



November 2019

Japan Outbound - Japan

“Japan outbound is a mature market, reaching departures of almost 19 million in 2018. The Japanese are avid travellers enjoying the experience of foreign travel and the opportunity to explore new cultures. The depreciation of the Yen in 2013 took its toll on the market, raising travel costs and forcing ...

Travel and Tourism - Guyana

“Guyana, the ‘land of many waters’, has an enticing reputation as a hidden gem of South America, well off the beaten track and a great ecotourism and adventure destination. It has an exceptional natural landscape of dense, virgin rainforest, majestic waterfalls and rivers and an extraordinarily diverse cultural heritage. As ...

Travel and Tourism - Peru

According to the United Nations World Tourism Organization (UNWTO)’s International Tourism Highlights 2019 Edition, the number of international arrivals in South America grew at an average annual rate of 5.8% per annum between 2010 and 2018. This is one of the most rapid growth rates in the world ...

Travel and Tourism - Colombia

“Colombia’s president, Iván Duque, is on record as saying that his government is committed to making tourism a bigger sector of the economy and to that end, he and his fellow politicians have been targeting foreign companies to encourage them to invest in Colombia, especially in tourism infrastructure.”

— ...

Hotels in Southeast Asia - International

“As of August 2019, there were an estimated 414 projects for new hotels in seven South East Asian countries, which represents 19% of the total Asia-Pacific pipeline. Over 80% of the pipeline projects are in three South East Asian countries, namely Indonesia, Thailand and Vietnam.”

LCCs in the Middle East - Middle East

“As the GCC country with the largest population and the greatest distances between its major cities, combined with a wealthy populace, Saudi Arabia offers excellent potential to develop a strong domestic LCC network. Indeed, the Saudi Arabian aviation market is poised for rapid growth over the next few years as ...

Travel and Tourism - Chile

“Chile was the lead destination in Lonely Planet’s Best in Travel 2018, and on trend for long-haul travellers seeking adventure, exploration and experiences. Most people visit for its diverse natural wonders, but there’s something for everyone, from adrenalin junkies to wine lovers, and at its centre is the cool capital ...

Travel and Tourism - Falkland Islands (Malvinas)

“The Falkland Islands are a unique tourist destination, home to an unparalleled number of sea birds, marine mammals and numerous penguin colonies in this extraordinarily pristine wilderness. In spite of being hard to reach, tourism in the Falklands is on the rise and many choose to include the Islands on ...

Travel and Tourism - Argentina

“Tangible strides have been made in Argentina’s travel and tourism industries, mostly due to policy changes that have helped facilitate growth in international arrivals and redistribution of both international and domestic tourism flows to all regions of the country. If the incoming president elect continues to implement policies that will ...



– Jessica Kelly, Senior ...

October 2019

The Netherlands Outbound - Netherlands

“The booking behaviour of Dutch travellers is governed to a large extent by their age. Older people (notably retirees with time to do in-depth research) might choose a destination as far as a year in advance. Time-pressed Millennials, on the other hand, who are moving into their peak working years ...

Thailand Outbound - Thailand

“Thai outbound tourism crossed the 10-million barrier in 2018, posting robust growth of 13.8% in outbound departures. Almost 15% of Thais travelled abroad, mainly to neighbouring countries in the ASEAN region and broader Asian continent.”

– Jessica Kelly, Senior Tourism Analyst

September 2019

Winter Sports in Europe - International

“Europe’s spectacular mountain ranges have supported a winter-sports tourism industry for well over a century and it is the world’s largest market. Skiing and snowboarding are the most popular activities, but more sports are popping up all the time, providing variety and interest for skiers and non-skiers alike. A stable ...

August 2019

Travel and Tourism - Zimbabwe

“There is growing awareness in Zimbabwe that tourism – as an industry with the potential to stimulate investment, increase exports and generate employment – can make an important contribution to the country’s economic recovery and its future financial health. In the summer of 2017 the former tourism and hospitality industry ...

Travel and Tourism - Zambia

“With abundant iconic African wildlife living in a spectacular, watery landscape, Zambia has an enviable reputation as a good-value destination compared to its southern African nations; some say its flagship national park, South Luangwa, is one of the continent’s very best. Consequently, the country is taking big strides to take ...

Travel and Tourism - Senegal

“Senegal’s international tourism market is in a growth phase following improved strategic efforts and investment by the Senegalese government. Arrivals rose 28% between 2013 and 2017 despite the negative effect of the Ebola crisis in West Africa, reaching 1.37 million visitors in 2017.”

Travel and Tourism - Lebanon

“Lebanon has many strengths as a tourist destination. A meeting point between east and west, it is known for its incredibly diverse culture and rich history, vibrant art and music scene, along with culinary excellence and numerous architectural wonders. Tourism is a major economic sector and now the country is ...



– Jessica Kelly, Senior Tourism ...

Travel and Tourism - Jordan

“With desert landscapes alongside natural and man-made wonders, this compact country lying at the crossroads of the Middle East packs a big cultural tourism punch. As a safe haven in a region of conflict, Jordan is enticing tourists by opening up the skies, and developing new niche segments to encourage ...

Egypt Outbound - Egypt

“Egypt’s outbound market is underdeveloped compared to its inbound market. In a country of almost 1 billion, less than 2% of Egyptians travelled abroad in 2017. Foreign travel is a luxury for most, afforded by only the most wealthy and upper-middle-class consumers. Economic reforms imposed in 2016 have only exacerbated ...

Travel and Tourism - Ghana

“In 2018, tourist arrivals from Nigeria accounted for 10% of the total inbound market – an increase attributed, in part, to an advertising campaign marketing Ghana as a weekend getaway. Nigeria has a growing middle class and like many other people with the time and money to travel, they take ...

Tourism Investment in South East Asia - International

“The past decade has witnessed a dramatic upsurge in inbound, outbound and domestic travel across the ten countries of South East Asia. In response, each nation has identified its own investment priorities to expand tourism and create new revenues and job opportunities.”

- Jessica Kelly, Senior Tourism Analyst

July 2019

The Future of the Sharing Economy in Tourism - International

“A decade ago, collaborative consumption was a relatively unknown concept and tourism-related goods and services – including accommodation, rental cars and guided tours – were booked almost exclusively through travel agents or direct with a mainstream tourism provider such as a hotel, car-rental firm or holiday letting company. The sharing ...

The Sub-Saharan African Hotel Sector - International

“Since 2015, the pipeline of chain hotel rooms in Sub-Saharan Africa has grown by almost half, which portends a significant increase in chain-hotel capacity across the region. Otherwise, the franchising of hotels is on the rise in the region – especially in East Africa – and the underserved Francophone countries ...

June 2019

Holistic Retreats in the Americas - International

While spas and wellness have grabbed the headlines in recent years, the exponential growth of holistic retreats has attracted little attention. Yet, with the pace of life getting faster and renewed interest in the meaning of life and spirituality, more people than ever before are visiting retreats – to reflect ...

China and India: Expansion of the Superpowers - International

“A decade ago collaborative consumption was a relatively unknown concept and tourism related goods and services – including accommodation, rental cars and guided tours – were booked almost exclusively through travel agents or direct with a mainstream tourism provider such as a hotel, car rental firm or holiday letting company ...



May 2019

Travel and Tourism - Sweden

“Visit Sweden and its partners work hard to successfully showcase Sweden as a wildly beautiful country with a rich cultural heritage, and as a place of seemingly endless possibilities. Swedish super brands (like IKEA) and the dramatisation of popular Swedish fiction, meanwhile, give the country a bigger platform from which ...

Travel and Tourism - Netherlands

“Tourism to the Netherlands is rapidly expanding, fuelled by the rise in city breaks and low-cost carriers (LCCs). Centred around the capital, Amsterdam, and the coast, the future challenge is destination management in the event of overtourism. However, the sophisticated national tourism board’s egalitarian vision is to use tourism to ...

Travel and Tourism - Iceland

“The low value of the Iceland Krona has helped to boost the export sector (ie making Iceland’s goods and services cheaper than before). The travel industry has been part of that bonanza, resulting in a rise in tourism revenues and an increased share of Iceland’s exports – from 26.4 ...

Boutique & Lifestyle Hotels in South America - International

“Hotel groups, both large and small, are expanding their portfolios of boutique and lifestyle brands in South America. Up until now, South American boutique and lifestyle hotels have been largely clustered in key urban and resort locations. However, there are other destinations, yet to be fully exploited, that could offer ...

April 2019

South Africa Outbound - International

“South Africa’s outbound market has posted moderate growth in recent years given its downbeat economy and

Travel and Tourism - Norway

“In 2018, Norway experienced what Statistics Norway describes as the ‘fifth record-breaking year in a row.’ Some 33.8 million guests (domestic and international) registered at tourist accommodations (including campsites and holiday homes) – a 1.5% increase over 2017.”

– Jessica Kelly, Senior Tourism Analyst

Travel and Tourism - Finland

“Located in a remote corner of Northern Europe and with around one third of its landmass situated in the Arctic Circle, Finland offers exceptional outdoor adventures and natural attractions that include extensive taiga forest, islands and coastline, and thousands of lakes, gouged out by the retreating ice during the Ice ...

Travel and Tourism - Denmark

“Often referred to as the ‘Happiest Country in the World’, Denmark has been quietly acquiring a reputation as a must-visit destination over the past few years. Internationally acclaimed as predominantly car free and bike friendly, Copenhagen’s status as capital of ‘hygge’ (loosely translated as ‘cosiness’) has contributed to the city ...

Wildlife Refuge Tourism & Market Differentiation - International

“Today, the most productive trend in the marketing of sustainable tourism is differentiation, most especially when it is based on innovations in environmental sustainability and conservation.”

– Jessica Kelly, Senior Tourism Analyst

SAVE Tourism (Scientific, Academic, Volunteer, Educational) - International



the weak Rand. South Africans have a strong zest for travel and will work around monetary constraints to bring foreign trips to fruition. Travel behaviour has adapted to the tougher economic climate, encouraging South ...

“SAVE travel is a substantial travel niche comprised of the four market profiles of scientific, academic, volunteer and educational tourism, practised by a broad range of tourists who travel for different reasons, predominantly leisure and education but also business, taking part in a multitude of activities. As the desire for ...

March 2019

Social Media in the Hotel Industry - International

“Social media, which gives billions of people around the globe round-the-clock access to the stories, images and opinions of their peers, has fundamentally changed the way many people travel. With Millennials and the iGeneration poised to become the predominant cohort of travellers, this type of crowd-sourced UGC [user-generated content] will ...

Intercity Buses in Europe - International

“The transition to a low-carbon economy clearly has its challenges but local and regional governments, as well as deep-pocketed investors, have a leading role to play in creating energy-efficient, sustainable transport networks across Europe. State-of-the art intercity buses and coaches are certainly very much part of that scenario.”

- Jessica ...

February 2019

Scandinavia Outbound - International

“Scandinavia’s outbound travel market has made mixed progress in recent years, reflecting its mature status. Sweden is the largest market in terms of outbound trips, although only slightly ahead of Norway and Denmark. Outbound travel is common and affordable among Scandinavians, but fluctuations in economic performance can impact demand.” ...

The Italian Hotel Sector - International

“It is surprising that in a major hospitality and tourism market such as Italy, larger domestically controlled hotel groups have not emerged, especially given the inherent advantages of domestic operators in the country. There are 65 projects for upmarket hotels, with 9,612 rooms in the active pipeline in Italy ...

Travel and Tourism - Sri Lanka

“Sri Lanka lies along the ‘maritime silk road’, creating potential for it to become a hub for commerce and tourism in the Indian Ocean region. Tourism arrival volume continues to break records every year, bringing with it foreign-exchange earnings essential to the country’s economic health. With the government’s goal of ...

Travel and Tourism - Singapore

“Ranked among the top three destinations in Asia by the WEF’s 2017 Tourism Competitiveness Report, Singapore is one of the most attractive destinations in the region due to its state-of-the-art infrastructure, low crime rates, cultural diversity and the abundance of luxury market options. As tourism receipts hit a record high ...

Travel and Tourism - Maldives

“A unique and award-winning watery paradise in South Asia, Maldives is a tourism success story, with potential

Travel and Tourism - Malaysia

“Malaysia offers visitors good value for money and its tourism sector is considered to be among the most



for further development. The new government has announced a structural approach to tourism, aiming to protect the country's delicate ecosystem and create a tourism more inclusive of the island's people."

– Jessica ...

Travel and Tourism - Lao People's Democratic Republic

"Geographically positioned at the crossroads of ancient civilisations, Laos combines rich indigenous cultures with culinary, religious and historic influences from across Asia, but is confronting diverse tourism development challenges as the competition intensifies among South East Asian nations to attract more visitors from home and abroad."

- Jessica Kelly, Senior ...

competitive in the world. The World Economic Forum [WEF] in its Travel & Tourism Competitive Index 2017, ranked Malaysia 26th on a list of 136 nations – putting it ahead of destinations ...

Travel and Tourism - Indonesia

"Tourism development has – as illustrated by ambitious international arrivals targets – been identified as an economic priority by the Widodo government, with responsibility for this falling to the Ministry of Tourism. Its key objectives include developing and disseminating a strong and positive Indonesia brand, raising the profile of Indonesia ...