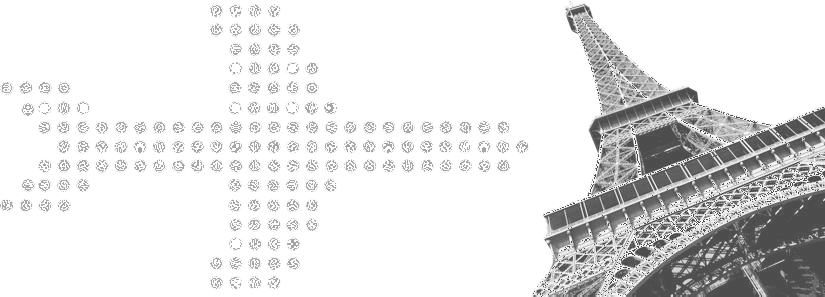
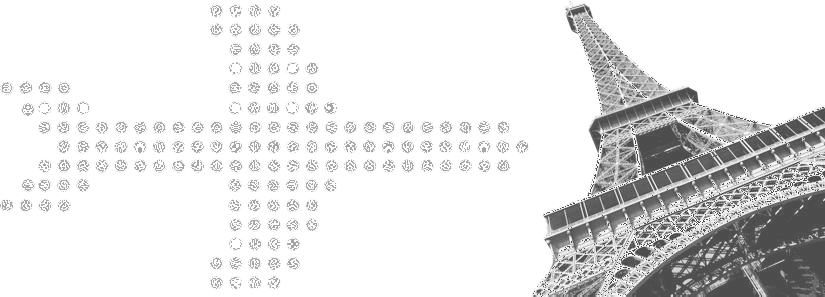


An overview of the growth trends and operating costs in the EU Markets



Report Overview

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

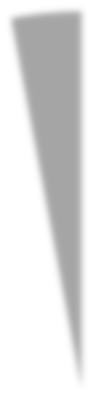
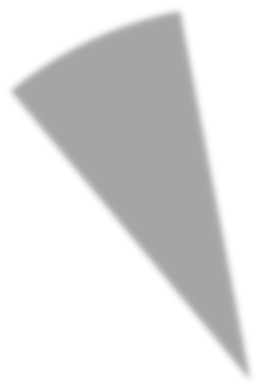
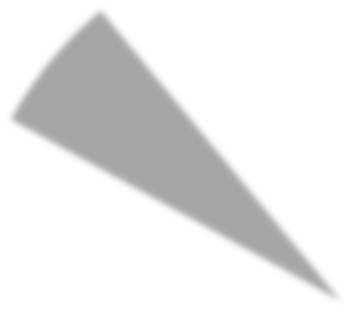
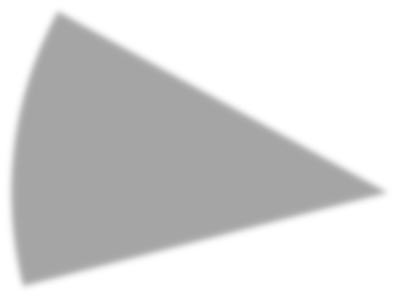
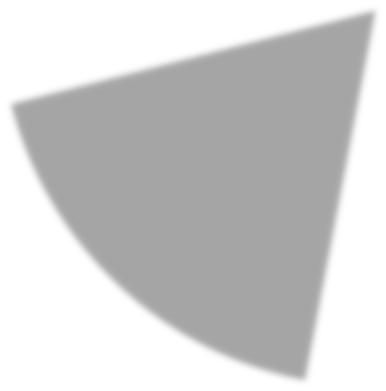
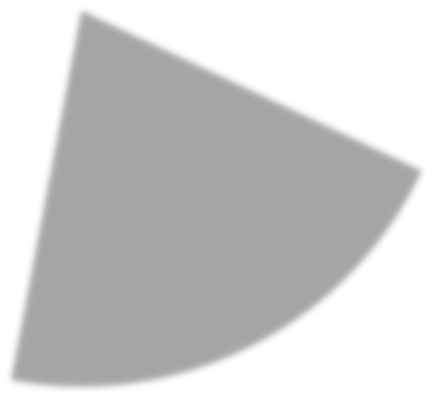
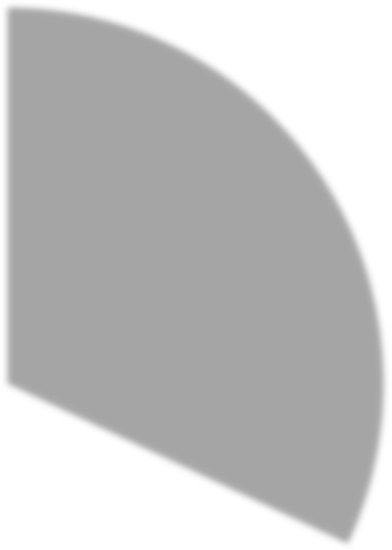


Global Tourism Visits, (% change)

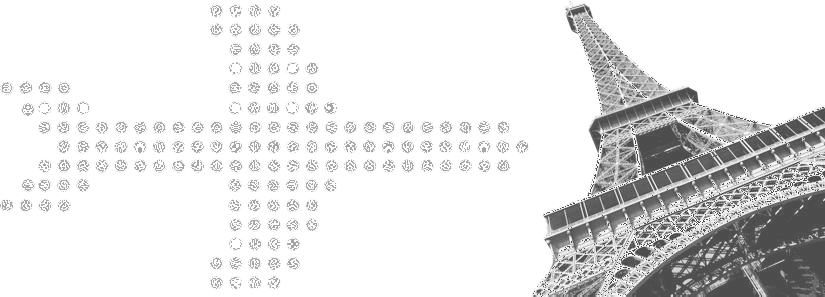
|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **Inbound** | |  |  | **Outbound** | |  |
| 2012 |  | | 2014 | 2012 |  | | 2014 |
| **World** | **4.1%** | | **3.3%** | | **3.7%** | | **3.8%** | |
|  |  | |  | |  | |  | |
| **Americas** | **4.4%** | | **3.3%** | | **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)**

Middle East 8%



Africa 3%



World Travel

South America 6%

Europe 32%

Australia 12%

North America 18%

Asia 21%