

Travel Business Analyst

Markets + Marketing + Strategy

EUROPE • NOVEMBER 2009

Market Monitor

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

- World Travel Industry Index: Aug -3E; Jul -3E; Jun -6P; May -7.3; Apr -2.3; Mar -10.3; Feb -11.2; Jan -6.7; Dec -6.3; Nov -5.6; Oct -2.0; Sep -2.5. TBA.
- World airport passengers: Jul ttl -1.4, intl -3.7; Jun -5.0 -7.8; May -7.7 -9.5; Apr -3.0 -1.8; Mar -8.3 -10.7; Feb -10.3 -11.3; Jan -6.2 -6.7; Dec -5.8 -5.7; Nov -7.8 -5.8; Oct -3.4 -1.4; Sep -4.2 -2.7. ACI.
- World air traffic, RPKs: Aug -1.1; Jul -2.9; 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 hotel occupancy, pts: Aug -3.3; Jul -3.4; Jun -6.9; May -8.6; Apr -9.4. TBA.
- World travel stocks index (on 100): Sep 58; Aug 58; Jul 53; Jun 46; May 48; Apr 43; Mar 35; Feb 35; Jan 40; Dec 44; Nov 43; Oct 47; Sep 57. TBA.
- World visitor arrivals: Jul -3.3; Jun -7.3; May -10.6; Apr -1.1; Mar -12.8; Feb -10.1; Jan -7.6; Dec -2.3; Nov -3.0; Oct -0.8; Sep -2.8. WTO.
- Europe airlines international seat sales: Aug -3.3; Jul -3.2; Jun -6.6; May -8.4; Apr -2.5; Mar -9.4; Feb -9.8; Jan -5.9; Dec -4.0; Nov -5.4. AEA.
- Europe airport passengers: Jul ttl -4.0, intl -4.6; Jun -7.3 -7.6; May -8.8 -9.4; Apr -4.5 -2.5; Mar -12.5 -13.2; Feb -13.8 -12.9; 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: Aug -2.8; Jul -3.1; Jun -7.1; May -9.4; Apr -2.7; Mar -11.6; Feb -10.1; Jan -5.7; Dec -3.4; Nov -3.4; Oct +1.8; Sep -0.5. IATA.
- Europe hotel occupancy, pts: Aug -0.4; Jul -1.3; Jun -4.9; May -7.6; Apr -11.4; Mar -3.6; Feb -10.5; Jan -9.6; Dec -5.8; Nov -10.3; Oct -4.3; Sep -0.7. TBA.
- Europe travel stocks index (on 100): Sep 48; Aug 49; Jul 43; Jun 40; May 44; Apr 41; Mar 33; Feb 35; Jan 39; Dec 43; Nov 42; Oct 42; Sep 50. TBA.
- Europe visitor arrivals: Jul -3.3; Jun -8.3; May -11.8; Apr -1.5; Mar -18.0; Feb -13.4; Jan -7.5; Dec -4.1; Nov -5.2; Oct -1.8; Sep -3.5. WTO.
- Air France-KLM seat sales (ttl, Eur/dom): Aug -3.8 -4.7; Jul -4.5 -5.5; Jun -6.1 -6.4; May -7.8 -8.0; Apr -3.7 -4.7; Mar -9.8 -10.0; Feb -8.1 -9.5; Jan -6.1 -8.8; Dec +0.2 -0.4; Nov -5.2 -7.7; Oct +5.7 +3.7; Sep -1.5 -2.5.
- American Airlines seat sales: Sep -3.7; Aug -8.5; Jul -7.3; Jun -9.3; May -13.2.
- Amsterdam airport passengers: Aug -4.9; Jul -6.4; Jun -12.4; May -11.6; Apr -6.3; Mar -14.5; Feb -13.7; Jan -9.0; Dec -5.7; Nov -5.8; Oct -2.4; Sep -2.9.
- Austria visitor arrivals: Aug +3.8; Jul -2.9; Jun -4.8; May -12.0; Apr +42.6sic; Mar -29.4; Feb -5.8; Jan +12.8; Dec +3.4; Nov -1.1. *Tourmis*.
- Berlin Tegel airport passengers: Jul +1.7; Jun -1.2; May -3.3; 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.
- Berlin hotels: Aug occupancy +1.2pts, rate -8.5; Jul +3.2p -5.9; Jun -3.7p -5.8; May -4.0p -14.9; Apr -3.5p -16.1; Mar -0.4p -4.7; Feb -4.7p -7.4. TRI.
- British Airways seat sales (ttl, Eur/dom): Aug -3.8 -4.7; Aug -1.7 -2.3; Jul -1.2 -3.1; Jun -4.9 -5.8; May -7.3 -7.8; Apr +1.3 +1.4; Mar -8.2 -8.7; Feb -10.1 -12.0; Jan -4.0 -6.6; Dec -4.5 -5.2; Nov -7.8 -9.3; Oct -5.6 -6.5; Sep -5.6 -5.9.
- Cathay Pacific RPKs, Europe: Aug +12.0; Jul +4.0; Jun -0.9; May +8.2.
- Delta Airlines seat sales: Sep -4.0; Aug -2.2; Jul -1.6; Jun -4.6; May -7.5.
- Dubai airport passengers: Jul +12.6; Jun +10.3; May +7.1; Apr +6.4; Mar +0.1; Feb -0.2; Jan +6.1. ACI.
- France visitor arrivals: Apr -2.7; Mar NA; Feb -18.1; Jan -5.9; Oct -3.8; Sep -7.9. WTO.
- Frankfurt airport passengers: Jul -3.3; Jun -5.6; May -6.3; Apr -4.7; Mar

France

Socialist tourism

Adieu to 'Maison de la France', and bonjour 'Atout France'. Earlier this year, France changed its destination-marketing-organisation from MDLF to Atout France (AF). AF is a result of merging MDLF, previously the marketing body, with ODIT (Observation, Developpement et Ingenieries Touristiques), which devised development strategies for visitor promotion.

Will AF run into confusion similar to the MDLF experience? Many (in the industry, not just the travelling public) did not understand that MDLF was the name of the destination's destination-marketing-organisation. If proof of this was needed, some MDLF offices in other markets (for example, Singapore, UK, US) actually changed their names to 'France Tourism' or similar.

Comprehension will now also be complicated by the fact that 'atout' is a not-common French word (meaning 'trump' or 'plus' or 'advantage', or it could be 'a tout' combined, meaning 'all', 'everything'). Even if weak, 'maison' is probably a better-known word than 'atout'.

AF also wants to increase promotion in international markets following the launch of a new 'France' logo and brand earlier this year. The government's budget for visitor promotion work in 2010 is due to grow 4.2% to US\$62mn (at US\$1 at €0.69).

AF will work initially on two projects - both of which are unusual for an advanced and nominally-capitalist economy, and more so given that the government is described as right-wing, not socialist.

AF wants to raise quality standards for hotels with spending (probably in the form of subsidies and loans) estimated to reach US\$2.2bn over the next three years for the modernisation of France accommodation establishments.

And US\$730mn is allocated to be spent over the next decade to promote what AF calls "social tourism".

With this, the government wants to make it easier and/or cheaper (using the money for subsidies) for disadvantaged people in France - examples given are disabled, single-parents, seniors, or young workers - to take leisure trips within France.

These would appear to be government subsidies illegal within the European anti-competitive context. In theory, the government would be financially supporting French people to spend on products and services in France rather than overseas. Surely, this is as protectionist as if the government gave discounts for French citizens to buy cars made in France but not those made in Germany?

However, France seems unlikely to be challenged - be-

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-9.2; Feb -13.3; Jan -10.4; Dec -5.3; Nov -7.0; Oct -4.9; Sep -3.9. *ACI*.

- Germany visitor arrivals: Aug +1.7; Jul -0.4; Jun -8.1; May -3.8; Apr -8.2; Mar -7.5; Feb -9.9; Jan -9.0; Oct -1.2; Sep +1.4. *WTO*.
- Hawaii visitor arrivals: Aug +0.3; Jul +1.3; Jun -5.2; May -6.4; Apr -1.5; Mar -17.2. *PATA*.
- Italy visitor arrivals: Jul +4.0; Jun -6.1; May -8.2; Apr +5.2; Mar -6.3; Feb -3.3; Jan -6.5; Oct -1.8; Sep -3.1. *WTO*.
- Japan Airlines seat sales Europe: Aug +3.2; Jul -6.1; Jun -15.9; May -19.9; Apr -14.3.
- Jet Blue Airways seat sales: Sep +12.3; Aug +4.4; Jul +4.0; Jun +0.6; May +1.5; Apr +0.8; Mar -4.4; Feb -4.1.
- London airports international passengers, Gatwick Heathrow Stansted: Sep -1.2 +0.1 -10.6; Aug -5.2 +0.6 -6.4; Jul -5.4 +1.2 -4.3; Jun -8.1 -2.9 -10.2; May -6.7 -3.7 -18.3; Apr -3.1 +3.0 -12.1; Mar -18.6 -7.7 -15.2. *BAA*.
- London hotels: Aug occupancy -0.8pts, rate -7.9; Jul occupancy +3.0 pts, rate -13.7; Jun +0.3p -7.1; May +1.4p -5.4; Apr 1.6p -11.8; Mar 0.2p -3.4; Feb -2.0p -8.0. *TRI*.
- Lufthansa seat sales (ttl, Eur/dom): Sep +24.9 +29.4; Aug +13.4 +15.8; Jul 0.0 +15.0; Jun -5.5 -1.6; May -5.1 -3.1; Apr -6.1 -4.5; Mar -2.3 -1.9; Feb -10.5 -9.1; Jan -9.3 -7.6; Dec -3.7 -2.2; Nov -2.3 -3.5; Oct -1.4 -3.0; Sep +1.1 -0.4.
- Netherlands visitor arrivals: 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: Jul -4.4; Jun -6.5; May -7.1; 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: Aug occupancy -7.6pts, rate -7.9; Jul occupancy +2.1 pts, rate -5.5; Jun occupancy +1.1p -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. *TRI*.
- Rome FCO airport passengers: Jul -7.3; Jun -11.9; May -8.4; 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: Sep +16.9; Aug +19.1; Jul +18.8; Jun +13.0; May +8.9; Apr +11.8; Mar +4.8; Feb +7.4; Jan +10.9; Dec +10.6.
- Southwest Airlines seat sales: Aug -3.0; Jul +0.1; Jun -6.4; May -8.3; Apr -1.5; Mar -5.2.
- Spain visitor arrivals: Sep -9.5; Aug -8.1; Jul -6.1; Jun -10.0; May -11.7; Apr -1.7; Mar -20.8; Feb -15.9; Jan -10.1; Dec -14.0; Nov -12.0. *gov*.
- Switzerland visitor arrivals: Aug +0.4; Jul -3.1; Jun -5.7; May -11.0; 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: 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; Oct 13; Sep 5.0. *WTO*.
- UK resident departures: Aug -11.3; Jul -13.7; Jun -17.7; May -13.8; Apr -11.0; Mar -22.8; Feb -24.0; Jan -17.3; Dec -11.3; Nov -2.4; Oct -11.7; Sep -6.1. *gov*.
- UK visitor arrivals: Aug -7.7; Jul -7.1; Jun +3.2; May -15.7; Apr -4.0; Mar -10.9; Feb -21.1; Jan -10.3; Dec -18.0; Nov -16.2; Oct -5.5; Sep -10.1. *gov*.
- United Airlines seat sales: Sep -8.8; Aug

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contd from p1 – France

cause the scheme would be for helping so-called disadvantaged people (although this includes the young and the old, not generally assumed to be 'disadvantaged'), and a challenge would be regarded as inhumane. Also, it would be relatively easy for France to alter this plan for it to become some sort of medical subsidy, and so outside commercial protection laws.

Easiest government support for 'social tourism' could be in the form of discounts on travel products - where the government may actually pay companies to offer their products and services at lower prices.

But AF also wants to help by building what it calls "affordable accommodation".

Coming from the market that gave Accor's Formule 1 US\$45/€30-per-night hotels to the world that might seem ironic. In fact, such 'affordable accommodation' may be more similar to what trade unions did in the times of communist economies in Europe; many built holiday hostels for use by their workers in leisure regions, usually in the same country.

Indeed, these socialist moves by AF also seem to be a flashback 20 years to the policies in state-driven socialist economies.

World arrivals

Growth for 2010

Latest calculations from the World Tourism Organization indicate that worldwide visitor arrivals dropped 7% over the first eight months of the year. The WTO now forecasts a 5% drop for the whole year; that neatly matches its forecast since early 2009 - which was for a 4-6% drop.

Monthly percentage falls have been reducing. For the two high-season months of July and August, falls were 3% in both months compared with 8% in the first half.

Visitor spending, however, has fallen slightly more - down 9-10% in the first half, with a 6-8% fall expected over the whole year.

For 2010, the WTO forecasts

1-3% growth.

Also, the WTO's 'Confidence Index' is also improving. The share of pundits with a negative outlook for the next four months has decreased from 62% to 42%, while for 30% prospects are 'equal', and for 28% they are 'better' or 'much better'.

Latest regional breakouts show Europe down 8% year-to-date, Asia Pacific down 5% YTD, and the Americas down 7% YTD.

Separately, our World Travel Industry Index, which indexes all travel-segment results not just visitor arrivals, shows a 9.4% fall in Q1, 5.3% fall in Q2, 7.3% fall in H1, but a drop of only 2.6% in both July and August - a great improvement on the 7.3% fall in May and 6.2% in June.

Germany

Updates

- The 20th anniversary of the fall of the Berlin Wall next month will probably be a major attraction for 2009 for visitors to Germany's capital.

To commemorate the fall, and the peaceful revolution movement which led to the collapse of the East Germany state, the city has set up special visitor itineraries, such as a wall trail, and will host exhibitions in some museums.

Arrivals increased 4.5% over January-August to 5.53mn, but foreign arrivals increased less, up 3.2%. However, growth will probably pick up substantially this month, and we estimate that will push growth up closer to 7.5% for the whole year.

Over Jan-Aug, major markets showing the best performers were France (102k, up 15%), Italy (173k +14%) and Sweden (66k +13%). However, arrivals from the UK dropped 10% (182k) and from Spain 1% (133k).

- The promotional focus in 2010 of Germany's destination-marketing-organisation will be on family holidays and Germany's creativity, particularly on design and architecture.

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ZERO

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

Gas flies!

Although not technically an eco-friendly move, the first commercial flight in an aircraft burning fuel made from natural gas could be an important development to reduce the demand for oil-based kerosene, the usual aircraft fuel.

The flight, last month, was a Qatar Airways A340-600 operating London Gatwick-Doha using a 50/50 blend of GTL (gas-to-liquid) kerosene and oil-based kerosene - developed by Shell. Qatar, the country, has a surplus of gas, and is now set to become the world's leading producer of GTL-kerosene when it is put into commercial production - due to be in 2012.

GTL fuel was first flown in a commercial aircraft in one engine in an A380 in February 2008; the Qatar flight was the first commercial passenger flight.

Airbus predicts 25% of jet fuel could be alternative-fuel by 2025, and 30% bio-fuel by 2030.

GTL-kerosene reduces CO2 emissions, but not by much (Qatar AW does not say), so these flights are good primarily in that they would reduce reliance on oil.

Sun flies!

Well, almost. Take-off of the first solar-powered aircraft (yes), is running late. Following operational tests, the one-seat Solar Impulse was due to make its first actual flight in Switzerland early this year, then July, and currently the target is for some time between November 2 and December 20.

Timing of the flight is not crucial, of course. The importance is more the result; proof of concept.

The initial flight tests will be flights operating a few metres above the runway

(and with 'flea-hops', just like the Wright brothers in 1903!) to test the controllability of the SI's big wing (63m, same as those on an A340).

The aim is to be ready by spring 2010 for a complete day-night-day flight.

The SI is about the same weight as a regular car (1600kg). It has 12,000 solar cells in the wings, which feed renewable energy to the four electric motors and by day also charge the batteries which will enable the aircraft to fly at night.

We believe the effort into proving SI's night-flight viability should be reduced - at this stage of the aircraft's development. The plane should not fly at night, period. However, some additional power might be needed during daytime for various reasons (including malfunction of cells), and so tests still need to be conducted. But

abandoning the idea of night flights would make testing simpler.

Sun grounded!

Denver airport is building a photovoltaic solar electricity-generating system that will power the airport's fuel-storage and -distribution facility. The US\$7mn 1.6mw project, due to be ready by end-year, is expected to provide 100% of the fuel farm's electricity consumption.

JAL cuts, to save

Last month, Japan Airlines was due to operate an 'aspire' flight (sorry; the inelegant acronym for Asia Pacific Initiative to Reduce Emissions).

Aspire is a joint venture between Air Services Australia, Airways New Zealand, and the US Federal Aviation Administration, established in 2008. It aims to develop, implement, and encourage eco-friendly flight operations.

Air New Zealand, Qantas, and United have already operated Aspire flights over the past 12 months; JAL's is the fourth.

JAL's (actually by its subsidiary JALways) was a B747-400 flying Honolulu-Osaka. The target was to reduce fuel consumption by 5362L, thus 13,140kg less CO2 emissions. *Note that some measures (such as 'fly at optimum cruising altitude'), see table, cannot be implemented on all flights without sizeable changes to flight management practises.*

Yet many of the measures are surprisingly small though important if only that they help illustrate how small changes can add up to big differences. We quote author David Mitchell's ending for one of his novels - "...Yet what is any ocean but a multitude of drops?"

Planned reduction in fuel consumption for JAL Aspire flight

Measure	Saved	
	Fuel,L	CO2,kg
Before departure		
Better estimate for fuel loaded	114	279
Lighter-weight cargo containers	120	295
Plastic wine bottles*	NA	NA
Fewer pages in inflight magazine†	NA	NA
Thinner spoons and forks	30	74
Reduce cabin crew hand baggage	17	42
Ground electricity not aircraft's APU	1171	2866
Engine washing	470	1151
Take-off/cruising		
Change runway to reduce taxiing distance	398	977
Reduce distance to cruising altitude	569	1395
Fly at optimum cruising altitude	487	1195
Follow user-preferred route	273	670
Recalculate optimal route during cruising	455	1116
Approach/landing/arrival		
Delay flap operation	111	272
Delay gear lowering	112	274
Reduce flap angle	120	293
Change runway to reduce taxiing distance	219	536
Reduce use of thrust reverser	65	160
Use 2 engines (not 4) for taxiing	118	290
Total	5362	13140

Notes: See text. *Kg weight reduction - *431, †268. Source: Japan Airlines.

contd from p2 - Germany

One emphasis will be on the Ruhr region. The title of European Capital of Culture 2010* will be shared among the cities forming Europe's largest conurbation of 16mn people - cities including Bochum, Dortmund, Duisburg, and Essen.

This may help to highlight the remarkable conversion of locations related to steel and coal industries into venues dedicated to art, design, and creativity.

• Travellers booking hotel accommodation through **Hamburg's** visitor office can get a 15% discount at 30 restaurants in town until year-end. In the first half of this year, the city recorded a 2.7% growth in overnight visitors.

**However, with more than one city/region getting this award each year in different countries, the award is beginning to lose any special marketing pull - as well as causing confusion.*

UK inbound

EU ok, US weak

First-half results for the visitor business in the UK showed an overall decline of 9% in international arrivals - according to the International Passenger Survey.

The best-performing 'region' is the 15 original EU (European Union) countries, which declined by 2% - which could in part reflect the drop in the value of the pound against the euro.

But visits from the 12 countries that joined the EU after 2004 declined a substantial 25%. Less than two years ago, this was the market that was expected to be a good performer. Indeed, that is what happened, but now the fall has been as fast as the growth. *Part of the market growth was related to employment possibilities in the UK from many of those markets, but that has slowed down with the economic slowdown. Another part was growth in flights by low-fare-airlines.*

Visits from non-EU countries in Europe were also down by a sizeable amount, 13%.

But particularly worrying for the UK's visitor business is the continuing poor performance of the US market. In 2008 it was still the UK's 3rd largest market, but visits dropped 20% in the first six months of this year - a big decline for any market, not just one as big as the US.

In fact, this result follows weak performances in recent years, with US visits declining 17% in 2008 and 9% in 2007 - and so this year's fall cannot be blamed entirely on the economic downturn.

Visits from the other parts of the world were down 12% in the same period.

International visitors fell 2.7% in 2008 to 31.8mn, and the Visit Britain destination marketing organisation forecasts a further decline for 2009 of 4-5%, but believes there could be a small increase in spending. But recovery may be close - figures not seasonally adjusted for June-August 2009 show that visits to the UK increased 3%.

Spending by international visitors was down 1% in nominal terms in the first half of 2009, which follows a 2.3% increase for all-2008. There is no official breakdown for 2009, but it can be presumed that spending by US visitors, largest in terms of earnings, fell about 10%. And as for arrivals from the US, spending by US visitors has also been falling - 12.4% in 2008 and 12.7% in 2007.

UK outbound

Decline continues

During this year's three peak summer months of June-August, outbound travel from the UK declined by a big 17% - according to the Office for National Statistics.

And, significantly, the volume of outbound trips June-August 2009 was 3% lower than the preceding three months - *meaning that, for this year at least, the 'peak' is no longer the peak. Extraordinary as it seems, more people travelled in the Mar-May period than in Jun-Aug!*

Figures for the 12 months to August 2009 show outbound travel fell 13% to 61.4mn. Trips to Europe were down 13% to 48.6mn, to North America down 22% to 3.7mn, and to the rest of the world down 10% to 9.0mn.

However, the pace of decline may be slowing: Q1 2009 outbound fell 21%, and Q2 fell 14%. There are no figures yet for Q3 but September's decline is expected to reduce, if only because the fall started seriously in September 2008 so the financial world's Dead Cat Bounce* may mean a recovery starting September this year.

However, not helping any re-

covery will be an increase in the ticket tax (called the Air Passenger Duty) this month. APD, added to the ticket price and so not always visible to travellers, is paid by all passengers including visitors. And premium passengers (premium economy, business and first class) pay double.

Worse, another price increase is planned for November 2010. The increase varies and the calculations are complex, but they are estimated to be 10% this year and another 10% starting next November.

Airlines and tour operators say this, coupled with sometimes increasing airport charges, will cause passenger numbers to fall - further, or for longer. Ryanair says airports run by BAA - which the airline attacks almost continuously - will lose 10mn passengers over the next 12 months as a result. That looks wildly exaggerated; we estimate a maximum 5000 passenger loss, if only because other taxes and charges are also increasing - including in Ryanair's homebase of Ireland.

**The DCB theory suggests an automatic correction on a sizeable decline in the previous year; even a dead cat bounces. However, the real check should be with data the year before (so with 2007, not with 2008).*

Spain

More for inbound

Spain's government has approved a big US\$1.9bn (at US\$1 to €0.67) fund to boost the destination's inbound business - despite the weakness in the country's economy. The plan includes a US\$850mn credit package to help companies renovate and modernise installations along environmentally-sustainable lines.

Also, Spain's state-owned Paradores chain - which has many hotels in important historic buildings - will get US\$242mn for renovating existing hotels and building new ones.

But the package will also fund a study into ways to best promote rural tourism inland as opposed to traditional sun-and-beach tourism - which has been the backbone of Spain's tourism industry.

And US\$13.4mn will be spent on a marketing campaign, 'A Taste of Spain', to promote Spain's wines and gastronomy.



Net Value

Marketing Travel On The Internet

Tailored advertising

Tailoring advertisements has been around for a long time. But video analysis of the audience will make this potentially more personal.

One way is to think of a visual version of Google ads. Include something on a hotel in your email, and ads will show hotels or hotel booking agencies in the destination of the email, if known, or sometimes in the origin market.

Now Nicta, a media laboratory funded by Australia's government, has developed a digital sign called Tabanar, with an in-built camera.

When a passer-by approaches, software determines his sex, approximate age, and hair growth. Shoppers can then be enticed with targeted advertisements - such as action figures for boys, or razors for beardless men.

If the person begins to turn away, Tabanar launches a different ad, perhaps with dramatic music. If he comes back later, Tabanar can show yet another advertisement.

• There is insufficient space here to show the rest of this report. Subscribers wishing to see the full report, please email TBAoffice@gmail.com.

This is an extract from **Net Value**, a monthly report on marketing travel on the internet. A combination subscription to NV costs €50 for one year; full price is €100. For more information, contact Raymonde Perpignani at Travel Business Analyst, TBAoffice@gmail.com

- 10.0; Jul -9.3; Jun -12.8; May -16.2; Apr -13.1; Mar -13.8.
- US air international passengers: Jun -8.7; May -11.8; Apr +2.8. *gov*.
- US hotel rooms planned: Sep -31.1; Aug -27.9; Jul -26.2; Jun -24.5. *Smith*.
- US hotels occupancy: Sep -6.3; Aug -9.9; Jul -7.3; Jun -9.7; May -11.8. *Smith*.
- US resident departures: Jul +1.1; Jun -7.0; May -10.5; Apr -1.1; Mar -11.7; Feb -7.0; Jan -7.2; Dec -3.1; Nov -4.7; Oct -7.1; Sep -7.2. *PATA*.
- US travel agency sales: Sep -14.2; Aug -16.7; Jul -16.7; Jun -18.0; May -29.1; Apr -26.1; Mar -22.8. *ARC*.
- US visitor arrivals: Jul -6.1; Jun -10.5; May -11.8; Apr +2.9; Mar -19.9; Feb -11.5; Jan -9.1; Dec -7.1; Nov -8.8; Oct -2.0; Sep 0.0. *PATA*.

Market Headlines

Full-year market results.
(none)

Main News

Recent corporate developments - big or significant.

Corporate

- Spain-owned BAA selling London Gatwick airport to the owners of London City airport for (only) US\$2.5bn.
- Hilton becomes Hilton Worldwide, and gets new logo. Nice logo; shame about the name. It is wrong because Hilton is already established as a worldwide company. It should have chosen the basic, correct, clear, functional, Hilton Hotels & Resorts. Ask Hyatt, which earlier this year changed back from Global Hyatt to Hyatt H&R.
- Oberoi Hotels is discussing its sale to another Indian company.
- Last month, Qatar flew commercially an aircraft using kerosene made from transformed natural gas.

Market

Recent market developments - big or significant.

- Airport measures down 9% at half year - total, international, and 'low-fare-airports'.
- Shock; horror ending? Eurotunnel sees the light! Q3 traffic up!
- At mid-year, US air traffic down 7%, and not getting better. Germany's worse; down 8%.

This month

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

Travel Business Analyst, Europe:

- Visitor growth for 2010.
- Sri Lanka starts again.
- MICE facing facts.
- Plus: Market Monitor; World Travel Industry Index; ZERO; Extracts from Net Value and People-in-Travel; Market Headlines; Market Outlook; and 18 regular tables of market data.

Net Value:

- Reports on China, Europe, US; Tailored advertising; others.
- Excerpts from the single-page Net Value report are included in the Asia Pacific and Europe editions of Travel Business Analyst. **Net Value** is delivered only via email.

People-in-Travel:

- Thailand - good and bad choices; The Germans are coming; Barbara Beyer; others.
- Excerpts from the single-page People-in-Travel report are included in the Asia Pacific and Europe editions of Travel Business Analyst. **People-in-Travel** is delivered only via email.

Foxtrots (recent):

- PAGPFT (people-are-getting-paid-for-this) in France.

ZERO (recent):

- Gas flies! Sun flies! Sun grounded!

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See back page for more offers.

Headlines

Comments on tables pages 6-12

Aviation.T1. Airlines. *Lufthansa* is first of Big Three (others in B3 are *Air France* and *British*) to return to growth, although the *Lufthansa* group is still down 2% current month and 6% YTD. *Alitalia* is reducing its fall, but its 10% in the current month is still twice the rate of fall for most other airlines. One exception is SAS. Its 17% fall in the latest month (almost as bad as its 18% YTD), when most airlines are reporting reduced falls. Is SAS suffering the 'Alitalia-phenomenon'? Where passengers deserted Alitalia because they thought it was going bust and/or service standards were declining. At this rate, SAS will not last another 12 months; break-up into little Scandinavian airlines looks inevitable even if that will not necessarily solve the problems. Another airline in trouble is hybrid *Air Berlin*; that 4% fall might not seem much, but it is in a low-margin business where any declines are particularly painful. And, note, this was peak-month August. And, being August, *Easyjet* needs to do better. *Ryanair's* results - 19% growth - shows again that customers love its low fares even if they don't love its service (although press complaints seem to be more press comment than customer comment). **T2.** We started a new structure for this table last month, so that we could add IATA monthly data. **T3.** Airports. First-half for airports whose data supplied us by ACI, which is most. Total traffic and international total both down 9%, likewise for our 'low-fare-airports' total. One lonely (abnd small) growth, for a later period - September international traffic for *London Heathrow*. **T4.** First-half air passenger traffic to/from *Germany* down 8% (some hard falls, particularly France, US), *US* down 7% (the biggest Europe market, UK, was down a sizeable 9%).

Inbound. T14. Visitor spending updates. First-2009-data for *Austria, Belgium, Greece, Netherlands, Russia, Sweden, Switzerland, Turkey*, courtesy WTO. **T15.** Visitor arrivals updates for *Austria, Netherlands, Poland, Turkey*, and all-Europe, courtesy WTO.

Outbound. T6. Outbound spending updates. First-2009-data for *Austria, Belgium, Denmark, Norway, Russia, Spain, Sweden*, courtesy WTO.

Hotels. T10. Europe YTD occupancy down 7 points to 64%, average room rate (in US\$ terms) down US\$72 to US\$210, pushing yield down US\$64 to US\$136.

Others.T5. Stock market prices. At end of Q3, 7 out of 19 report growths. But, as usual, not much commercial logic can be read into this because SAS was one of those that grow - see our comments above against T1. **T8.** Internet. Video-conferencing forecasts. **T9.** GDS. New data from Amadeus. **T12.** Eurotunnel can see the light? All traffic measures increase in Q3; shockingly, that is the first time since we started tracking its traffic in 1997! **T13.** Economic indicators. GDP grows in latest Q compared with previous, in France, Germany, and Japan.

MARKET DATA

Special

World Travel Industry Index

Our provisional analysis of data we used to calculate our World Travel Industry Index indicates global figures started to pick-up from September, see table.

This is consistent with the Dead-Cat-Bounce theory, which indicates a likely rebound from the time the decline started. In the case of the travel business, the downturn started to be felt worldwide from September 2008.

In other words, that provisional growth in September is in comparison with the depressed results in 2008. If compared with 2007, the decline is still 1-2%.

As more figures come in for the last three months of this year, this DCB will be exacerbated, as the fall in 2008 started hurting with a 6% fall in November, then monthly falls of 6%, 7%, 11% and 10%. Those Jan and Feb results may be too deep for a net recovery in 2010.

Although the commentariat notes a sizeable decline in Europe, the region's fall was less than the worldwide fall (except for one month, February). It remains less, although there is currently insufficient data for the first 'DCB' month, September.

World Travel Industry Index

Sep	Aug	Jul	Jun	May	Apr	Mar	Feb	Jan 09	Dec 08	Nov	Oct	Sep
+1-E	0-E	-1.9	-5.3	-7.2	-2.5	-10.3	-11.2	-6.7	-6.3	-5.6	-2.0	-2.5

Notes: E = estimate. Percentage growth of travel industry traffic, month against same month year earlier. Source: Travel Business Analyst.

1 Regular-airline traffic*, 2009

Airline	Aug 09		YTD		SS,x1000	+/-,%	ASK,mn	+/-,%	RPK,mn	+/-,%	SF	+/-,pts	Low-fare-airline traffic, 2009		
	SS,x1000	+/-,%	RPK,mn	+/-,%									Airline	Aug 09	YTD
Air France	4326	-2.7	12063	-2.4	32177	-5.2	108313	-3.7	84911	-3.8	78.4	0.0	Air Berlin + DBA	2744	18270
Europe†	4343	-3.7	3682	-4.3	32574	-3.7	37894	-5.6	26159	-4.3	69.0	-1.4	SS,x1000	-3.7	-5.1
Alitalia	2102	-10.3	3019	-8.5	14031	-24.1	28654	-18.2	18164	-24.3	63.4	NA	Growth,%	84.0	77.3
Austrian	794	-2.3	1458	-6.5	5579	-9.9	13399	-10.7	9752	-12.9	72.8	-1.8	SF,%		
BMI	753	-16.8	948	-13.6	5132	-20.4	8582	-20.4	5991	-16.0	69.8	3.6	Easyjet+GB	4800	30686
British AW	3151	-1.8	10836	-0.9	21875	0.7	97278	-3.5	75642	2.3	77.8	4.4	SS,x1000	4.7	1.2
Europe†	1929	-2.3	2105	-0.9	13292	-2.3	19671	-3.5	13857	-0.9	70.4	1.6	Growth,%	91.8	89.7
Brussels	413	-4.8	683	-3.3	3111	-12.3	7268	-8.8	4598	-10.0	63.3	-0.8	SF,%		
Czech	481	1.7	682	4.2	3027	-5.6	5995	-2.6	3822	-4.4	63.8	-1.2	Ryanair	6884	43146
Finnair	565	-7.3	1536	-6.7	4148	-9.7	14319	-9.3	10435	-7.0	72.9	1.8	SS,x1000	19.1	12.3
Iberia	1866	-6.2	4559	-6.3	14047	-11.4	42115	-5.8	33753	-6.5	80.1	-0.7	Growth,%	90.0	87.9
KLM	2121	-4.3	7064	-2.8	14925	-6.3	60370	-3.8	48909	-5.3	81.0	-1.3	SF,%		
LOT-Polish	355	-5.4	757	-6.6	2398	-12.6	5808	-10.3	4143	-13.1	71.3	-2.3	Ryanair	6884	43146
Lufthansa	4710	0.7	11921	3.6	35195	-4.6	105705	-1.7	81825	-4.1	77.4	-2.0	SS,x1000	19.1	12.3
Europe†	5366	15.9	4551	19.4	36779	15.9	41588	14.1	29057	19.4	69.9	-0.4	Growth,%	90.0	87.9
Olympic	577	-3.7	693	-10.9	3228	-11.4	6545	-1.5	3766	-17.0	57.5	-10.8	SF,%		
SAS	1761	-16.9	2053	-18.1	14294	-17.6	22186	-15.6	15904	-17.6	71.7	-1.7	Ryanair	6884	43146
Swiss	1263	2.7	2589	-2.5	8955	1.1	23062	-0.3	18148	-2.8	78.7	-2.0	SS,x1000	19.1	12.3
TAP	940	1.7	2300	1.1	5733	-3.1	20703	-4.7	13887	-5.3	67.1	-0.4	Growth,%	90.0	87.9
Turkish	2501	8.1	4029	19.1	16008	10.6	35232	22.0	24896	14.8	70.7	-4.4	SF,%		
Virgin A'tic	524	-0.8	3749	-0.1	3650	-4.5	34247	-5.6	26550	-3.9	77.5	1.3	Ryanair	6884	43146
AF+KL	6447	-3.2	19127	-2.5	47102	-5.6	168683	-3.7	133821	-4.3	79.3	-0.5	SS,x1000	19.1	12.3
AF+KL+AZ	8549	-5.1	22146	-3.4	61132	-10.6	197337	-6.1	151985	-7.2	77.0	-0.9	Growth,%	90.0	87.9
BA+IB	5017	-3.5	15395	-2.6	35921	-4.4	139393	-4.2	109395	-0.6	78.5	2.8	SF,%		
LH+LX	5973	1.1	14510	2.4	44150	-3.5	128767	-1.4	99973	-3.9	77.6	-2.0	Ryanair	6884	43146
LH+LX+BD+SN+OS	7933	-1.5	17600	0.4	57972	-6.4	158016	-3.9	120313	-5.6	76.1	-1.4	SS,x1000	19.1	12.3
													Growth,%	733	4782
													+/-,%	-7.0	-7.6
													Norwegian	1008	6638
													+/-,%	17.6	15.8
													Southwest	7516	58043
														-3.0	-5.3

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

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

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,%	May 09	Growth,%	YTD	Growth,%	YTD	Growth,%	Jul 09	YTD
SS,mn	133.9	-7.1	20.5	-8.4	43.6	-10.3	53.9	-10.5	NA	NA
ASKs,mn	522,569	-4.0	78,119	-5.3	245,252	-5.5	310,955	-6.3	-2.8	-3.8
RPKs,mn	394,343	-6.2	57,545	-8.3	183,789	-9.2	222,452	-11.6	-2.9	-6.8
Pax LF,%	75.5	-1.7	73.7	-2.4	74.9	-3.1	71.5	-5.7	80.3	73.9
	Jul 09	Growth,%	Apr 09	Growth,%	Jun 09	Growth,%	May 09	Growth,%	Jun 09	YTD
SS,mn	23.6	-3.2	19.9	-2.5	7.9	-8.7	10.1	-14.7	NA	NA
ASKs,mn	83,618	-8.9	73,737	-2.3	43,177	-5.1	62,069	-8.1	-4.3	-3.9
RPKs,mn	68,990	-2.3	56,687	-2.0	34,988	-6.6	41,935	-14.4	-7.2	-7.6
Pax LF,%	82.5	0.6	76.9	0.2	81.0	-1.3	67.6	-6.8	75.3	72.6
	Jun 09	Growth,%	Mar 09	Growth,%	May 09	Growth,%	Apr 09	Growth,%	May 09	YTD
SS,mn	21.4	-6.6	17.9	-9.4	7.0	-15.3	11.2	-5.2	NA	NA
ASKs,mn	78,500	-4.8	73,089	-2.1	41,876	-6.9	61,462	-6.1	-5.0	-3.9
RPKs,mn	60,850	-6.5	53,083	-9.1	31,497	-11.5	45,186	-7.4	-9.3	-7.7
Pax LF,%	77.5	-1.4	72.6	-5.6	75.2	-3.9	73.5	-1.4	71.2	72.1

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

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

Airport	Month	Month	Growth,%	YTD	Growth,%	Airport	Month	Month	Growth,%	YTD	Growth,%
Amsterdam	Jul	4,540	-6.4	24,809	-10.4	Rome*,x2	May	3,496	-7.3	14,613	-5.3
Barcelona*	May	2,388	-13.5	10,266	-16.5	FCO	May	3,074	-8.4	12,750	-5.6
Berlin*,x3	May	1,830	-3.6	7,939	-4.4	Zurich*	May	1,841	-5.7	8,237	-5.0
TXL	May	1,257	-3.3	5,459	-5.4						
Brussels*	May	1,542	-10.1	6,362	-12.6	Europe total*	May	118,716	-8.8	497,243	-9.6
Copenhagen*	May	1,693	-12.8	7,434	-14.1	intl	May	85,338	-9.4	349,249	-9.6
Frankfurt*,x2	May	4,798	-6.4	20,983	-8.4						
FRA	May	4,443	-6.3	19,619	-8.6						
intl	May	3,878	-6.5	17,016	-8.4						
London,x5	May	10,992	-7.9	49,140	-8.3						
LHR*	Aug	6,384	0.3	44,092	-2.6						
intl	Aug	5,922	0.6	40,565	-2.3						
LGW*	Aug	3,740	-4.6	22,065	-8.2						
Madrid*	May	4,064	-9.9	18,616	-12.2						
Milan*,x3	May	2,815	-2.1	12,006	-18.4						
MXP	May	1,471	2.3	6,677	-18.8						
Moscow*,x2	May	3,391	-13.5	13,469	-16.1						
Paris*,x3	May	7,449	-6.0	33,564	-6.3						
CDG*	May	5,024	-7.0	22,549	-6.5						
intl	May	4,593	-7.3	20,639	-6.6						
ORY*	May	2,195	-4.5	9,999	-6.7						

Europe's 'low-fare' airports†,x1000

Airport	Month	Month	Growth,%	YTD	Growth,%
Berlin Schonefeld*	May	574	-4.2	2,480	2.1
Cologne*	May	910	-5.4	3,516	-8.5
Frankfurt Hahn*	May	355	-7.0	1,364	-5.8
Dublin*	May	1,844	-14.7	8,148	-10.8
Geneva*	May	839	-4.8	4,836	-5.9
London					
LTN*	May	842	-9.9	3,427	-13.5
STN	May	1,646	-18.5	7,393	-15.1
Milan Bergamo*	May	612	8.5	2,636	4.4
Rome Ciampino*	May	422	1.7	1,863	-3.3
Paris Beauvais*	May	230	2.5	1,016	1.9
LFA total‡	May	8,273	-9.5	36,679	-8.6

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‡			
	Jul 09	+/-* %	YTD 09	+/-* %	May 09	+/-* %	YTD 09	+/-* %	Jun 09	+/-* %	YTD 09	+/-* %	Apr 09	+/-* %	YTD 09	+/-* %
Belgium	9	40.6	38	21.8	108	-9.8	515	-12.4	102	-12.6	587	-18.2	94	3.9	313	-8.1
France	na	na	na	na	588	-11.4	2531	-11.8	993	-9.4	5212	-8.2	506	0.0	1629	-7.2
Germany	382	-3.3	2494	-6.6	na	na	na	na	936	-3.7	5025	-7.4	732	-8.2	2491	-14.1
Ireland	81	7.7	478	4.1	129	-11.4	567	-2.9	936	-12.6	5378	-11.7	195	5.9	623	-7.7
Italy	533	-1.1	3330	-5.3	994	-6.2	3709	-10.5	972	-8.9	4567	-10.6	225	15.1	629	-5.5
Netherlands	101	-0.8	587	-12.7	232	-3.7	1009	-6.1	582	-14.3	3344	-29.2	383	-1.7	1252	-8.7
Spain	585	-8.7	3245	-12.3	1932	-9.9	7206	-9.7	3219	-12.9	13453	-15.0	202	30.6	603	15.4
Switzerland	150	-0.6	1031	-0.8	457	-6.9	2127	-6.6	367	-3.0	2882	-6.0	127	0.6	424	-11.0
UK	384	-8.3	2350	-9.9	884	-8.0	4039	-8.3	na	na	na	na	1369	-5.8	4565	-9.5
US	635	-4.0	3435	-4.3	831	-10.4	3275	-13.8	1605	-9.3	7692	-12.0	na	na	na	na
Total	7449†	-6.0†	33564†	-6.3†	11978	-8.8	49103	-8.5	16758	-8.4	81744	-9.7	10606	2.8	38989	-4.5

Notes: *Over same period, year earlier. †(Three) Paris airports; total is month and YTD-May. 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 08	Jul 09	Aug 09	stock	market
Airlines							
Air France	Paris	18.4	9.17	8.83	10.65	20.6	6.6
British Airways	London	334	180	142	190	33.2	6.5
Easyjet	London	381	280	302	312	3.2	6.5
Iberia	Madrid	2.29	1.98	1.57	1.74	10.8	4.7
Lufthansa	Frankfurt	12.6	11.2	9.48	11.20	18.1	2.5
Ryanair	Dublin	8.30	2.97	3.10	3.12	0.6	10.9
SAS	Sweden	17.1	6.19	3.65	4.11	12.6	3.5
Hotels							
Accor	Paris	46.9	35.1	30.0	36.7	22.6	6.6
InterContinental	London	840	562	679	756	11.3	6.5
Marriott	New York	33.5	19.5	21.5	24.5	14.0	3.2
Sol Melia	Madrid	11.0	4.26	5.69	5.40	-5.1	4.7
Others							
Avis Europe	London	72.8	3.93	29.0	39.0	34.5	6.5
Carnival	New York	53.5	24.3	28.3	30.3	7.4	3.2
EADS	Paris	32.0	12.0	13.4	14.5	8.1	6.6
Expedia	New York	NA	8.24	20.8	23.3	12.2	3.2
Fraport	Frankfurt	44.9	30.9	32.2	35.2	9.4	2.5
Kuoni	Zurich	557	360	325	349	7.5	4.5
Thomas Cook	London	NA	177	217	230	5.9	6.5
TUI	Frankfurt	17.8	8.05	4.52	6.07	34.3	2.5

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	Dec†	0.1	10.6	Dec†	10.6	0.8
Belgium	Dec†	2.1	17.6	Dec†	17.6	1.7
Czech R	Dec†	5.9	3.8	Dec†	3.8	18.3
Denmark	Dec†	3.1	9.1	Dec†	9.1	7.7
Finland	Dec†	2.1	4.1	Dec†	4.1	6.8
France	Dec†	9.6	43.1	Dec	36.7	7.8
	Apr‡	-9.9	38.8	Dec†	43.1	9.6
Germany	Dec†	2.3	91.2	Dec	83.1	2.9
	Apr‡	-2.4	89.0	Dec†	91.2	2.3
Greece	Oct†	6.8	3.6	Dec†	3.6	4.3
Hungary	Dec†	27.5	3.7	Dec†	3.7	27.4
Ireland	Dec†	12.0	9.9	Dec†	9.9	17.3
Italy	Dec†	4.9	30.8	Dec	27.3	8.4
	Mar‡	-1.6	30.3	Dec†	30.8	4.9
Luxembourg	Dec†	2.0	3.7	Dec†	3.7	4.0
Netherlands	Mar‡	4.1	22.6	Dec†	21.7	6.2
Norway	Dec†	12.2	15.4	Dec†	15.4	6.9
Poland	Dec†	5.1	8.9	Dec†	8.9	5.1
Portugal	Dec†	2.4	4.0	Dec†	4.0	7.5
Russia	Dec†	11.8	24.9	Dec†	24.9	22.1
Spain	Dec†	-3.7	19.0	Dec†	19.0	8.3
Sweden	Dec†	6.5	14.8	Dec†	14.8	11.0
Switzerland	Dec†	-4.5	9.7	Dec†	9.7	6.4
Turkey	Dec†	7.5	3.5	Dec†	3.5	18.8
UK	Dec†	4.4	68.5	Dec	71.4	4.1
	Mar‡	-13.0	59.6	Dec†	68.5	4.4

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

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

7 Outbound travel by residents

Country	Jan thru*:	Departures x1000	Growth %	Source:
Austria-BH	Dec†	9,677	-2.0	Eurostat
Belgium-BH	Dec†	8,727	1.6	Eurostat
Cyprus	Dec†	1,039	12.4	Eurostat
Czech R-BH	Dec†	7,691	6.1	Eurostat
Denmark	Dec	5,895	16.4	Eurostat
Finland-BH	Dec†	4,885	5.9	Eurostat
France-BH	Dec†	25,224	15.4	Eurostat
Germany-BH	Mar‡	17,399	3.2	Eurostat
Hungary-BH	Dec†	5,058	8.3	Eurostat
Ireland-BH	Dec†	6,730	1.6	Eurostat
Italy	Dec 05	40,057	7.9	Eurostat
Latvia	Dec†	1,169	1.2	Eurostat
Netherlands-H	Dec†	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

Notes: *2006 unless stated otherwise. †2008. ‡2009. 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
US mobile bookings	\$m	2010	160	NA	PCW
Average spend, onliners	looking + booking	current	\$4066	NA	PCW
	booking, not looking	current	\$2568	NA	PCW
	looking, not booking	current	\$2490	NA	PCW
	not looking or booking	current	\$1938	NA	PCW
Expedia bookings	per transaction, \$	H1 09	377	-19%	company
Expedia, agency	bookings, \$b	H1 09	6.2	-7%	company
Expedia, merchant	bookings, \$b	H1 09	4.7	-10%	company

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: 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 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*, August

Location	Occupancy,%				Average room rate,						Revpar,			
					local	US\$*				US\$*				
	2009		2008		2009	2009		2008		2009		2008		
	Mth	YTD	Mth	YTD	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	
Amsterdam-all	67.6	61.5	70.7	71.5	162	210.11	218.69	251.38	291.14	142.00	134.49	177.70	208.29	
U-4	66.9	60.9	78.0	73.5	133	170.83	178.90	198.16	221.76	114.24	109.02	154.53	163.07	
5-star	68.2	62.0	70.2	74.0	189	245.76	254.91	309.71	336.46	167.71	158.07	217.34	248.89	
Berlin-all	65.1	62.1	63.5	66.5	137	160.60	185.07	184.78	231.44	104.61	114.90	117.29	153.84	
L-4	66.9	60.8	69.8	68.9	101	119.46	135.86	140.28	177.75	79.88	82.61	97.95	122.49	
U-4	64.6	62.4	61.7	65.8	146	172.72	197.56	199.13	247.47	111.65	123.31	122.80	162.77	
Brussels	NA	62.6	63.4	70.5	117	NA	157.44	153.71	208.10	NA	98.61	97.44	146.80	
Copenhagen	NA	71.9	74.5	75.6	1063	NA	192.61	201.14	226.49	NA	138.45	149.85	171.16	
Frankfurt-all	57.1	55.8	57.8	63.8	120	131.09	161.51	157.61	194.77	74.82	90.09	91.02	124.18	
L-4	38.0	42.7	54.0	54.0	100	111.38	135.02	127.78	153.61	42.36	57.62	69.00	82.89	
U-4	65.1	59.5	59.3	65.7	124	135.96	166.83	169.09	201.32	88.53	99.18	100.33	132.17	
Geneva	67.2	59.0	75.3	68.5	361	389.01	323.01	374.41	367.61	261.39	190.73	281.80	251.85	
Istanbul	66.1	59.4	76.0	71.2	356	223.47	223.36	300.77	301.24	147.68	132.68	228.68	214.59	
London-all	90.9	79.6	86.7	80.1	134	244.71	203.93	350.23	351.63	222.46	162.32	303.55	281.77	
L-4	92.6	83.9	85.7	85.0	89	146.58	135.63	183.29	201.46	135.71	113.81	157.11	171.20	
U-4	87.6	74.6	86.0	75.3	176	314.36	268.16	440.07	428.48	275.45	199.98	378.56	322.71	
5-star	90.6	76.1	87.2	77.1	303	636.51	460.64	792.76	603.75	576.72	350.77	691.04	465.66	
LHR AP	93.9	78.0	93.4	88.0	63	96.36	96.23	145.90	146.56	90.52	75.03	136.30	128.94	
Madrid	NA	52.3	51.6	65.2	129	NA	174.51	237.24	305.72	NA	91.23	122.39	199.31	
Moscow	65.9	62.2	71.7	73.8	7185	195.79	217.08	354.26	374.14	129.00	135.02	254.03	276.05	
Paris-all	77.1	69.8	75.8	73.7	219	315.00	295.56	366.43	341.38	242.87	206.41	277.72	251.65	
U-4	82.4	77.1	74.4	77.7	155	191.20	209.20	244.36	249.84	157.50	161.22	181.71	194.12	
5-star	82.6	70.4	82.2	73.5	296	433.52	399.30	493.91	474.99	358.12	281.00	406.24	349.34	
CDG AP	65.0	65.5	65.2	65.2	111	126.51	149.21	151.84	187.86	82.26	97.72	99.02	122.53	
Rome	NA	63.8	77.8	68.1	176	NA	237.64	291.26	304.39	NA	151.60	226.52	207.22	
Vienna	85.5	58.3	71.7	67.9	224	145.45	301.62	159.78	203.38	124.35	175.83	114.59	138.00	
Warsaw	58.0	62.7	60.6	65.1	262	104.14	79.14	150.97	170.51	60.44	49.59	91.47	111.04	
Zurich	77.4	70.6	84.3	78.1	204	161.42	182.37	186.63	236.32	124.94	128.81	157.23	184.52	
OTHERS														
Beijing	56.1	50.5	55.0	65.5	796	102.48	116.50	156.82	150.93	57.50	58.82	86.25	98.90	
Dubai*	70.7	72.3	74.5	NA	619	133.41	168.50	170.40	NA	94.39	121.88	126.90	NA	
Los Angeles	70.6	64.5	78.5	74.2	116	114.84	115.79	131.93	129.63	81.10	74.68	103.58	96.13	
Miami	64.2	67.2	70.6	75.8	151	116.80	150.73	127.65	172.73	74.98	101.30	90.11	130.90	
New York	80.6	73.8	86.1	82.1	196	182.70	195.86	252.17	261.45	147.30	144.61	217.06	214.70	
Sydney	78.9	78.6	79.1	81.0	206	151.64	150.06	202.51	214.69	119.58	117.90	160.20	173.89	
Tokyo	67.8	63.1	67.3	72.3	24554	247.40	256.35	257.91	238.80	167.77	161.71	173.45	172.71	
Europe	69.8	64.3	71.1	71.3	na	209.35	212.45	259.09	286.09	149.16	136.89	188.05	204.72	
US†	64.1	56.0	69.3	62.6	98	97.18	98.41	106.50	107.45	62.34	55.12	73.81	67.24	
Asia Pacific‡	62.9	60.3	66.7	69.7	na	120.49	129.80	148.31	160.41	77.10	80.03	100.03	113.77	
World	65.6	60.2	69.0	67.9	na	142.34	146.89	171.30	184.65	96.20	90.68	120.63	128.58	

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 (Dubai YTD data starts July), †Smith Travel Research, ‡Travel Business Analyst Asia Pacific.

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11 IATA travel agencies† in Europe, 2008

Country	Locations	Growth	Net %	Growth sales	Per %	Growth agency
			US\$m*	US\$m*	US\$m*	
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	August 2009
Asia Pacific	73
Europe	49
World†	58

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, 2008

Country	GNP/GDP		Retail sales		Consumer prices†		Wages/earnings‡	
	1 year	3 mths*	1 year	1 year	1 year	1 year	1 year	1 year
France	2.6 Q2	1.4	-1.1 Jun	-0.7	3.6 Jul	3.0	2.8 Q1	
Germany	-5.9 Q2	1.3	-1.1 Jul	0.0	3.1 Aug	2.7	2.5 Jun	
Italy	-6.0 Q2	-1.9	-0.6 Jun	0.2	4.1 Aug	-4.8	2.3 Jul	
Netherlands	-5.1 Q2	-3.4	-5.6 Jun	0.3	3.2 Aug	2.5	3.6 Jul	
Spain	-4.2 Q2	-4.2	-4.3 Jun	-1.4	5.3 Jul	2.8	5.3 Q1	
Switzerland	-2.0 Q2	-1.0	0.9 Jun	-0.8	2.9 Aug	2.0	1.6 '08	
UK	-5.6 Q2	-3.2	1.8 Jun	1.8	4.4 Jul	2.5	3.5 Jun	
Euroland	-4.7 Q2	-0.5	-1.8 Jul	-0.2	3.8 Aug	3.6	3.7 Q1	
Others								
Japan	-6.4 Q2	3.7	-1.0 Jun	-2.2	2.3 Jul	-4.8	2.3 Jul	
US	-3.9 Q2	-1.0	-5.1 Jul	-2.1	5.6 Jul	2.5	3.6 Jul	

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	Dec†	20.3	7.5	Dec	18.9	4.0
Belgium	Dec†	11.3	6.0	Dec	10.7	-4.5
Bulgaria	Dec†	3.6	13.7	Dec	3.1	10.8
Croatia	Dec†	10.2	10.5	Dec	9.3	7.3
Cyprus	Dec†	2.6	-4.8	Dec	2.7	3.8
Czech R	Dec†	6.5	-2.0	Dec	6.6	7.7
Denmark	Dec†	6.2	0.7	Dec 06	6.1	0.9
Estonia	Dec†	1.1	9.7	Dec	1.0	-7.8
Finland	Dec†	2.9	2.4	Dec	2.8	8.9
France	Apr‡	53.6	-3.5	Dec†	55.6	-4.6
Germany	Apr‡	36.5	-8.9	Dec†	40.0	3.5
Greece	Dec†	15.9	2.8	Dec	15.5	-0.3
Hungary	Dec†	5.6	18.9	Dec	4.7	2.3
Iceland	Dec†	1.0	48.5	Dec	0.7	30.5
Ireland	Dec†	5.9	-3.3	Dec	6.1	3.9
Italy	na	na	na	Dec	42.7	2.5
	Mar‡	41.7	-8.9	Dec†	45.7	-0.1
Latvia	Dec†	0.8	11.9	Dec	0.7	28.3
Lithuania	Dec†	1.2	8.4	Dec	1.2	1.8
Luxemb'g	Dec†	4.2	4.6	Dec	4.0	1.4
Malta	Dec†	0.9	-2.7	Dec	0.9	9.4
Netherl'ds	Dec†	12.6	-6.3	Dec	13.4	8.4
Norway	Dec†	4.4	0.8	Dec	4.4	6.4
Poland	Dec†	10.3	-3.5	Dec	10.6	30.9
Portugal	Dec†	10.2	0.5	Dec	10.1	10.8
Romania	Dec†	1.7	16.0	Dec	1.5	3.3
Russia	Dec†	11.9	24.3	Dec	9.6	25.9
Slovakia	Dec†	2.2	10.0	Dec	2.0	10.6
Slovenia	Dec†	2.5	14.8	Dec	2.2	13.6
Spain	na	na	na	Dec	57.8	3.6
	Apr‡	51.0	-17.2	Dec†	61.6	-0.4
Sweden	Dec†	12.2	1.4	Dec	12.0	21.1
Switzerl'd	Dec†	12.6	6.3	Dec	11.8	6.4
Turkey	Dec†	21.9	18.7	Dec	18.5	9.7
UK	na	na	na	Dec	37.6	2.7
	Mar‡	34.4	-4.6	Dec†	36.0	1.6
Ukraine	Dec†	5.8	25.5	Dec	4.6	31.9

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

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

15 Visitor arrivals in Europe destinations

International arrivals						
Destination	*Jan-	Arrivals	Growth	Source	Stay	PVPD
		x1000	%		days	US\$-C
Albania	Dec†	2,723	23.5	WTO	NA	NA
Andorra	Dec†	2,060	-5.9	WTO	2.93	NA
Austria	Dec†	21,908	5.5	WTO	5.2-F	156.17
Belgium	Dec†	7,087	0.6	WTO	7.0-E	231.39
Bulgaria	Dec†	5,779	12.2	WTO	2.8-F	48.39
Croatia	Dec†	9,419	1.2	WTO	5.0-E	182.47
Cyprus	Dec†	2,404	-0.5	WTO	11.0	59.13
Czech R	Dec†	6,647	-0.5	WTO	2.8-F	48.39
Denmark	Nov†	4,525	-5.0	WTO	3.60	1928-V
Estonia	Nov†	1,986	4.5	WTO	5.40	28.31
Finland	Dec†	3,582	1.8	WTO	5.86	62.92
France	Dec†	79,300	-3.2	WTO	7.16-F	77.69
	Feb‡	69,308	-12.6	WTO	7.16-F	79.23
Germany	Dec†	24,886	1.9	WTO	7-F	194.05
	Apr‡	22,746	-8.6	WTO	6.0-E	224.53
Greece	Aug†	16,555	-5.5	WTO	14.0	20.23
Hungary	Dec†	8,811	2.0	WTO	3.41-F	15.19
Iceland	Dec†	1,102	4.6	WTO	2.8	267.56
Ireland	Dec†	8,024	-3.7	WTO	11.0-F	39.06
Italy	Dec†	42,734	-2.1	WTO	4.36-F	178.42
	Mar‡	40,426	-5.4	WTO	4.36-F	196.89

continued on page 12

World snapshots

Trends from other regions:

- Gorilla-viewing around the Nyiragongo volcano in the park of Virunga in North-Kivu province in **Congo-Kinshasa** has been banned. Closure of the park is not related to gorilla protection, but protecting visitors against a more-dangerous species – local armed guerrillas.

- **Dubai**, despite bad economic news, reported 3.85mn visitors, up 5%, in the first half of this year, and airport passenger traffic increased 5.2%. Some product developments:

- The 70km Dubai Metro opened in September.

- Burj Dubai, to be the world's tallest building, due before end-year, includes the first Armani Hotel, with 175 rooms. A plan by a rival developer in Dubai to build a taller building (that was Dubai pre-crisis), 1km, has been postponed (that is Dubai post-crisis).

- Dubai Marina, 5mn sqm with over 200 towers due in 2012, includes: 2km shopping promenade; the Marina Yacht Club (by end-year there should be space for 600 boats); and a 143-room hotel with a silly name – The Address Dubai Marina Mall.

- Bahrain's Gulf Air resumed flights to **Iraq** in September, using A320s; to Baghdad, Najaf (the Shiite Muslim pilgrimage city), and Erbil (in the Kurdish north of the country). Later, GA wants to add Basra.

- Important airport developments in Tokyo, **Japan** due for 2010:

- Opening an extension of Narita airport's 2nd runway. To 2500m – still not long enough for longhaul international flights, but suitable for some regional departures and arriving flights. (Protestors have prevented proper operations since the airport opened 30 years ago.)

- Opening a 4th runway at Haneda airport. After Narita opened, Haneda became primarily a domestic airport, but now more international flights are being added, and a new international terminal building is being built.

- A 3rd Tokyo airport, Ibaraki – 100km northeast of Tokyo – is due to open by April. Suitable only for low-fare-airlines?

- Despite a business slowdown, the **Las Vegas** product continues to expand. MGM Mirage - on the Strip between Bellagio and Monte Carlo - is due

to open its US\$11bn City Center next month. The project includes: Aria Resort, R (=rooms) 4000, casino; Mandarin Oriental, R400 rooms, A (=apartments) 230; Harmon (R400, A210); Vdara (R1543, spa); Veer (R337), plus other casinos and spas, as well as meeting space and a retail/entertainment space called Crystals. Also next month, Golden Nugget is due to open its US\$150mn R500 Rush Tower.

New/expanded celebrity entertainment: BB King's Blues Club at The Mirage; Sammy Haggard's Cabo Wabo Cantina in The Miracle Mile Shops, shopping arcade inside Planet Hollywood; Elvis Presley memorabilia open The King's Ransom Museum at the Imperial Palace; the US Rugby Sevens tournament moves to Las Vegas for a multi-year run at the Sam Boyd Stadium.

- Walt Disney and China have agreed on long-mooted plans to build a theme park in **Shanghai**, which could open as early as 2012.

The park would be about the same size as Disneyland Paris (2000ha) and much larger than its nearest competitor, Disneyland Hong Kong, 120ha. Disney's largest development, Walt Disney World Resort in Orlando, Florida, is 10,000ha.

- **South Africa** expects soccer's month-long World Cup – starting June 2010, and generally accepted as the second biggest sporting event after the Summer Olympic Games – will attract 450,000 overseas visitors. How many will not visit at that time – because of expected disruption, higher prices, etc - has not been estimated.

- **Venezuela's** government has nationalised the 490-room Hilton hotel casino on Margarita island. It says this is to help the country's visitor business and improve Venezuela's economy; the hotel is seen as "indispensable for increasing social and mass tourism...and promote socio-economic development."

In 2005, the government nationalised the Caracas Hilton, now the Hotel Alba.

US hotels slows

According to Smith Travel Research, the US has 4218 hotel projects with 451,000 rooms planned – 31% below the number of rooms planned one year ago. This pipeline represents just under 10% of the destination's total; currently, the US

has 4.8mn rooms.

Although the current economic climate might indicate better business opportunities for the economy sector, the biggest single category for hotel development is midscale, with about 157,000 rooms planned. In fact, the economy segment witnessed the largest drop in rooms, falling about 55%.

The economy segment represents only 3% of the total rooms planned (although economy hotels usually have fewer rooms than higher categories). The luxury segment, though, is smaller; its share of total rooms under development is only 2%.

Meanwhile, the business outlook for hotels in the US is starting to look better. For this year, STR forecasts occupancy will be down 8.4% to 55.4%, and rate down 9.7% to US\$96. But it hints that it may have to change its current forecast for 2010 – which is presently for a fall in occupancy of 0.6% to 55.1%, and a rate forecast to fall 3.4% to US\$93.16.

Briefs

- **London Heathrow** airport says 10,000 of its 480,000 slots (aircraft departure gates and times) are still unused.

- Later this month **Air France** is due to start flights with the A380. AF would be the first airline in Europe to fly the double-decker; others - Emirates, Qantas, and Singapore Airlines - have been operating the aircraft for as long as one year.

AF will take delivery of two more A380s before spring 2010. Routes will be Paris CDG-New York JFK daily and Paris-Johannesburg. Configuration is first (9 seats on the lower deck), business (80 seats on the upper deck), and economy (449 seats on two decks).

- The Grand Casino **Brussels** moved to new premises in September. The new US\$59mn (€40mn) casino now has 13,000sqm (double the previous area) and 400 (250) slot machines. Management expects visitors to increase 50% to a 1100 daily average.

- From the start of 2010, **Germany** plans to reduce the tax payment on overnight stays in hotels substantially - from 19% to 7%. However, the higher rate will remain in restaurants.

MARKET INTELLIGENCE

continued from page 10

15 Visitor arrivals in Europe destinations

International arrivals

Destination	*Jan-	Arrivals x1000	Growth %	Source	Stay days	PVPD US\$-C
Latvia	Dec†	1,717	3.9	WTO	5-E	61.11
Liechtenstein	Dec†	55	0.3	WTO	2.10	NA
Lithuania	Sept†	2,502	9.3	WTO	6.00	15.93
Malta	Dec†	1,291	3.8	WTO	8.40	52.70
Netherlands	Dec†	10,204	-7.3	WTO	3.67-F	221.99
Norway	Dec†	4,350	1.4	WTO	7-E	445-V
Poland	Dec†	12,893	-13.9	WTO	4.7	56.32
Portugal	Oct†	12,925	4.9	NTO	7.0	70.73
Romania	Dec†	1,466	-5.5	WTO	3.20-F	21.16
Russia	Jun†	22,269	5.0	WTO	3.67-F	221.99
Serbia	Dec†	647	-7.1	WTO	4-E	NA
Slovakia	Dec†	1,761	4.5	WTO	3.60	4.17
Slovenia	Dec†	1,767	0.9	WTO	3.12	4.84
Spain	Dec†	57,316	-2.3	WTO	12.7	38.16
	May‡	50,553	-11.8	WTO	12.7	68.78
Sweden	Nov†	5,182	-0.8	WTO	7-E	338.65
Switzerland	Dec†	8,609	1.9	WTO	3.8-F	200.17

Destination	Jan-	Arrivals x1000	Growth %	Source	Stay days	PVPD US\$-C
Turkey	Dec	22,245	17.6	WTO	8.0	111.68
	Dec†	24,985	12.3	WTO	8.0	111.68
UK	Dec†	30,190	-2.2	WTO	10.1	69.41
	Apr‡	27,171	-10.0	WTO	10.1	110.11
Ukraine	Dec†	25,388	9.8	WTO	NA	NA
Europe	Dec†	487,935	0.1	WTO	5-E	na
	Mar‡	422,552	-13.4	WTO	5-E	na

International arrivals

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

Domestic arrivals

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

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

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

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