	61.5	52.2	148	NA	196.89	224.75	209.04	NA	104.37	138.15	109.22	
Vienna	70.3	58.7	65.3	53.0	98	146.25	130.60	164.60	148.08	102.87	76.60	107.44	78.53	
Warsaw	65.6	60.5	52.4	50.4	356	128.69	113.07	121.90	118.62	84.43	68.44	63.92	59.81	
Zurich	74.3	68.0	71.8	65.0	195	198.71	175.41	202.21	190.42	147.66	119.22	145.11	123.79	
OTHERS														
Beijing	68.6	54.5	53.7	44.9	699	107.53	102.36	129.52	120.90	73.81	55.77	69.56	54.32	
Dubai*	78.1	81.7	73.7	75.39	707	207.07	192.47	941.65	193.24	161.63	157.32	694.29	145.69	
Los Angeles	68.0	64.8	64.0	62.1	115	114.64	115.35	115.51	118.38	77.93	74.75	73.96	73.56	
Miami	81.1	77.9	74.2	71.9	183	180.77	182.70	170.93	175.29	146.60	142.41	126.80	125.95	
New York	81.4	72.0	70.4	64.7	188	194.53	188.06	193.19	195.10	158.37	135.34	135.99	126.33	
Sydney	84.2	86.4	83.4	80.9	225	201.05	170.61	153.30	148.19	169.29	147.41	127.89	119.94	
Tokyo	73.7	69.1	69.2	63.2	22689	256.14	251.93	250.95	254.33	188.85	174.10	173.73	160.69	
Europe	69.4	63.6	64.0	58.6	na	217.48	202.43	216.12	205.07	151.80	128.66	137.86	119.87	
US†	57.9	51.9	55.2	51.4	96	97.90	96.27	99.42	100.13	56.67	50.01	54.93	51.44	
Asia Pacific‡	72.9	69.8	64.5	62.3	na	142.98	136.94	135.33	136.91	106.94	97.75	88.99	86.95	
World	61.3	56.8	57.6	54.4	na	112.43	109.48	111.72	112.53	71.57	64.75	65.78	62.67	

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.

MARKET DATA

11 IATA travel agencies† in Europe, 2008

Country	Locations	Growth %	Net Sales US\$m*†	Growth %	Per agency US\$m*†	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, Moldova, Montenegro, Andorra, Liechtenstein. Source: IATA, Airlines Reporting Corporation.

12 TBA100 travel stock indices*

Region	April 2010
Asia Pacific	59
Europe	96
World†	76

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

Country	GNP/GDP		Retail sales		Consumer prices†		Wages/earnings‡	
	1 year	3 mths*	1 year	1 year	1 year	year ago	1 year	year ago
France	-0.3 Q4	2.4	-2.0 Feb	1.6	0.3 Mar	1.9	3.2 Q4	
Germany	-2.4 Q4	0.0	-0.9 Feb	1.1	0.5 Mar	1.1	3.7 Jan	
Italy	-3.0 Q4	-1.2	-0.1 Jan	1.4	1.2 Mar	2.1	3.5 Feb	
Netherlands	-2.2 Q4	0.9	-3.5 Jan	1.0	2.0 Mar	1.4	3.6 Mar	
Spain	-3.1 Q4	-0.6	-1.7 Feb	1.5	-0.1 Mar	2.7	4.9 Q4	
Switzerland	0.6 Q4	3.0	3.1 Feb	1.4	-0.4 Mar	2.0	1.6 '08	
UK	-3.1 Q4	1.8	2.8 Feb	3.4	2.9 Mar	2.3	0.1 Feb	
Euroland	-2.2 Q4	0.2	-1.1 Feb	1.4	0.6 Mar	2.0	4.3 Q4	

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\$b	+/-,%	Jan-	US\$b	+/-,%
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	Sep‡	9.3	-15.2	Dec‡	9.3	7.3
Cyprus	Nov‡	2.3	-16.7	Dec‡	2.7	-4.8
Czech R	Sep‡	7.1	-7.6	Dec‡	6.6	7.7
Denmark	Sep‡	6.5	-2.4	Dec‡	6.7	0.7
Estonia	Sep‡	1.2	-4.6	Dec‡	1.0	-7.8
Finland	Sep‡	3.0	-4.6	Dec‡	2.8	8.9
France	Dec‡	51.4	-7.6	Dec‡	55.6	-4.6
Germany	Dec‡	36.6	-8.5	Dec‡	40.0	3.5
Greece	Oct‡	15.2	-11.4	Dec‡	17.1	2.8
Hungary	Sep‡	6.1	1.3	Dec‡	4.7	2.3
Iceland	Sep‡	1.0	62.1	Dec‡	0.7	30.5
Ireland	Sep‡	5.2	-18.0	Dec‡	6.3	-3.3
Italy	Dec‡	42.4	-7.2	Dec‡	45.7	-0.1
Latvia	Sep‡	0.8	0.1	Dec‡	0.8	11.9
Lithuania	Sep‡	1.1	-16.8	Dec‡	1.3	8.4
Luxemb'g	Sep‡	4.2	-5.8	Dec‡	4.5	3.8
Malta	Sep‡	0.9	-10.2	Dec‡	0.9	9.4
Netherl'ds	Sep‡	12.7	-4.5	Dec‡	13.3	-6.6
Norway	Sep‡	4.3	-6.0	Dec‡	4.6	0.1
Poland	Sep‡	12.3	4.6	Dec‡	11.8	-3.3
Portugal	Oct‡	10.0	-8.0	Dec‡	10.9	0.5
Romania	Oct‡	1.3	-32.9	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	Dec‡	21.2	-3.2	Dec‡	22.0	18.7
UK	Dec‡	35.5	-1.6	Dec‡	36.0	1.6
Ukraine	Sep‡	3.5	-39.3	Dec‡	5.8	25.5

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

Destination	*Jan-	Arrivals x1000	Growth %	Source	Stay	PVPD
					days	US\$-C
Albania	Sep	1,808	-12.2	WTO	NA	NA
Andorra	Nov	1,839	-10.7	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	Nov	5,757	-0.4	WTO	2.8-F	48.39
Croatia	Nov	9,340	-0.8	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	Nov	4,035	-10.4	WTO	3.60	1928-V
Estonia	Nov	1,879	-4.6	WTO	5.40	28.31
Finland	Oct	3,192	-10.9	WTO	5.86	62.92
France	Dec‡	79,300	-3.2	WTO	7.16-F	77.69
	Dec	74,210	-6.3	WTO	7.16-F	79.23
Germany	Dec‡	24,886	1.9	WTO	7-F	194.05
	Dec	24,214	-2.7	WTO	6.0-E	224.53
Greece	Aug	12,751	-20.0	WTO	14.0	20.23
Hungary	Sep	8,973	1.8	WTO	3.41-F	15.19
Iceland	Nov	1,135	3.0	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
	Dec	43,247	1.2	WTO	4.36-F	196.89

continued on page 12

Trends

Hopeless Haiti

Following a trip by a team from the WTO (World Tourism Organization), the organisation says that efforts to help Haiti's visitor business will be guided by Jamaica's 'Master Plan for the Sustainable Development of the Tourism Industry'.

We don't know who decided, but the post-earthquake reconstruct plan for Haiti is based on agriculture, light manufacturing, and tourism. We cannot speak with special knowledge on agriculture and light manufacturing, but they seem sensible.

But what fool included tourism? Officials often make the mistake of looking at travel as an industry that brings economic benefits quickly to the people, but forget that visitors are also human beings who need to have a good reason to travel. Few are likely to visit a collapsed country because it is there.

Putting human sentiments aside, otherwise-competent officials seem incapable of thinking straight about Haiti. To begin with, the task was how to "rebuild Haiti's devastated tourism industry" – but even before the earthquake there was no viable visitor industry. For instance, the WTO has not included Haiti in its 'Barometer' tracking system in the past five years. We estimate the country was counting around 500,000 annual visitors before the earthquake, but probably 70% of those were on stopover cruises, with 90% from the Americas.

How can a master-plan for Jamaica – which counts near 2mn visitors, an international image, and a long-established tourism infrastructure including an airline – help a marginalised failed destination? Nothing off-the-shelf seems likely to help.

The sad fact is that Haiti will not attract visitors (apart from solidarity-and-voyeur visitors and more cruisers curious to see the damage) for at least 10 years.

Our proposal is to start with two projects – a single resort development, such as a Club Med, and a cruise terminal. Wait until they steadily build up business, and then add more – a hotel in town, a ground operator. It

will take time, perhaps 10 years.

Follow the WTO/Jamaica plan, spend US\$1bn, and it will also take 10 years.

Ratings for moslem travellers

A Singapore-based company, Crescent Rating, is rating hotels according to their suitability for moslem travellers. This is generally called 'halal'-friendly. Although 'halal' is used primarily to describe food, it actually means 'permissible for use' by moslems.

CR says there are 1.6bn moslems, 23% of the world population, and puts their share of travel spend at 8% (in 2007). Source of this travel data is not clear; it is primarily based on extrapolation of World Tourism Organization data.

Some services and facilities in hotels that CR rates include:

- Musts: halal food; prayer facilities.
- Good to have: guest bathroom; fast-food facilities.
- Nice to have: recreation facilities; no non-halal activities.
- Food/restaurants. Halal-certified kitchen/restaurant; halal-certified breakfast corner/on request; halal option for room service; list of local halal-certified restaurants.
- Prayer facilities. Praying direction; prayer timings; prayer mats; list of local mosques.

CR has 7-levels for its ratings. We believe this is unnecessarily complicated and should match general hotel rating (although there are many faults with that system), and stop at 5. Life is getting harder for consumers – 3 is the top for Michelin restaurants, 5 (albeit sometimes 5+ or even 6) for hotels, 4 for Club Med, and now 7 for halal-rating.

The company plans to add ratings for restaurants, MICE venues, cruises. CR says when it adds hotels in Europe to its hotel rating system it will start to add destination guides.

We believe CR should do more than guides. It should expand ratings to destinations, where presumably Saudi Arabia would get 5 (or 7 to follow to CR's current grades), and Belgium

would get 1, having just introduced a law banning the niqab in public places. And France and Turkey would get 2, for banning the headscarf (and other religions' external artefacts in the case of France) in public places. At present, CR has not needed to overcome the problem of different requirements of different sects within islam.

Around the world

- Since its opening in January, Dubai's Burj Khalifa – the world's tallest building

- has been counting 3-5000 visitors daily.

- Las Vegas visitors fell 3% in 2009, to 36mn – better than expected. But conventions took a big hit, down 24%, with corporate meetings down 14%. Hotel occupancy was 82% – down 5% – but this was partly due to 8000 new rooms.

The city's visitor office estimates a 3% increase this year.

- Egypt, after a 2% drop in visitors in 2009, expects a 12% increase this year to 14mn and a 7% in visitor-spend to US\$12bn (quoted in US\$).

A new tourism campaign was launched this year. In contrast to the previous campaign, launched in 2006 and which promoted Egypt mainly as a sun-&-beach destination, its heritage and antiquities are the core of the new campaign. It highlights the pyramids, the sphinx, temples, and other attractions such as Nile cruises and diving in the Red Sea.

- Visitors to the Caribbean fell 4% to 22mn in 2009 – arrivals from Canada increased 9%; the US fell 4%, and Europe fell 9%. The Caribbean Tourism Organization has not predicted an increase for this year, just "better".

- Among findings in a new PhocusWright report – on all travel, not just PCW's specific area of expertise, online travel – on US consumer travel trends in 2009:

- Not only did fewer people travel (-11%), but those who did travel spent less (-15%).

- Trips were longer; trips of 4-nights-plus accounted for 59% of all trips.

MARKET INTELLIGENCE

continued from page 10

15 Visitor arrivals in Europe destinations

International arrivals

Destination	*Jan-	Growth %	Arrivals x1000	Source	Stay days	PVPD US\$-C
Latvia	Sep	1,334	-20.8	WTO	5-E	61.11
Liechtenstein	Oct	52	-10.4	WTO	2.10	NA
Lithuania	Sep	1,329	-17.5	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	Oct	1,252	-14.6	WTO	3.20-F	21.16
Russia	Jun†	22,269	5.0	WTO	3.67-F	221.99
Serbia	Nov	650	0.6	WTO	4-E	NA
Slovakia	Sep	1,263	-28.5	WTO	3.60	4.17
Slovenia	Nov	1,661	-6.2	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

Destination	*Jan-	Growth %	Arrivals x1000	Source	Stay days	PVPD US\$-C
Turkey	Dec†	24,985	12.3	WTO	8.0	111.68
	Dec	25,500	2.0	WTO	8.0	111.68
UK	Dec†	30,190	-2.2	WTO	10.1	69.41
	Dec	28,032	-7.0	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. *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 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.

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