

European Tourism 2010 - Trends & Prospects

The report, compiled for ETC by Tourism Economics, shows that overnight visits to European destinations declined 6% in 2009 while international travel around the world fell an estimated 4.7% against the headwinds of the global recession. However, signs of a travel recovery emerged in the final months of the year as economies around the world strengthened.

As the “great recession” gave way to economic life in the final quarter of last year, some European destinations posted visitor growth. And as 2010 begins, the trends established in the latter portion of 2009 are carrying into 2010. European airlines are reporting higher load factors due more to increased passenger numbers rather than cuts to capacity. Hoteliers have experienced higher occupancy rates across Europe and revenue is growing in the first quarter despite lower prices. Both of these trends point to renewed growth in tourist arrivals in the first part of 2010.

Visits to European destinations are expected to grow by 2.4% in 2010 and then accelerate to 3.8% in 2011, when 2008 visitor levels will finally be regained. The full report can be downloaded from ETC’s corporate website under the following link:
<http://www.etc-corporate.org/market-intelligence/reports-and-studies.html>