

# Travel Business Analyst

Markets + Marketing + Strategy

EUROPE • AUGUST 2009

## Summer Special

*This month, our shorter summer issue, without the Main News, and Trends sections, and a special version of ZERO – our occasional column/section/report on the travel business and the environment. The September issue will revert to the regular publishing pattern.*

### Market Monitor

*Not all sources shown, for reasons of space; not shown are usually relevant principals. Percentage change unless noted otherwise. Months start from Sep 08.*

- World Travel Industry Index: May -7-E; Apr -3-E; Mar -10.3-P; Feb -11.2; Jan -6.7; Dec -6.3; Nov -5.6; Oct -2.0; Sep -2.5. *TBA.*
- World airport passengers: Apr ttl -3.0, intl -1.8; Mar -8.3 -10.7; Feb -10.3 -11.3; Jan -6.2 -6.7; Dec -5.8 -5.7; Nov -7.8 -5.8; Oct -3.4 -1.4; Sep -4.2 -2.7. *ACI.*
- World air traffic, RPKs: Jun -7.2; May -9.3; Apr -3.1; Mar -11.1; Feb -10.1; Jan -5.6; Dec -4.6; Nov -4.6; Oct -1.3; Sep -2.9. *IATA.*
- World travel stocks index: Jun 46 (on 100); May 48; Apr 43; Mar 35; Feb 35; Jan 40; Dec 44; Nov 43; Oct 47; Sep 57. *TBA.*
- World visitor arrivals: Apr -2.3; Mar -13.3; Feb -10.3; Jan -7.8; Dec -2.3; Nov -3.0; Oct -0.8; Sep -2.8. *WTO.*
- Europe airlines international seat sales: May -8.4; Apr -2.5; Mar -9.4; Feb -9.8; Jan -5.9; Dec -4.0; Nov -5.4; Oct -1.6; Sep -1.6. *AEA.*
- Europe airport passengers: Apr ttl -4.5, intl -2.5; Mar -12.5 -13.2; Feb -13.8 -12.9; Jan -10.9 -8.9; Dec -7.8 -6.5; Nov -8.4 -6.4; Oct -4.2 -2.7; Sep -2.9 -2.0. *ACI.*
- Europe air traffic, RPKs: Jun -7.1; May -9.4; Apr -2.7; Mar -11.6; Feb -10.1; Jan -5.7; Dec -3.4; Nov -3.4; Oct +1.8; Sep -0.5. *IATA.*
- Europe hotel occupancy, pts: May -7.6; Apr -11.4; Mar -11.7; Feb -10.2; Jan -9.6p; Dec -5.8p; Nov -10.3p; Oct -4.3p; Sep -0.7. *TBA.*
- Europe travel stocks index: Jun 40 (on 100); May 44; Apr 41; Mar 33; Feb 35; Jan 39; Dec 43; Nov 42; Oct 42; Sep 50. *TBA.*
- Europe visitor arrivals: Apr -3.3; Mar -18.1; Feb -13.2; Jan -7.4; Dec -4.1; Nov -5.2; Oct -1.8; Sep -3.5. *WTO.*
- Air France-KLM seat sales: Jun ttl -6.1 Eur/dom -6.4; May -7.8 -8.0; Apr -3.7 -4.7; Mar -9.8 -10.0; Feb -8.1 -9.5; Jan -6.1 -8.8; Dec +0.2 -0.4; Nov -5.2 -7.7; Oct +5.7 +3.7; Sep -1.5 -2.5.
- American Airlines seat sales: Jun -9.3; May -13.2; Apr -4.1; Mar -9.9; Feb -13.0; Jan -12.7; Dec -8.2; Nov -15.9; Oct -9.1; Sep -10.0.
- Amsterdam airport passengers: Jun -12.4; May -11.6; Apr -6.3; Mar -14.5; Feb -13.7; Jan -9.0; Dec -5.7; Nov -5.8; Oct -2.4; Sep -2.9.
- Austria visitor arrivals: May -12.0; Apr +42.6; Mar -29.4; Feb -5.8; Jan +12.8; Dec +3.4; Nov -1.1; Oct 7.3; Sep -2.2. *Tourmis.*
- Berlin hotels: Jun occupancy -3.7pts, rate -5.8; May -4.0p -14.9; Apr -3.5p -16.1; Mar -0.4p -4.7; Feb -4.7p -7.4; Jan -2.1p -1.5; Dec +1.7p -6.8; Nov -7.5p -4.6; Oct -3.5p +7.6; Sep -1.8p, +0.6. *TRI.*
- Berlin Tegel airport passengers: Apr -5.4; Mar -0.8; Feb -10.7; Jan -8.0; Dec -2.3; Nov -3.7; Oct +2.7; Sep +5.7. *ACI.*
- British Airways seat sales: Jun ttl -4.9 Eur/dom -5.8; May -7.3 -7.8; Apr +1.3 +1.4; Mar -8.2 -8.7; Feb -10.1 -12.0; Jan -4.0 -6.6; Dec -4.5 -5.2; Nov -7.8 -9.3; Oct -5.6 -6.5; Sep -5.6 -5.9.
- Cathay Pacific RPKs Europe: Jun -0.9; May +8.2; Apr +8.1; Mar +3.4; Feb -3.5; Jan -0.8; Dec +3.1; Nov -1.3; Oct -5.7; Sep -6.8.
- Delta Airlines seat sales: Jun -4.6; May -7.5; Apr -7.3; Mar -11.5; Feb -11.4; Jan -5.1; Dec -1.1; Nov -7.5; Oct -4.8; Sep -4.6.
- Dubai airport passengers: Apr +6.4; Mar +0.1; Feb -0.2; Jan +6.1; Dec +4.8; Nov +6.3; Oct +10.8; Sep -4.6. *ACI.*
- France visitor arrivals: Feb -18.1; Jan -5.9; Oct -3.8; Sep -7.9. *WTO.*

# ZERO

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

## Meeting the challenge?

Conference centres seem keen to boast their eco-claims. That appears to be leading some to exaggerate.

Details:

- The Convention Centre, being built in Dublin, claims the net impact of the building's construction on the environment is zero.

Well, almost. It counts offsets, which we regard as positive, but not as a substitute for pollution-reducing measures, and not to support a 'zero-claim' such as this. CCD's claim is based on its use of low-carbon cement and offsetting "unavoidable" carbon emissions.

How about vehicular supply of workers and materials, local materials, source of wood, etc?

- In Australia, centres in Gold Coast and Melbourne were unable to clarify specifics - itself a shortcoming if they are publicising data but have no clear idea as to whether their claims are correct or not:

- Gold Coast's convention and exhibition centre claims energy consumption 38% better than Green Globe 'best practice' benchmark level, and water consumption 53% better. When asked, GCCEC could not put figures on these, which leaves us to the possible conclusion that if the benchmarks can be bettered by this degree, then they have little value.

In other positive developments, GCCEC has installed:

-Light sensors in toilets and storerooms.

-Flow-restriction on taps, reducing water usage from 30-litres per minute to 6L, and on shower hoses reducing water from 25L to 9L.

-LED lights, cutting usage from 18W per unit to 3W per unit.

-Others: recycling printer cartridges and toners;

*contd on p2*

Market Intelligence...1; Tables...3: Airlines; Air traffic - associations, regions; Airports; Travel company stock prices; Resident departures; Resident spending; Internet sales; GDS Sales; Hotels; Travel agencies; Channel tunnel; Economics; Visitor spending; Visitor arrivals.

- Frankfurt airport passengers: Apr -4.7; Mar -9.2; Feb -13.3; Jan -10.4; Dec -5.3; Nov -7.0; Oct -4.9; Sep -3.9. *ACI*.
- Germany visitor arrivals: Apr -8.1; Mar -7.5; Feb -9.9; Jan -9.0; Oct -1.2; Sep +1.4. *WTO*.
- Hawaii visitor arrivals: Jun -5.2; May -6.4; Apr -1.5; Mar -17.2; Feb -13.4; Jan -12.4; Dec -15.2; Nov -13.9; Oct -12.3; Sep -18.5. *PATA*.
- Italy visitor arrivals: Mar -6.3; Feb -3.3; Jan -6.5; Oct -1.8; Sep -3.1. *WTO*.
- Japan Airlines seat sales Europe: Jun -15.9; May -19.9; Apr -14.3; Mar -13.9; Feb -14.0; Jan -21.2; Dec -16.8; Nov -21.3; Oct -20.3; Sep -20.5.
- Jet Blue Airways seat sales: Jun +0.6; May +1.5; Apr +0.8; Mar -4.4; Feb -4.1; Jan -3.8; Dec +2.5; Nov +2.6; Oct +3.3; Sep +3.7.
- London airports international passengers: Jun Gatwick -8.1, Heathrow -2.9, Stansted -10.2; May -6.7 -3.7 -18.3; Apr -3.1 +3.0 -12.1; Mar -18.6 -7.7 -15.2; Feb -14.4 -9.0 -15.0; Jan -10.3 -1.7 -9.7; Dec -14.2 -2.0 -12.1; Nov -13.5 -4.3 -12.8; Oct -10.4 -3.7 -6.9; Sep -6.5 -3.7 -5.1. *BAA*.
- London hotels: Jun occupancy +0.3pts, rate -7.1; May +1.4p -5.4; Apr 1.6p -11.8; Mar 0.2p -3.4; Feb -2.0p -8.0; Jan -3.3p -8.4; Dec +0.8p -3.2; Nov -5.4p -5.0; Oct -3.1p -1.3; Sep -4.2p -1.9. *TRI*.
- Lufthansa seat sales: Jun ttl -5.5, Eur/dom -1.6; May -5.1 -3.1; Apr -6.1 -4.5; Mar -2.3 -1.9; Feb -10.5 -9.1; Jan -9.3 -7.6; Dec -3.7 -2.2; Nov -2.3 -3.5; Oct -1.4 -3.0; Sep +1.1 -0.4.
- Netherlands visitor arrivals: Mar -21.3; Feb -12.1; Jan -8.6; Dec -10; Nov -10; Oct -10; Sep -15. *WTO*.
- Paris CDG airport passengers: Apr -1.9; Mar -9.0; Feb -8.7; Jan -6.4; Dec -2.6; Nov -3.7; Oct +3.4; Sep -2.8. *ACI*.
- Paris hotels: Jun occupancy +1.1pts, rate -0.7; May -5.8p, rate -13.7; Apr -8.9p -11.9; Mar -7.4p -8.8; Feb -12.1p -13.0; Jan -3.5p -3.7; Dec -4.7p +1.0; Nov -9.4p +3.2; Oct -5.5p -12.1; Sep -9.4p -9.8. *TRI*.
- Rome FCO airport passengers: Apr -3.1; Mar -1.9; Feb -6.2; Jan -8.6; Dec -6.5; Nov -5.8; Oct +0.7; Sep +5.7. *ACI*.
- Ryanair seat sales: Jun +13.0; May +8.9; Apr +11.8; Mar +4.8; Feb +7.4; Jan +10.9; Dec +10.6; Nov +10.9; Oct +18.2; Sep +20.3.
- Southwest Airlines seat sales: Jun -6.4; May -8.3; Apr -1.5; Mar -5.2; Feb -9.9; Jan -9.7; Dec -3.1; Nov -10.7; Oct +0.4; Sep -8.1.
- Spain visitor arrivals: Jun -10.0; May -11.7; Apr -1.7; Mar -20.8; Feb -15.9; Jan -10.1; Dec -14.0; Nov -12.0; Oct -5.4; Sep -6.0. *gov*.
- Switzerland visitor arrivals: Apr -3.6; Mar -13.4; Feb -11.1; Jan -3.3; Nov -8.2; Oct -1.9; Sep -2.8. *WTO*.
- Turkey visitor arrivals: May -1.8; Apr +4.5; Mar -8.2; Feb +0.5; Jan -4.0; Nov 7.7; Oct 13; Sep 5.0. *WTO*.
- UK resident departures: May -16.2; Apr -9.0; Mar -20.0; Feb -21.3; Jan -14.3; Dec -9.2; Nov -0.1; Oct -9.2; Sep -7.0. *gov*.
- UK visitor arrivals: May -11.6; Apr -2.6; Mar -9.7; Feb -20.1; Jan -9.1; Dec -10.9; Nov -8.9; Oct +2.7; Sep -10.0. *gov*.

using recycled paper for printers and faxes; using glass-crushing machines to recycle glass; recycling water for landscape irrigation; drawing menus with 50% locally-grown and organic ingredients; donating leftover packaged foods to a local food bank.

- Following a local requirement to save water, Melbourne's convention and exhibition centre has: reduced the flow in taps and toilets; stopped watering lawns; introduced rainwater tanks for watering gardens and for cleaning; installed new dishwashing systems.

MCEC says the resulting 8% reduction over the past year is "impressive". We would term it "disappointing", and presume that not all the measures noted above are being followed or implemented fully.

MCEC could not support its claim that 8% was "impressive".

- Sydney Convention and Exhibition Centre says its efforts to divert material from landfill over the past year prevented the creation of 636 tonnes of greenhouse gas - equivalent to taking 298 cars off the roads for a year.

## Briefs

- IATA (International Air Transport Association) has targetted carbon-neutral growth by 2020 via: a 1.5% average annual improvement in fuel efficiency 2009-20; carbon-neutral growth from 2020; and then a 50% reduction in carbon emissions by 2050.

Although these targets look modest, they are positive as an industry commitment. IATA says no other industry has made any similar commitment. And neither have other segments of the travel industry - such as hotels and the inbound business (on which the World Tourism Organization concentrates).

This year, the carbon footprint of air transport is expected to shrink 7%; although 5% is due to the recession, 2% is related to efficiency gains from IATA's strategy.

- Airbus says its A380 has 40% more seats yet its noise footprint (85 decibels) is 46% less than the B747-400. That means the noise is hardly heard further than 1km from the airport itself.

- Germany's TUI tour operating company, when asked if it gained customers by being environmentally-friendly, says it would lose if was not EF.

- WEF (World Economic Forum), usually associated with action, has partnered with the WTO (World Tourism Organization), more associated with action-less exhortation, to tell the industry to be environmentally-friendly.

WEF has produced a paper - 'Towards a Low Carbon Travel and Tourism Sector'. But it would not give us a copy, or explain its definition of T&T, as we would assume 'travel' to include 'tourism'.

The report clarifies or enumerates what is happening now, and what should happen. But as we have noted on many occasions about the WTO, we know that.

If the WEF wants to get involved, the WTO is probably the wrong partner. It should work either with IATA - which has now made specific targets for its sector, see above - or get out.

The travel business does not need another body - to join WTO, its competitor WTTC, and IHA - to issue more statements about how important the environment is. Those bodies seem to be afraid of upsetting their members, and so resort to advice or encouragement.

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# MARKET DATA

## Special

### Travel spending trends

Most travel markets have been falling. But, as always, some more and some less than expected or perceived. We have extracted spending data\* for this report from World Tourism Organization's data.

Is the biggest surprise the giant 17% fall in Spain's inbound spend? After all, it is a lower-cost destination than the other four in the top-5. So it can only be related to its main market sources - Germany, UK, making up around 50% of Spain's total.

As shown, the UK's outbound spend has fallen a large 13%, and although Germany's drop is a less-shocking 2%, Germany's travellers are generally considered parsimonious in the best of times.

Perhaps another surprise is the UK's inbound fall. With the decline in its currency, should it be more attractive as a destination? The twist is that these figures include business travel, and that segment has been particularly badly-hit. Plus the fact that the US is a large source for the UK for both business and leisure travel, and that is another hard-hit segment.

For outbound, the surprise is the appearance of little Netherlands in the top-5 outbound spenders - and it increased! (In fact Russia is just ahead, but it has produced no data for 2009. It can be assumed that as business travel has been a large part of the travel total, the fall is probably around 10%.)

\*The WTO does not have outbound trip totals, so spending data is best for comparison between inbound and outbound patterns.

### Growth in travel spending in Europe

Inbound	Jan-	Growth,%	Outbound	Jan-	Growth,%
Spain	Mar	-17.2	Germany	Apr	-2.4
France	Apr	-3.5	UK	Mar	-13.0
Italy	Mar	-8.9	France	Apr	-9.9
Germany	Apr	-8.9	Italy	Mar	-1.6
UK	Mar	-4.6	Netherlands	Mar	4.1

Notes: Top-5 markets; in order of size in 2008. In local currencies. Source: World Tourism Organization.

## 1 Regular-airline traffic\*, 2009

Airline	May 09		YTD									
	SS,x1000	+/-,%	RPK,mn	+/-,%	SS,x1000	+/-,%	ASK,mn	+/-,%	RPK,mn	+/-,%	SF	+/-,pts
Air France	4103	-5.5	10291	-5.3	18902	-6.9	65706	-3.5	49872	-5.4	75.9	-1.5
Europe†‡	4282	-8.0	3475	-7.4	19081	-8.0	23078	-4.5	15022	-7.4	65.1	-2.1
Alitalia	1987	-14.9	2566	-10.3	7737	-30.8	16849	-22.4	9666	-32.4	57.4	NA
Austrian	756	-10.7	1255	-16.4	3234	-12.7	8032	-10.6	5614	-14.8	69.9	-3.4
BMI	632	-23.4	742	-18.5	2972	-21.1	5038	-22.6	3337	-15.9	66.2	5.3
British AW	2753	-7.6	9116	-7.0	12600	-1.4	59361	-4.0	44139	0.0	74.4	3.0
Europe‡	1735	-7.9	1833	-6.1	7560	-7.9	11852	-5.3	7703	-6.1	65.0	-0.2
Brussels	422	-11.9	587	-10.7	1801	-16.7	4374	-10.5	2573	-13.7	58.8	-2.2
Czech	406	-9.8	486	-9.7	1650	-9.1	3390	-4.0	1946	-9.7	57.4	-3.6
Finnair	483	-12.8	1145	-10.1	2489	-10.8	8757	-8.8	6094	-6.2	69.6	2.0
Iberia	1814	-11.1	4016	-11.5	8340	-14.8	25782	-6.2	20125	-7.6	78.1	-1.2
KLM	1890	-8.8	5921	-9.0	8724	-6.4	36708	-3.5	28683	-5.6	78.1	-1.7
LOT-Polish	324	-9.5	521	-13.4	1321	-17.1	3076	-12.9	1978	-18.5	64.3	-4.4
Lufthansa	4696	-5.0	10507	-6.6	20775	-6.6	63011	-2.6	47020	-6.6	74.6	-3.2
Europe†‡	4767	-3.1	3711	-2.3	20978	-3.1	24228	0.9	16042	-2.3	66.2	-2.0
Olympic	364	-19.6	419	-26.3	1708	-14.0	3859	-2.8	1948	-18.7	50.5	-9.9
SAS	1932	-18.6	2111	-19.0	8726	-18.8	13883	-13.8	9308	-18.6	67.1	-4.0
Swiss	1148	-1.5	2183	-8.2	5208	-0.9	14323	2.2	10676	-2.6	74.5	-3.7
TAP	683	-12.7	1561	-15.1	3247	-3.4	12292	-5.3	7771	-6.8	63.2	-1.0
Turkish	2073	9.4	3149	14.0	8886	10.7	20094	20.9	13654	13.1	68.0	-4.7
Virgin A'tic	444	-3.0	3206	-2.5	2168	-6.4	21216	-6.3	15895	-5.7	74.9	0.5
AF+KL	5993	-6.6	16211	-6.7	27626	-6.7	102414	-3.5	78555	-5.4	76.7	-1.6
BA+IB	4566	-9.0	13131	-8.4	20941	-7.2	85143	-4.7	64264	-2.5	75.5	1.7
LH+LX	5844	-4.4	12690	-6.9	25983	-5.5	77334	-1.7	57696	-5.9	74.6	-3.3
LH+LX+BD+SN+OS	7655	-7.3	15274	-8.5	33990	-8.5	94779	-4.3	69218	-7.5	73.0	-2.5

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, 2009

Airline	May 09	YTD
Air Berlin	May 09	YTD
SS,x1000	2507	10143
Growth,%	-7.7	-6.0
SF,%	77.0	73.8
Easyjet+GB-E	May 09	YTD
SS,x1000	3948	17078
Growth,%	1.8	-0.5
SF,%	83.5	83.2
Ryanair	May 09	YTD
SS,x1000	5513	23701
Growth,%	8.9	8.7
SF,%	81.0	79.8
SS,x1000	May 09	YTD
Germanwings	663	2662
Growth,%	-6.3	-7.2
Norwegian	946	3605
Growth,%	23.7	15.2
Sky Europe	208	933
Growth,%	-37.5	-33.5
Southwest	7470	34792
Growth,%	-8.2	-6.7

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, and Asia Pacific

Item	Europe,AEA		Mar 09	Growth,%	Apr 09	Growth,%	May 09	Growth,%	YTD	Growth,%
	Feb 09	Growth,%								
SS,mn	15.1	-9.8	17.9	-9.4	19.9	-2.5	20.5	-8.4	88.9	-8.1
ASKs,mn	63,977	-6.8	73,089	-2.1	73,737	-2.3	78,119	-5.3	360,450	-4.1
RPKs,mn	45,425	-8.5	53,083	-9.1	56,687	-2.0	57,545	-8.3	264,504	-7.4
Pax LF,%	71.0	-1.3	72.6	-5.6	76.9	0.2	73.7	-2.4	73.4	-2.2
<b>US,BTS</b>										
	Jan 09	Growth,%	Feb 09	Growth,%	Mar 09	Growth,%	Apr 09	Growth,%	YTD	Growth,%
SS,mn	7.2	-7.6	6.3	-11.9	7.6	-13.4	7.5	-4.6	28.7	-9.4
ASKs,mn	41,294	-3.3	36,515	-7.5	41,298	-6.2	40,984	-4.2	160,199	-5.2
RPKs,mn	30,138	-6.7	25,003	-12.5	30,851	-13.6	31,247	-4.7	117,303	-9.3
Pax LF,%	73.0	-2.7	68.5	-3.9	74.7	-6.4	76.2	-0.4	73.2	-3.3
<b>Asia Pacific,AAPA</b>										
	Jan 09	Growth,%	Feb 09	Growth,%	Mar 09	Growth,%	Apr 09	Growth,%	YTD	Growth,%
SS,mn	11.4	-8.3	10.1	-13.8	11.2	-10.6	11.2	-5.2	43.8	-9.5
ASKs,mn	66,179	-2.5	57,858	-8.6	63,387	-6.4	61,462	-6.1	248,886	-5.8
RPKs,mn	48,335	-9.3	41,335	-14.1	45,660	-13.2	45,186	-7.4	180,516	-11.0
Pax LF,%	73.0	-7.0	71.4	-5.9	72.0	-7.3	73.5	-1.4	72.5	-5.5

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

## 3 Passengers in 2009 through: Europe's leading airports and city-group airports,x10000

Airport	Month	Month	Growth,%	YTD	Growth,%	Airport	Month	Month	Growth,%	YTD	Growth,%
Amsterdam	Jun	3,856	-12.4	20,269	-11.2	Rome*,x2	Apr	3,382	-2.9	11,117	-4.6
Barcelona*	Apr	2,393	-7.6	7,878	-17.4	FCO	Apr	2,985	-3.1	9,676	-4.6
Berlin*,x3	Apr	1,715	-3.9	6,108	-4.6	Zurich*	Apr	1,824	-0.7	6,396	-4.8
TXL	Apr	1,179	-5.4	4,202	-6.0						
Brussels*	Apr	1,519	-5.8	4,821	-13.3	Europe total*	Apr	111,095	-4.4	378,527	-9.7
Copenhagen*	Apr	1,625	-9.7	5,741	-14.5	intl	Apr	78,796	-3.0	263,911	-9.4
Frankfurt*,x2	Apr	4,570	-4.4	16,185	-9.0						
FRA	Apr	4,258	-4.7	15,175	-9.2	<b>Europe's 'low-fare' airports†,x1000</b>					
intl	Apr	3,732	-3.0	13,138	-9.0	Airport	Month	Month	Growth,%	YTD	Growth,%
London,x5	Apr	10,849	-2.4	38,148	-8.4	Berlin Schonefeld*	Apr	535	5.5	1,906	4.1
LHR*	Jun	5,776	-3.1	31,231	-3.8	Cologne*	Apr	791	-5.0	2,606	-9.5
intl	Jun	5,313	-2.9	28,658	-3.6	Frankfurt Hahn*	Apr	312	-0.8	1,010	-5.3
LGW*	Jun	3,070	-7.6	14,783	-9.8	Dublin*	Apr	1,740	-4.6	6,304	-9.6
Madrid*	Apr	4,234	-2.3	14,552	-12.8	Geneva*	Apr	984	5.0	3,997	-6.1
Milan*,x3	Apr	2,824	2.7	9,191	-22.3	London					
MXP	Apr	1,491	7.9	5,206	-23.2	LTN*	Apr	789	-4.1	2,585	-14.6
Moscow*,x2	Apr	2,810	-16.2	10,077	-16.9	STN	Apr	1,629	-12.6	5,747	-14.0
Paris*,x3	Apr	7,545	-1.5	26,115	-6.4	Milan Bergamo*	Apr	600	10.0	2,024	3.2
CDG*	Apr	5,077	-1.9	17,525	-6.4	Rome Ciampino*	Apr	397	-0.9	1,441	-4.6
intl	Apr	4,662	-1.9	16,046	-6.4	Paris Beauvais*	Apr	225	5.7	787	1.7
ORY*	Apr	2,243	-1.2	7,803	-7.3	LFA total‡	Apr	8,003	-3.1	28,406	-8.3

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

## 4 Air passenger traffic to/from selected countries, x1000

From/to	France†			Germany			UK			US‡						
	Jun 09	+/-* %	YTD 09	+/-* %	May 09	+/-* %	YTD 09	+/-* %	Apr 09	+/-* %	YTD 09	+/-* %	Mar 09	+/-* %	YTD 09	+/-* %
Belgium	6	39.8	29	17.0	108	-9.8	515	-12.4	103	-17.2	388	-19.4	76	-19.7	218	-12.5
France	na	na	na	na	588	-11.4	2531	-11.8	966	1.0	3287	-7.5	424	-12.6	1123	-10.2
Germany	391	-4.2	2112	-7.1	na	na	na	na	925	2.2	3191	-8.3	648	-17.1	1759	-16.3
Ireland	75	5.9	396	3.4	129	-11.4	567	-2.9	916	-8.9	3520	-10.5	165	-16.1	428	-12.8
Italy	520	-4.9	2797	-6.0	994	-6.2	3709	-10.5	823	-4.5	2672	-11.7	167	-15.0	405	-14.0
Netherlands	87	-14.5	486	-14.8	232	-3.7	1009	-6.1	611	-9.5	2170	-23.6	309	-16.8	869	-11.4
Spain	513	-9.9	2660	-13.1	1932	-9.9	7206	-9.7	2397	-8.8	7305	-16.2	158	7.5	401	9.0
Switzerland	156	3.0	881	-0.8	457	-6.9	2127	-6.6	496	7.2	2168	-6.5	106	-21.0	298	-15.2
UK	350	-9.2	1966	-10.2	884	-8.0	4039	-8.3	na	na	na	na	1156	-16.0	3197	-11.0
US	597	-4.0	2801	-4.4	831	-10.4	3275	-13.8	1391	-9.7	4602	-13.7	na	na	na	na
<b>Total</b>	<b>7545†</b>	<b>-1.5†</b>	<b>26115†</b>	<b>-6.4†</b>	<b>11978</b>	<b>-8.8</b>	<b>49103</b>	<b>-8.5</b>	<b>14319</b>	<b>-3.7</b>	<b>49579</b>	<b>-10.1</b>	<b>10018</b>	<b>-9.1</b>	<b>28383</b>	<b>-6.9</b>

Notes: \*Over same period, year earlier. †(Three) Paris airports; total is month and Jan-Apr. 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*				Growtht,%	
		Dec 05	Dec 08	May 09	Jun 09	stock	market
<b>Airlines</b>							
Air France	Paris	18.4	9.17	11.2	9.10	-19.0	-4.2
British Airways	London	334	180	156	125	-19.8	-3.8
Easyjet	London	381	280	313	270	-13.7	-3.8
Iberia	Madrid	2.29	1.98	1.60	1.51	-5.6	3.9
Lufthansa	Frankfurt	12.6	11.2	9.77	8.93	-8.6	-2.7
Ryanair	Dublin	8.30	2.97	3.63	3.26	-10.2	-0.6
SAS	Sweden	17.1	6.19	4.08	3.44	-15.7	1.0
<b>Hotels</b>							
Accor	Paris	46.9	35.1	31.3	28.3	-9.8	-4.2
InterContinental	London	840	562	654	623	-4.7	-3.8
Marriott	New York	33.5	19.5	23.3	22.0	-5.4	-1.1
Sol Melia	Madrid	11.0	4.26	3.94	4.29	8.9	3.9
<b>Others</b>							
Avis Europe	London	72.8	3.93	18.00	21.8	20.8	-3.8
Carnival	New York	53.5	24.3	24.9	25.6	2.6	-1.1
EADS	Paris	32.0	12.0	11.5	11.5	0.4	-4.2
Expedia	New York	NA	8.24	17.31	15.8	-9.0	-1.1
Fraport	Frankfurt	44.9	30.9	29.0	30.5	5.3	-2.7
Kuoni	Zurich	557	360	355	341	-4.1	1.0
Thomas Cook	London	NA	177	222	206	-7.3	-3.8
TUI	Frankfurt	17.8	8.05	6.25	5.25	-16.0	-2.7

Notes: See Master Notes, page 3. \*Euro in Euro countries (in table includes FR, DE, IE, IT, ES). †Latest month over month earlier. ‡Reissue means not all prices comparable; now privately-owned. Source: respective stock markets.

## 7 Outbound travel by residents

Country	Jan thru*	Departures x1000	Growth %	Source:
Austria-BH	Dec‡	9,677	-2.0	Eurostat
Belgium-BH	Dec‡	8,727	1.6	Eurostat
Cyprus	Dec‡	1,039	12.4	Eurostat
Denmark	Dec	5,895	16.4	Eurostat
Finland-BH	Dec‡	4,885	5.9	Eurostat
France-BH	Jun‡	11,684	16.5	Eurostat
Germany-BH	Dec‡	86,201	5.0	Eurostat
Hungary-BH	Dec‡	5,058	8.3	Eurostat
Ireland-BH	Sep‡	5,237	3.0	Eurostat
Italy	Dec†	40,057	7.9	Eurostat
Latvia	Dec‡	1,169	1.2	Eurostat
Netherlands-H	Sep‡	12,547	4.3	Eurostat
Norway-BH	Dec‡	7,600	6.7	Eurostat
Poland-BH	Dec‡	6,530	7.8	Eurostat
Portugal	Dec	3,663	-6.9	Eurostat
Spain-BH	Dec‡	9,995	-1.0	Eurostat
Sweden	Dec 01	10,500	1.0	WTO
Switzerland	Dec 00	12,351	4.5	WTO
UK	Dec	68,413	3.0	NTO
	Dec	61,821	-6.9	Eurostat

Notes: \*2006 unless stated otherwise. †2005. ‡2008. 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.

## 6 Spending on foreign travel by residents

Source	Jan-	+/-,%	US\$bn	Jan*-	US\$bn	+/-,%
Austria	Dec‡	0.1	10.6	Dec‡	10.6	0.8
Belgium	Dec‡	2.1	17.6	Dec‡	17.2	1.7
Czech R	Sep‡	4.7	3.8	Dec‡	3.6	18.3
Denmark	Dec‡	3.1	9.1	Dec‡	8.8	7.7
Finland	Sep‡	1.7	4.1	Dec‡	4.0	6.8
France	na	na	na	Dec‡	36.7	7.8
	Dec‡	9.6	40.2	Dec‡	36.7	7.8
Germany	na	na	na	Dec‡	83.1	2.9
	Dec‡	2.3	85.0	Dec‡	83.1	2.9
Greece	Oct‡	6.8	3.6	Dec‡	3.4	4.3
Hungary	Sep‡	28.8	3.7	Dec‡	2.9	27.4
Ireland	Sep‡	14.5	10.1	Dec‡	8.8	17.3
Italy	na	na	na	Dec‡	27.3	8.4
	Dec‡	4.9	28.6	Dec‡	27.3	8.4
Luxembourg	Sep‡	3.1	3.7	Dec‡	3.6	4.0
Netherlands	Dec‡	6.2	20.3	Dec‡	19.1	2.6
Norway	Sep‡	17.0	16.0	Dec‡	13.7	6.9
Poland	Dec‡	5.1	8.9	Dec‡	8.5	5.1
Portugal	Oct‡	4.3	4.1	Dec‡	3.9	7.5
Russia	Dec‡	11.8	24.9	Dec‡	22.3	22.1
Spain	Dec‡	-3.7	19.0	Dec‡	19.7	8.3
Sweden	Sep‡	9.6	15.2	Dec‡	13.9	11.0
Switzerland	Dec‡	-4.5	9.7	Dec‡	10.2	6.4
Turkey	Dec‡	7.5	3.5	Dec‡	3.3	18.8
UK	na	na	na	Dec‡	71.4	4.1
	Dec‡	-13.0	62.1	Dec‡	71.4	4.1

Notes: Growth may not tally with previous figure shown. \*2006 unless stated otherwise. †2007. ‡2008. Source: WTO.

Notes: †2007 or ‡2008; full year, based on YTD growth rate shown.

## 8 Internet bookings/sales of selected companies/markets

Company/description	(same)	Period	Number	Previous	Source
UK tvl search,%	NatRail/Thomson/Expedia	2009	1.8/1.7/1.6	(others)	Hitwise
US tvl search,%	Expedia/SW/Priceline	2009	3.6/2.4/2.2	S/E/Tcity	Hitwise
Influences in t plnng	posts on OTA sites	current	50%	NA	PCW
	photo posts	current	43%	NA	PCW
	posts from t experts	current	41%	NA	PCW
Use DMO site	for activities/events	current	81%	NA	PCW
	same day look/book	current	14%	NA	PCW
US online travel	(prev fcst \$104b)	2010	\$95b	3%	PCW

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

## 9 Networks of computer reservations systems

System	Country
Amadeus	Ww: A84000† S269000. Ap: A11077 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 3. 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, E-Europe, Na-North America, S-Screens, Ww-worldwide. ‡With Abacus. Source: companies.

# MARKET DATA

## 10 Hotel results in Europe\*, May

Location	Occupancy,%				Average room rate,				Revpar,				
					local	US\$*				US\$*			
	2009	2008	2009	2008	2009	2009	2008	2009	2008	2009	2008	2009	2008
	Mth	YTD	Mth	YTD	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD
<b>Amsterdam-all</b>	72.1	58.0	81.3	70.7	159	231.04	210.95	324.84	286.62	166.52	122.38	263.96	202.72
U-4	73.4	58.0	84.6	72.0	132	185.76	175.05	237.58	221.28	136.28	101.56	200.99	159.22
5-star	70.9	58.0	82.6	73.0	184	274.45	244.20	375.87	327.16	194.53	141.66	310.54	238.96
<b>Berlin-all</b>	72.2	59.8	77.7	65.6	140	196.69	185.68	267.07	236.81	141.94	111.06	207.49	155.39
L-4	70.6	58.7	77.3	67.2	106	148.22	140.03	206.62	180.50	104.71	82.14	159.68	121.38
U-4	72.6	60.1	77.8	65.2	150	210.13	198.36	284.17	253.37	152.54	119.30	221.10	165.08
<b>Brussels</b>	NA	62.8	74.8	70.6	119	NA	158.52	217.29	211.61	NA	99.55	162.57	149.39
<b>Copenhagen</b>	NA	68.8	81.8	73.5	1029	NA	183.15	264.13	218.36	NA	126.06	215.99	160.53
<b>Frankfurt-all</b>	60.0	55.4	57.3	64.5	129	174.89	170.95	165.75	201.06	104.93	94.74	94.94	129.63
L-4	48.6	44.3	47.9	53.2	108	150.02	142.70	151.55	161.26	72.84	63.20	72.66	85.74
U-4	62.9	58.3	59.7	66.4	133	179.81	176.45	168.68	206.61	113.14	102.82	100.65	137.29
<b>Geneva</b>	57.4	55.5	74.4	65.9	341	322.33	301.50	372.50	349.27	185.03	167.32	277.04	230.25
<b>Istanbul</b>	64.9	56.2	77.6	68.6	350	241.04	214.90	356.51	290.69	156.54	120.85	276.78	199.35
<b>London-all</b>	80.4	76.0	79.7	76.8	129	209.83	189.78	355.79	341.82	168.74	144.20	283.71	262.47
L-4	83.8	80.9	87.1	83.8	88	145.02	129.55	214.81	206.33	121.59	104.85	187.16	172.88
U-4	77.9	70.5	72.8	70.5	170	274.45	250.92	425.28	415.56	213.83	176.85	309.47	293.12
5-star	72.8	72.2	79.6	73.8	278	452.08	409.19	565.45	542.54	328.98	295.26	450.28	400.58
LHR AP	79.9	72.9	87.1	86.4	65	96.52	95.45	144.26	144.78	77.09	69.58	125.61	125.13
<b>Madrid</b>	NA	50.9	78.5	66.6	134	NA	178.13	284.34	299.22	NA	90.67	223.26	199.26
<b>Moscow</b>	61.5	60.1	73.5	73.4	7390	237.07	218.71	419.68	364.36	145.79	131.42	308.36	267.38
<b>Paris-all</b>	71.8	66.6	76.0	71.4	207	299.38	274.08	376.68	330.13	214.96	182.52	286.29	235.74
U-4	83.0	75.6	82.3	75.7	150	197.53	198.87	252.94	243.10	163.94	150.32	208.23	183.96
5-star	75.3	65.1	79.8	70.5	278	400.79	369.22	464.82	455.04	301.61	240.40	370.90	320.62
CDG AP	60.5	64.9	64.5	63.8	112	145.45	149.11	177.27	191.53	88.03	96.84	114.25	122.18
<b>Rome</b>	NA	59.9	79.7	63.3	172	NA	228.36	339.82	289.43	NA	136.77	270.82	183.22
<b>Vienna</b>	76.1	57.8	82.1	66.9	157	163.95	208.93	211.40	180.52	124.78	120.76	173.53	120.75
<b>Warsaw</b>	57.9	56.0	65.9	64.4	345	130.78	100.88	182.38	169.82	75.70	56.54	120.13	109.35
<b>Zurich</b>	73.3	67.6	79.8	76.6	212	183.55	187.74	220.07	232.97	134.55	126.84	175.58	178.38
<b>OTHERS</b>													
<b>Beijing</b>	54.0	50.9	68.4	67.6	754.70	105.19	110.38	165.12	152.76	56.75	56.15	113.02	103.24
<b>Dubai*</b>	71.9	74.5	NA	NA	695.23	176.62	189.26	NA	NA	126.91	141.02	NA	NA
<b>Los Angeles</b>	63.6	62.5	73.5	72.7	116.29	113.18	116.29	127.97	128.98	71.93	72.71	94.11	93.77
<b>Miami</b>	63.6	69.5	73.2	79.0	163.52	134.73	163.52	154.41	188.55	85.69	113.72	113.04	148.98
<b>New York</b>	79.5	70.8	86.9	80.2	198.43	201.13	198.43	285.95	258.11	159.82	140.40	248.42	207.00
<b>Sydney</b>	77.8	79.8	78.7	82.0	232.72	161.80	157.26	235.88	240.01	125.95	125.55	185.57	196.89
<b>Tokyo</b>	64.5	63.1	NA	NA	23979	259.80	250.41	NA	NA	167.66	157.98	NA	NA
<b>Europe</b>	68.6	61.8	76.2	69.9	na	221.69	207.30	300.66	280.14	151.84	127.80	230.83	196.20
<b>US†</b>	55.7	53.3	63.3	60.1	99.10	97.03	99.10	106.95	107.78	54.05	52.78	67.69	64.75
<b>Asia Pacific‡</b>	56.1	60.8	66.5	71.2	na	122.20	131.45	155.25	163.78	71.56	81.89	105.31	119.39
<b>World</b>	<b>60.1</b>	<b>58.6</b>	<b>68.7</b>	<b>67.1</b>	<b>na</b>	<b>146.97</b>	<b>145.95</b>	<b>187.62</b>	<b>183.90</b>	<b>92.48</b>	<b>87.49</b>	<b>134.61</b>	<b>126.78</b>

Notes: See Master Notes, page 3. Not all categories are shown every month; all categories available at low additional cost. Source: \*Travel Business Analyst Europe (Dubai YTD data starts July), †Smith Travel Research, ‡Travel Business Analyst Asia Pacific.

# MARKET INTELLIGENCE

## 11 IATA travel agencies† in Europe, 2008

Country	Locations	Growth %	Net sales US\$m*	Growth %	Per agency Growth 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 3. World; regions listed here. IATA = International Air Transport Association. \*Quoted in US\$. †Under the IATA billings and settlement plan. ‡Additional countries, in order of listing: Luxembourg, Slovakia, San Marino, (3) Baltics, Moldava, Montenegro, Andorra, Liechtenstein. Source: IATA, Airlines Reporting Corporation.

## 12 Eurotunnel traffic

Item, x1000	Jan- Dec 08	Growth %	Jan- Mar 09	Growth %	Apr- Jun 09	Growth %	Jan- Jun 09	Growth %
Cars	1907	-10.9	320	-29.4	493	-8.4	814	-18.0
Buses	56	-14.7	9	-38.4	19	-4.2	28	-18.2
Seats sold*	9113	10.3	1923	-11.6	2422	-1.3	4346	-6.1

Notes: \*On Eurostar. Source: Eurotunnel.

## 13 Economic indicators of major markets in Europe, 2008

Country	GNP/GDP		Retail sales	Consumer prices†		Wages/earnings‡	
	1 year	3 mths*	1 year	1 year	year ago	1 year	year ago
France	-3.2 Q1	-4.7	-2.3 Mar	-0.3	3.3 May	3.1	2.7 Q4
Germany	-6.9 Q1	-14.4	-0.8 May	0.5	4.9 Jun	2.7	0.3 May
Italy	-6.0 Q1	-10.1	-5.2 Mar	0.9	3.6 May	3.5	2.8 Apr
Netherlands	-4.5 Q1	-3.8	-4.9 Apr	1.4	2.6 Jun	2.9	3.5 Jun
Spain	-3.0 Q1	-7.4	-8.2 Mar	-0.9	4.6 May	4.9	3.7 Q4
Switzerland	-2.4 Q1	-16.0	-1.4 May	-1.0	2.9 Jun	2.0	1.6 '08
UK	-4.1 Q1	-7.4	2.4 Apr	2.2	3.3 May	0.8	4.0 Apr
Euroland	-4.9 Q1	-9.8	-3.3 May	-0.1	4.0 Jun	3.6	3.7 Q1
Others							
Japan	-8.8 Q1	-14.2	-1.6 May	-1.1	1.3 May	-7.3	0.4 May
US	-2.5 Q1	-5.5	-7.5 May	-1.4	5.0 Jun	2.7	3.6 Jun

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

## 14 Visitor spending in Europe destinations

Destination	Jan-	+/-, %	US\$bn	Jan-	US\$bn	+/-, %
Austria	Dec‡	7.5	20.3	Dec‡	18.9	4.0
Belgium	Dec‡	6.0	11.3	Dec‡	10.7	-4.5
Bulgaria	Oct‡	11.9	3.5	Dec‡	3.1	10.8
Croatia	Sep‡	9.6	10.1	Dec‡	9.3	7.3
Cyprus	Dec‡	-4.8	2.6	Dec‡	2.7	3.8
Czech R	Sep‡	-0.7	6.6	Dec‡	6.6	7.7
Denmark	Sep‡	1.6	6.2	Dec	6.1	0.9
Estonia	Sep‡	10.8	1.1	Dec‡	1.0	-7.8
Finland	Sep‡	1.5	2.9	Dec‡	2.8	8.9
France	na	na	na	Dec‡	54.2	7.2
	Dec‡	-4.6	51.7	Dec‡	54.2	7.2
Germany	Dec‡	3.5	37.3	Dec‡	36.0	0.6
Greece	Dec‡	2.8	15.9	Dec‡	15.5	-0.3
Hungary	Sep‡	17.7	5.6	Dec‡	4.7	2.3
Iceland	Sep‡	11.7	0.7	Dec‡	0.7	30.5
Ireland	Sep‡	-0.1	6.1	Dec‡	6.1	3.9
Italy	na	na	na	Dec‡	42.7	2.5
	Dec‡	-0.1	42.6	Dec‡	42.7	2.5
Latvia	Jun‡	15.5	0.8	Dec‡	0.7	28.3
Lithuania	Sep‡	9.2	1.3	Dec‡	1.2	1.8
Luxemb'g	Sep‡	4.6	4.2	Dec‡	4.0	1.4
Malta	Sep‡	-1.4	0.9	Dec‡	0.9	9.4
Netherl'ds	Dec‡	-6.3	12.6	Dec‡	13.4	8.4
Norway	Sep‡	3.8	4.5	Dec‡	4.4	6.4
Poland	Sep‡	-4.4	10.2	Dec‡	10.6	30.9
Portugal	Dec‡	0.5	10.2	Dec‡	10.1	10.8
Romania	Sep‡	17.0	1.7	Dec‡	1.5	3.3
Russia	Dec‡	24.3	11.9	Dec‡	9.6	25.9
Slovakia	Sep‡	8.4	2.2	Dec‡	2.0	10.6
Slovenia	Oct‡	10.9	2.5	Dec‡	2.2	13.6
Spain	na	na	na	Dec‡	57.8	3.6
	Dec‡	-0.4	57.6	Dec‡	57.8	3.6
Sweden	Sep‡	-1.1	11.9	Dec‡	12.0	21.1
Switzerl'd	Dec‡	6.3	12.6	Dec‡	11.8	6.4
Turkey	Dec‡	18.7	21.9	Dec‡	18.5	9.7
UK	na	na	na	Dec‡	37.6	2.7
	Dec‡	1.6	38.2	Dec‡	37.6	2.7
Ukraine	Sep‡	38.2	6.4	Dec‡	4.6	31.9

Notes: See Master Notes, page 3. Growth may not tally with previous figure shown. \*2006 unless stated otherwise. †2007. ‡2008. Source: WTO.

Notes: †2007 and ‡2008; full year, based on YTD growth rate shown.

## 15 Visitor arrivals in Europe destinations

International arrivals						
Destination	Jan-	Growth %	Arrivals x1000	Source	Stay days	PVPD US\$-C
Albania	Dec‡	23.5	2,723	WTO	NA	NA
Austria	Dec‡	5.5	21,908	WTO	5.2-F	156.17
Belgium	Dec‡	0.6	7,087	WTO	7.0-E	231.39
Bulgaria	Dec‡	12.2	5,779	WTO	2.8-F	48.39
Croatia	Nov‡	1.2	9,419	WTO	5.0-E	182.47
Cyprus	Dec‡	-0.5	2,404	WTO	11.0	59.13
Czech R	Dec‡	-0.5	6,647	WTO	2.8-F	48.39
Denmark	Nov‡	-5.0	4,525	WTO	3.60	1928-V
Estonia	Nov‡	4.5	1,986	WTO	5.40	28.31
Finland	Oct‡	1.7	3,579	WTO	5.86	62.92
France	Dec	3.8	81,900	WTO	7.16-F	77.69
	Dec‡	-3.2	79,279	WTO	7.16-F	79.23
Germany	Dec	3.9	24,420	WTO	7-F	194.05
	Dec‡	1.9	24,884	WTO	6.0-E	224.53
Greece	Aug‡	-5.5	16,555	WTO	14.0	20.23

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# MARKET OUTLOOK

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## 15 Visitor arrivals in Europe destinations

### International arrivals

Destination	Jan-†	Growth	Arrivals	Source	Stay	PVPD
Hungary	Dec‡	2.0	8,811	WTO	3.41-F	15.19
Iceland	Nov‡	3.7	1,093	WTO	2.8	267.56
Ireland	Dec‡	-3.7	8,024	WTO	11.0-F	39.06
Italy	Dec‡	6.3	43,654	WTO	4.36-F	178.42
	Dec‡	-2.1	42,737	WTO	4.36-F	196.89
Latvia	Dec‡	3.9	1,717	WTO	5-E	61.11
Liechtenstein	Oct‡	0.4	55	WTO	2.10	NA
Lithuania	Sep‡	9.3	2,502	WTO	6.00	15.93
Malta	Dec‡	3.8	1,291	WTO	8.40	52.70
Netherlands	Dec‡	-7.3	10,204	WTO	3.67-F	221.99
Norway	Dec‡	1.4	4,350	WTO	7-E	445-V
Poland	Dec‡	-13.9	12,893	WTO	4.7	56.32
Portugal	Oct‡	4.9	12,925	WTO	7.0	70.73
Romania	Nov‡	-5.1	1,472	WTO	3.20-F	21.16
Russia	Jun‡	5.0	22,269	WTO	3.67-F	221.99
Serbia	Dec‡	-7.1	647	WTO	4-E	NA
Slovakia	Dec‡	4.5	1,761	WTO	3.60	4.17
Slovenia	Dec‡	0.9	1,767	WTO	3.12	4.84
Spain	Dec‡	1.7	59,193	WTO	12.7	38.16
	Dec‡	-2.6	57,654	WTO	12.7	68.78

### International arrivals

Destination	Jan-†	Growth	Arrivals	Source	Stay	PVPD
Sweden	Nov‡	-0.8	5,182	WTO	7-E	338.65
Switzerland	Dec‡	1.9	8,609	WTO	3.8-F	200.17
Turkey	Dec‡	17.6	22,245	WTO	8.0	111.68
	Dec‡	12.3	24,985	WTO	8.0	111.68
UK	Dec‡	0.1	30,677	WTO	10.1	69.41
	Dec‡	-2.2	30,002	WTO	10.1	110.11
Ukraine	Dec‡	9.8	25,388	WTO	NA	NA
Europe	Dec‡	0.1	487,935	WTO	5-E	na
	Mar‡	-13.4	422,552	WTO	5-E	na

### International arrivals

City/region	Period	Number	Growth,%	Stay,days	Comment	Source
Balearics	2007	10.2m	1.2	NA	none	NTO
Berlin	2006	2.32m	18.7	2.6	none	CTO
London	2006	15.6m	12.3	6.5	none	CTO
Paris	J-Sep 7	6.62m	5.6	NA	hotels	CTO

### Domestic arrivals

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

Notes: See Master Notes, page 3. WTO changes data, so its data should always be considered provisional. Growth may not tally with previous figure shown. \*2007 unless stated otherwise. †2009. ‡2008. B = Bednights. H = Nights at hotels. Source: NTO = national tourist office (or equivalent), Ot = Other, WTO = World Tourism Organization.

Notes: See Master Notes, page 3. Latest figures; †full year at YTD growth rate. E = Travel Business Analyst estimate (some based on statistically-incompatible measures), PVPD = per visitor per day. C = Quoted in US\$. F = In hotels. V = Per visitor. Source: As 'Source' above.

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