

EUROPEAN TRAVEL: INDUSTRY REPORTING



An overview of the growth
trends and operating costs
in the EU Markets

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Report Overview



- Tourism trends by geographic location
- Financial analysis
- Environmentally responsible concerns
- Industry standards



Global Tourism Visits, (% change)



| | Inbound | | Outbound | |
|-------------------------------|--------------|-------------|---------------|-------------|
| | 2012 | 2014 | 2012 | 2014 |
| World | 4.1% | 3.3% | 3.7% | 3.8% |
| Americas | 4.4% | 3.3% | 5.4% | 4.3% |
| North America | 4.3% | 3.0% | 4.7% | 4.6% |
| Caribbean | 3.2% | 4.0% | -1.7% | 4.9% |
| Central & South America | 5.6% | 3.7% | 9.4% | 3.2% |
| Europe | 3.8% | 2.7% | 3.7% | 2.3% |
| EU | 3.0% | 2.9% | 1.2% | 3.3% |
| Non-EU | 6.6% | 2.1% | 11.9% | -0.5% |
| Asia & the Pacific | 6.7% | 4.5% | 7.4% | 5.2% |
| North East | 6.0% | 5.5% | 8.4% | 5.6% |
| South East | 8.9% | 3.2% | 5.7% | 4.1% |
| South | 3.7% | 5.9% | 4.0% | 6.2% |
| Oceania | 2.4% | 1.9% | 4.9% | 3.2% |
| Africa | 8.3% | 1.9% | 6.0% | 3.1% |
| Middle East | -8.9% | 5.7% | -12.2% | 6.6% |



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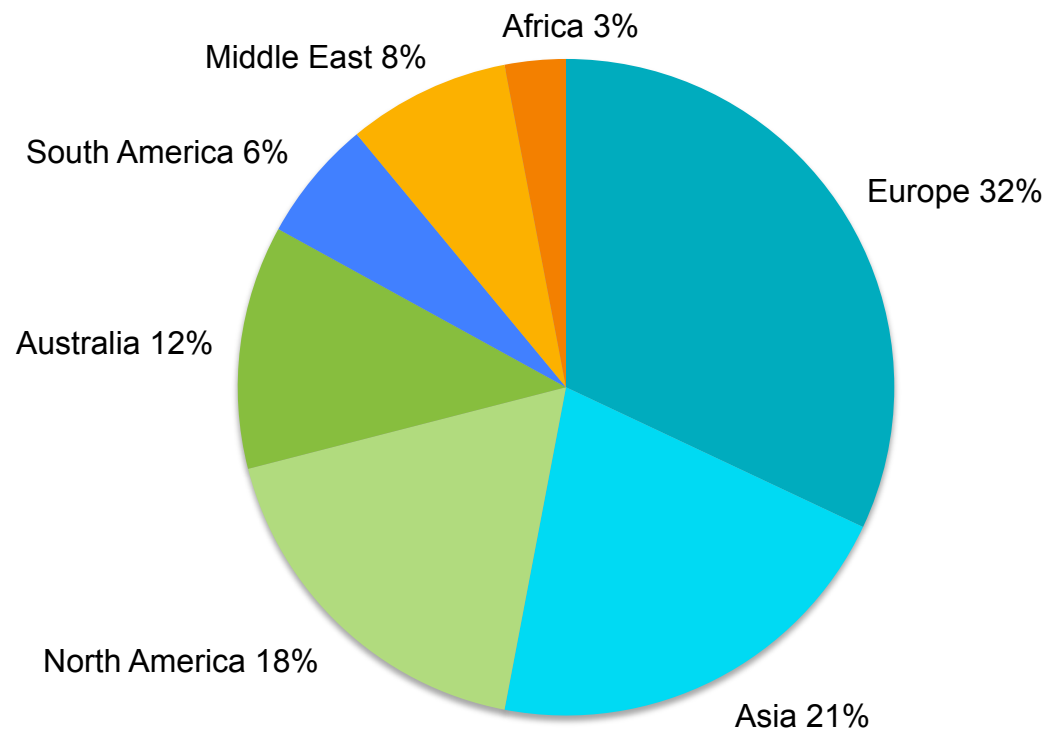


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Travel by Region (% of population)



Global Tourism Visits, (% change)



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