



November 2017

Baltics Outbound - Eastern Europe

"Outbound travel in the Baltic region generated 4.5 million outbound trips in 2016, aided by strong market economies and a growing desire to travel. Lithuania, Latvia and Estonia made a swift recovery from the world recession in 2010, enabling the outbound market to quickly rebound. From 2012 onwards, outbound ...

The Role of Travel Technology in Tourism - International

"Keen to connect with an online marketplace of millions of prospective customers, many tourism enterprises have begun to explore the potential of new and developing technologies within the travel industry. The Internet and mobile platforms aside, those technologies that are garnering the most attention include: artificial intelligence (AI), augmented reality ...

October 2017

Hotels in South America - South America

"A reviving South American economy should give the region's hotel sector a lift. The important news is that the continent's two biggest economies, Argentina and Brazil, which together account for well over two thirds of South America's economy, are pulling out of recession in 2017 and are projected to embark ...

India Outbound - India

"India's outbound market is flourishing amid a strong economic and political climate, which is enabling more Indians to travel, perhaps for the first time. At 1.2 billion, India has the second-largest population in the world, in addition to the fastest-growing economy in the world. The Indian economy is rapidly ...

September 2017

Camping in North America - US

"Camping is one of the most popular leisure activities in North America. In a 2017 survey, the Outdoor Foundation found that among American adults aged 25 and older, camping was the fifth most popular activity, just behind cycling, itself a hugely popular pursuit. "

- Jessica Kelly, Senior Tourism Analyst

The Responsible Traveller and Authenticity/Community-based Tourism - International

"Once the most alternative of responsible tourism's niches, community-based tourism has matured and is looking to stake its place at the mainstream tourism table."

- Jessica Kelly, Senior Tourism Analyst

August 2017

China Outbound - China

"From now to 2040, tourism will witness a golden period. More than 14 billion trips will be made by 2040, which equates to every Chinese travelling at least nine times within the year."

The Spanish Hotel Sector - Spain

"Spain's hotel sector is currently benefiting from the long-awaited recovery of the Eurozone economy. Also, security concerns in formerly popular tourist destinations in North Africa and Turkey are diverting tourists to the perceived safety of the Iberian Peninsula, which is boosting hotel performance."



– Li Jinzao, head of the China National Tourism Administration

July 2017

Hotels in Scandinavia - Scandinavia

“The lease structure – especially revenue-based contracts, which share the risk between hotel operator and owner – is firmly entrenched in the Scandinavian hotel industry and does not seem likely to recede any time soon – particularly given the ongoing expansion of Scandic’s leased estate. Indeed, Scandic’s extensive leased portfolio ...

Active Holidays Worldwide - International

“Active travel is the best way to connect with the world and with nature. The great outdoors are at the heart of active travel, and taking time out to be amongst nature and appreciate the world around us is the perfect recipe for a rewarding travel experience.”

Food Tourism Worldwide - International

“The booming food-tourism sector has become one of the tourism industry’s major sectors and provides numerous opportunities to engage with a vast consumer base of visitors who are increasingly keen to engage with an astonishing diversity of global cuisines as a means of enjoying truly authentic, cultural experiences. Sustainability is ...

Central America Outbound - Central America

“Affordability and convenience are key factors determining destination choice and so the bulk of outbound travel takes place within the Americas, dominated by Central America itself. Distances between Central American countries are not huge, allowing citizens to travel by land with ease. Low-cost airlines have been a growth catalyst in ...

May 2017

Developments in the European Rail Sector - Europe

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.

The German Hotel Sector - Germany

“In contrast to the US or France, where the economy hotel sector is relatively saturated, there are still bright days ahead for this category of lodging in Germany. In fact, this sector of accommodation has become more segmented in Germany, which has traditional economy players like AccorHotels, but also ‘cheap ...

Medical and Wellness Tourism Trends in Europe - Europe

"This report takes a detailed look at the latest developments, trends and challenges in medical tourism and wellness tourism in Europe, two related but very different forms of travel that have evolved exponentially in recent years."

- Jessica Kelly, Senior Tourism Analyst



April 2017

Balkans Outbound - Balkans

“Rising economic prosperity in the Balkan region has had a positive impact on the outbound travel market. Outbound tourism from Bulgaria and Romania expanded by over 20% between 2011 and 2015, driven by stronger economic growth and rising disposable incomes.”

- Jessica Kelly, Senior Tourism Analyst

March 2017

Baby Boomers versus Millennials - International

“In addressing the question about which market is more important – Baby Boomers versus Millennials – the travel industry needs to take into account lifestyle factors that impact both markets. For Boomers these include: greater longevity due to improvements in health care juxtaposed with chronic health problems that are being ...

Wine Tourism - International

“Wine tourism, the practice of tourism that includes visiting vineyards, wineries, wine festivals and events, and tasting and consuming wine while experiencing the attributes of a wine-growing region, has been enjoying considerable growth over the past few years. It has become increasingly important to the wine industry as a means ...

Greece Outbound - Greece

“The desire to travel overseas is high among Greek citizens who enjoy holidaying and visiting friends and family when abroad. Greeks are typically independent travellers who enjoy organising their own trips abroad.”

- Jessica Kelly, Senior Tourism Analyst

February 2017

Low-cost Carriers in Asia - Asia

“While China offers the greatest potential for LCC development in Asia, protectionism and regulatory constraints remain a major impediment for LCCs that operate in the market.”