

EUROPEAN TRAVEL: INDUSTRY REPORTING



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)



	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%





Travel by Region (% of population)

