

# 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
<b>World</b>	<b>4.1%</b>	<b>3.3%</b>	<b>3.7%</b>	<b>3.8%</b>
<b>Americas</b>	<b>4.4%</b>	<b>3.3%</b>	<b>5.4%</b>	<b>4.3%</b>
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%
<b>Europe</b>	<b>3.8%</b>	<b>2.7%</b>	<b>3.7%</b>	<b>2.3%</b>
EU	3.0%	2.9%	1.2%	3.3%
Non-EU	6.6%	2.1%	11.9%	-0.5%
<b>Asia &amp; the Pacific</b>	<b>6.7%</b>	<b>4.5%</b>	<b>7.4%</b>	<b>5.2%</b>
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%
<b>Africa</b>	<b>8.3%</b>	<b>1.9%</b>	<b>6.0%</b>	<b>3.1%</b>
<b>Middle East</b>	<b>-8.9%</b>	<b>5.7%</b>	<b>-12.2%</b>	<b>6.6%</b>

