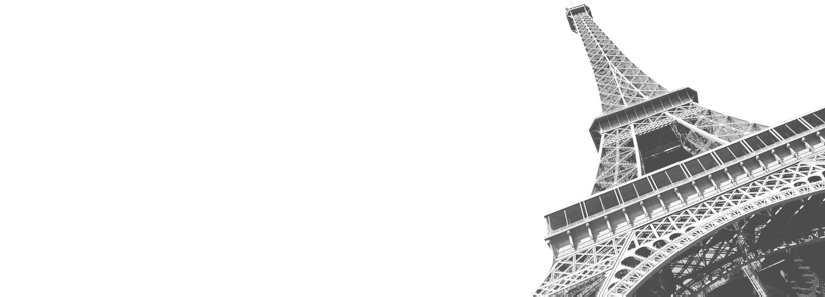
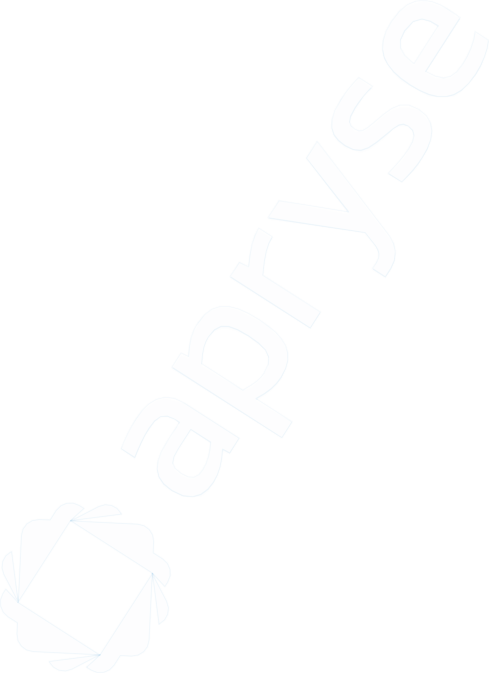


An overview of the growth trends and operating costs in the EU Markets

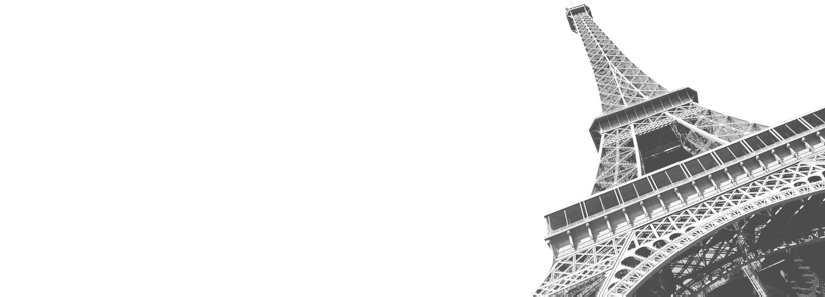


Report Overview

* Tourism trends by geographic location

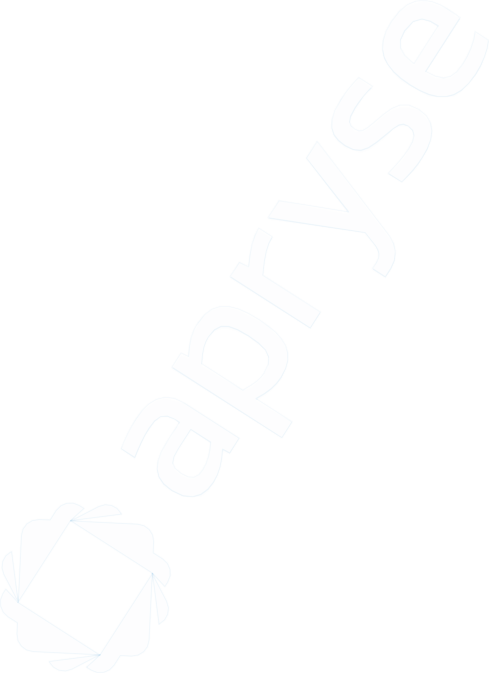


* Financial analysis
* Environmentally responsible concerns
* Industry standards

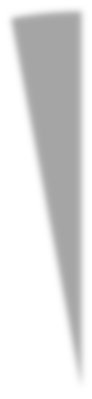
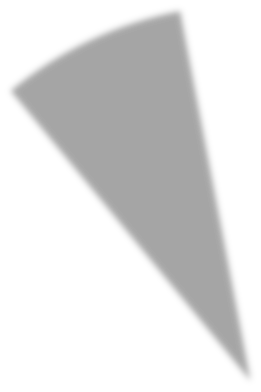
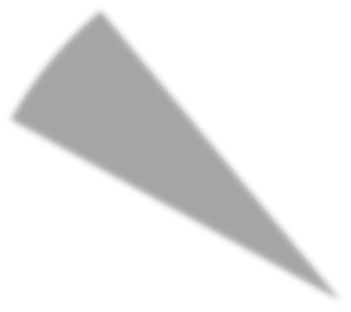
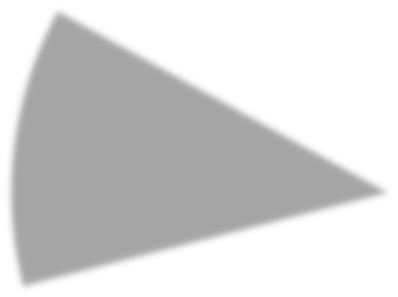
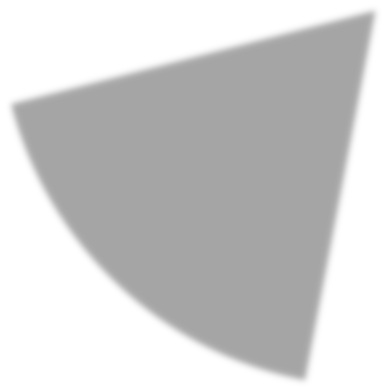
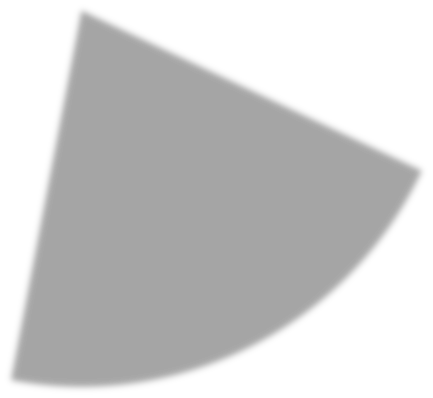
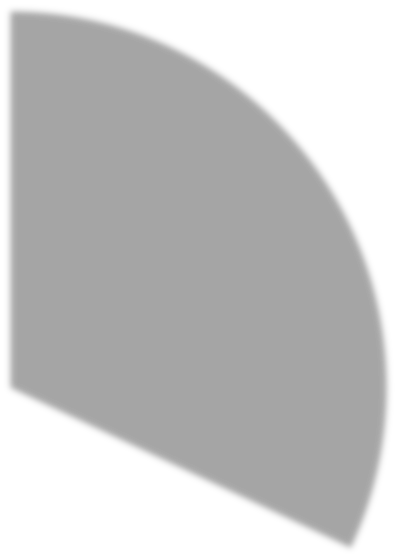


Global Tourism Visits, (% change)

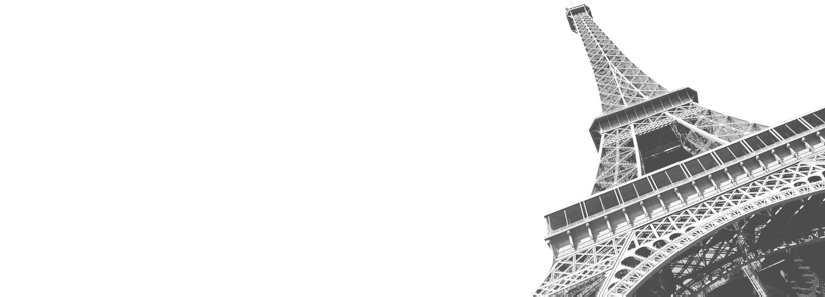
|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Inbo** | **und** | **Outbound** | |
| 2012 | 2014 | 2012 | 2014 |
| **World** | **4.1%** | **3.3%** | **3.7%** | **3.8%** |
|  |  |  |  |  |
| **Americas** | **4.4%** | **3.3%** | **5.4%** | **4.3%** |
| North America | 4.3% | 3.0% | 4.7% | 4.6% |
| 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%** |

**Travel by Region (% of population)**

Middle East 8%



Africa 3%



World Travel

South America 6%

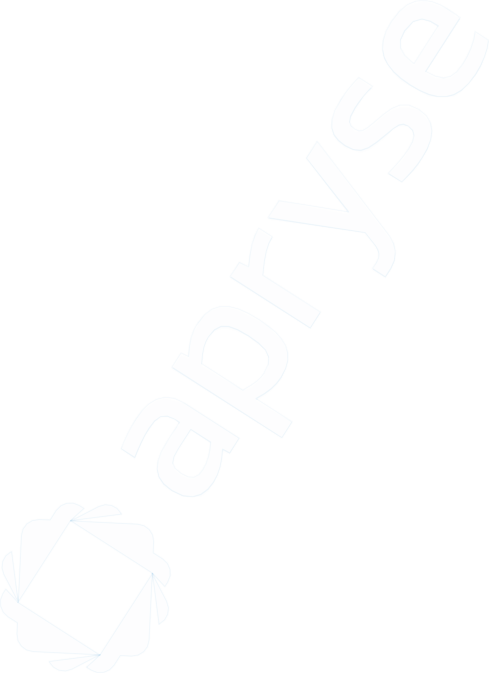
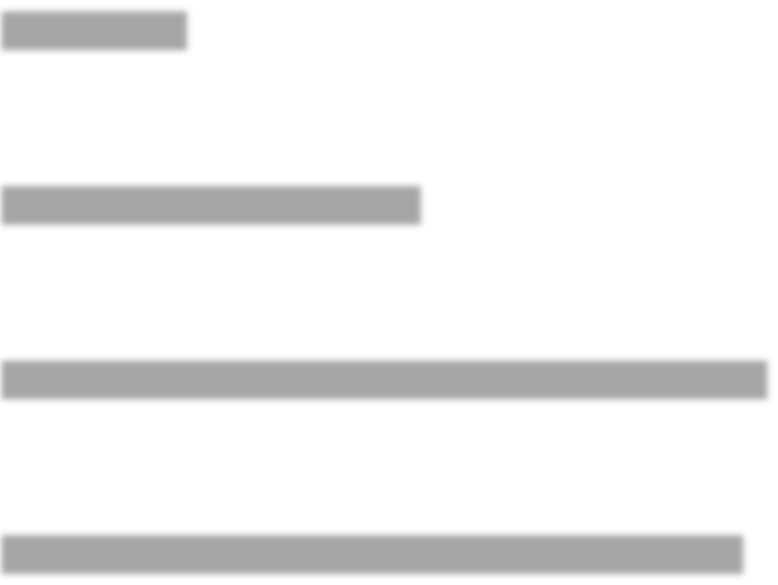
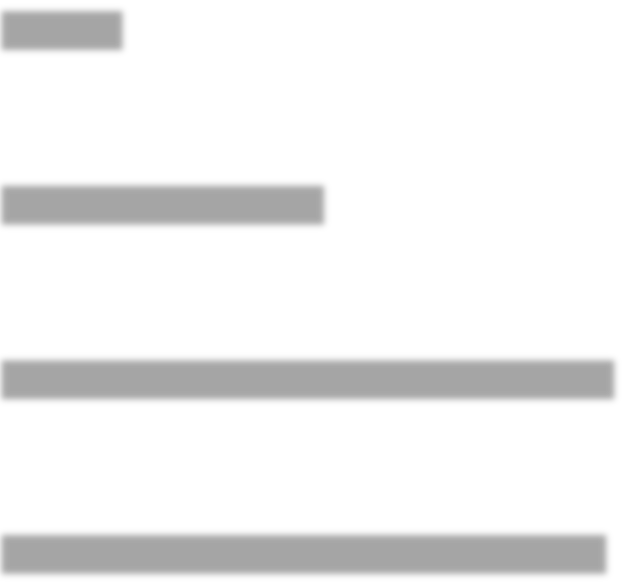
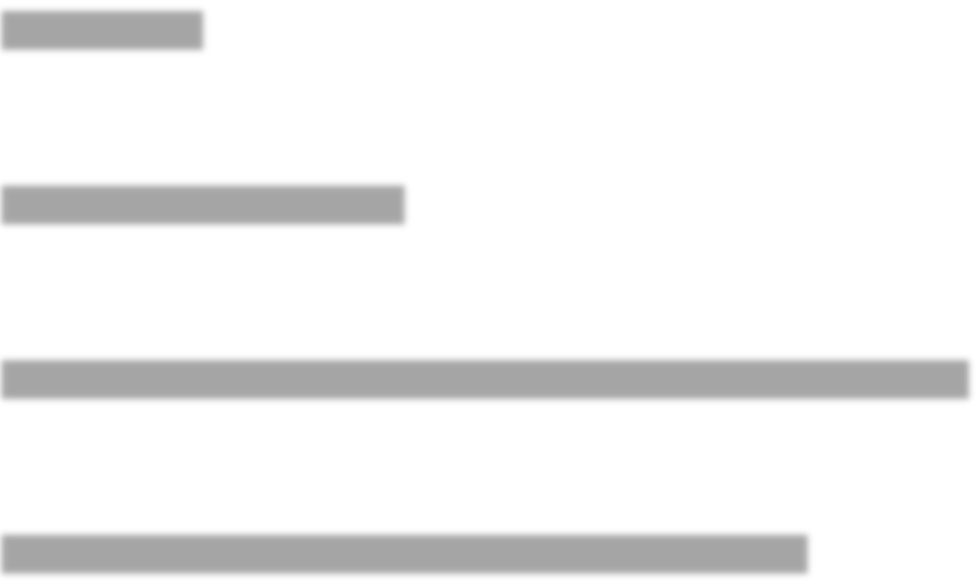
Europe 32%

Australia 12%

North America 18%

Asia 21%

Ship

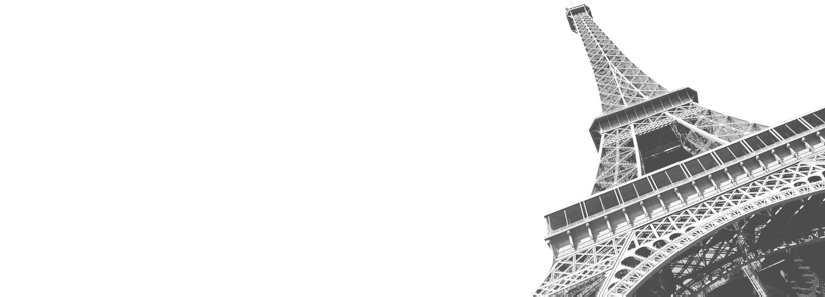


**Average Number of trips per year**

Automobile

2013

2008



Modes of Travel

 2003

Train

Airline Flight

0 2000 4000 6000 8000 10000 12000 14000