



December 2018

Global Spa Tourism - International

“As spa tourism becomes more wellness-orientated, a growing number of spas are juxtaposing holism with modern medicine and entering the global ‘medi-spa’ market. Technology is also now at the forefront of the spa industry, from booking treatments online to social-media apps, promotions and offers.”

- Jessica Kelly, Senior Tourism Analyst

November 2018

Travel and Tourism - Uzbekistan

“Uzbekistan’s tourism is headed in an upward trajectory both in terms of arrivals numbers and an encouraging investment environment. Although the country is rich in cultural heritage attractions, it is aiming to expand its tourism offerings such as ecotourism, adventure tourism and gastronomy, to appeal to a broader tourist base ...

Travel and Tourism - Taiwan, China

“In 2017, North East Asia recorded 150.5 million international visitors – up from 127 million in 2013. A number of factors account for this marked increase in the number of tourists – strong interregional travel due to better air connectivity, vibrant economies and the emergence of a middle class ...

Travel and Tourism - Macau, China

“After more than a decade of impressive visitor and expenditure growth driven by its multi-faceted casino resorts, Macau is promoting itself as a World Centre of Tourism and Leisure, and is focusing on new family attractions and business-convention facilities to attract a broader visitor mix and increase the average length ...

North Africa Outbound - Africa

“North Africa’s outbound market is witnessing mixed fortunes. Algeria is the rising star in a region troubled by economic and political hurdles, restricting overall market potential. Nevertheless, the North Africa outbound market reached an estimated 11 million departures in 2016.”

Travel and Tourism - Kyrgyzstan

“Kyrgyzstan’s location on the Silk Road and in two of the world’s major mountain ranges, the Tien Shan and the Pamirs, gives the country fantastic cultural and natural advantages. Dramatic, snowy mountain peaks and extensive valleys, numerous glacial lakes, verdant summer pastures or ‘jailoos’, along with several UNESCO Silk Road ...

Travel and Tourism - Mongolia

“The fortunes of Mongolia’s international tourism sector have been mixed in recent years, with sustained annual growth in the number of foreign visitors seemingly elusive. The year 2017, however, appears to have marked a big turning point with the number of international tourists growing by 16.1%. The Mongolian government ...

Travel and Tourism - Azerbaijan

“On the cusp of Europe and Asia, this safe and scenic oil-rich nation on the Caspian Sea is rapidly emerging as a tourism player. With an hospitable culture, it offers something for everyone, from luxurious modern city breaks to historic journeys along the ancient Silk Road, and a burgeoning eco- ...

October 2018

Chinese Airlines - China

Underwater Tourism - Europe



“China is to be the world’s biggest air-travel market by 2022. Growth in demand for air travel will be driven by the ongoing expansion of Chinese disposable income. Indeed, it is projected that 35% of China’s population will be in the upper-middle-class income bracket or better by 2030, up from ...

“Often known as the ‘rainforests of the sea’, some of the world’s most spectacular and fascinating landscapes can be found underwater on coral reefs, which account for just 0.1% of the seabed yet support 25% of all marine life. Wrecks and reefs are common destinations for a global community ...

September 2018

Hotels in Russia - Russia

“The pipeline of branded hotels under development in Russia is growing, with AccorHotels and Hilton leading the way. In May 2018, Tophotel.news, an online hospitality news portal, cited a total of 108 projects, which will bring 21,820 new hotel rooms to Russia over the period 2018, 2019, 2020 ...

Poland Outbound - Poland

“The Poland outbound market is young and dynamic, driven by the country’s strong economic performance. Sun and beach holidays are high on the agenda, as is common among first-generation travellers. Visiting friends and relatives [VFR] is also prominent due to the large Polish diaspora living overseas and the lower cost ...

August 2018

Airlines in the US - US

“Rising costs are causing US airlines to raise fares, even including the ULCCs [ultra-low-cost carriers] but margins are under pressure. The US aviation sector has encountered minimal competition from high-speed rail so far, but this is set to change in the medium term. The trend towards consolidation of the sector ...

Travel and Tourism - Trinidad and Tobago

“The ability to grow Trinidad and Tobago’s tourism industry in the future will always be hampered by two things – the country’s geographical location (ie far from the other Caribbean nations and off the beaten track for cruise companies) and the economy’s dependence on revenues and taxes from the energy ...

Travel and Tourism - Panama

“While the Panamanian government appears committed to helping the country fulfil its tourism potential, significant challenges remain. These include creating a destination brand that captures the spirit of Panama and emphasises what is unique about the country, alongside a more joined-up approach to tourism promotion.”

– Jessica Kelly, Senior ...

Travel and Tourism - Nicaragua

“Billed as ‘quite possibly the Central American country that has it all: tropical rainforests and untouched beaches, fringed with palms, distant cloud-capped volcanoes, and recently some extraordinarily special eco-lodges’ by travel magazine giant Conde Nast Traveller, Nicaragua is an aspirational country for global adventure tourists who are keen to discover ...

Travel and Tourism - Guatemala

“A ravishing, intriguing and unforgettable Central America country, Guatemala, the ‘heart of the Mayan World’, is taking steps to address challenges to the development of its huge, largely untapped, tourism potential.”

Travel and Tourism - Barbados

“Barbados is one of the most developed and reputable tourism markets in the Caribbean. Just over 663,500 arrivals were reported in 2017, increasing 5% year on year. As a mature tourism market, Barbados faces tough competition from its Caribbean neighbours and it can be challenging to sustain growth rates ...



– Jessica Kelly, Senior Tourism Analyst

Travel and Tourism - Bahamas

“The tourism industry in the Bahamas is showing every sign of going from strength to strength. The robust arrivals figures for 2018, which indicated such a dramatic increase over 2017, are certainly pointing in that direction. There are challenges however.”

– Jessica Kelly, Senior Tourism Analyst

Indonesia Outbound - Indonesia

“Indonesia’s rapid economic progress has brought forth a dynamic shift in attitudes towards travel. The country’s expanding middle classes demonstrate a strong desire to travel abroad, eager to spend their discretionary income on experiences, not just consumer goods. The ease of researching and planning travel through smartphones is making travel ...

July 2018

Australia & New Zealand Outbound - Australia

“Destinations worldwide recognise that Australians and New Zealanders tend to be curious and engaged travellers who do not rush back home and are proven high spenders while on vacation.”

– Jessica Kelly, Senior Tourism Analyst

Wedding/Honeymoon Tourism Worldwide - International

“Due to the fact that a destination wedding is a ‘one-stop shop’ – ie everything from the officiant to the flowers can be arranged by a hotel or a resort – the burden of organising the event falls on the venue, rather than on the couple. Depending on the range ...

June 2018

The Changing Dynamics of Group Travel - Europe

“The group-travel sector has become very dynamic in recent years, growing and diversifying to include virtually every kind of trip and catering to travellers of all ages and from varied backgrounds. The variation of the group-travel sector has occurred in tandem with socioeconomic change and the expansion of the global ...

Driving Holidays in Africa - Africa

“A driving holiday to the African continent is often regarded as a once-in-a-lifetime trip, a real adventure that allows total independence and freedom to dictate where to go, what to see, when to go and how long to stay. More challenging than many other destinations common for driving holidays, it ...

May 2018

Travel and Tourism - Palestinian Territory, Occupied

“It could be the lure of Bethlehem’s Banksy hotel offering ‘the worst view in the world’ that is attracting tourists in their thousands to the West Bank, but whatever has propelled Palestine to the top of the list of 2017’s fastest-growing tourist destinations is helping bring the world’s attention to ...

Travel and Tourism - Qatar

“Primarily known as a world-class business tourism destination, the tiny, safe, oil- and gas-rich state of Qatar is also a fast-growing cruise-tourism destination. A blockade by key Arab nations in mid-2017 has fast-tracked a diversification of tourism source markets, as it gears up to host the FIFA World Cup in ...



Travel and Tourism - Bahrain

“Bahrain has a state-of-the-art international seaport, the Khalifa Bin Salman Port, which is surrounded by a diverse, dynamic manufacturing and logistics cluster. The Bahrain International Airport is just ten minutes away and offers unparalleled connectivity across the Middle East region as well as beyond.”

– **Dr Jarmo Kotilaine, chief ...**

Travel and Tourism - Israel

“The all-time record number of tourists visiting Israel this year is no accident. It is the result of clear policy. We have implemented several significant initiatives including reaching out to new and focused markets, building sub-brands and launching new campaigns, collaborations with large online travel agents, giving financial incentives to ...

Travel and Tourism - Cyprus

“The country’s maritime sector continues to be an important contributor to growth, as Cyprus is considered one of the most important international hubs for ship owning and management services, and Cyprus’ international ship register ranks third in the EU and is the tenth largest in the world. Tourism is also ...

Travel and Tourism - Iran, Islamic Republic of

“Voted by Bloomberg as ‘one of the best 20 places to visit in 2017’ and by Forbes as ‘one of the coolest places to go in 2017’, Iran is receiving increasing international recognition for its extraordinary cultural treasures that include 21 UNESCO World Heritage sites, outstanding hospitality and friendly locals ...

Hotels in the Low Countries - Europe

“Amsterdam remains the epicentre of hotel development in the Low Countries, with some 50 hotels in the pipeline, though a brake has been put on future projects due to a recent ban on new hotel development. Luxembourg looks set for a significant expansion of its hotel capacity in the coming ...

April 2018

France Outbound - France

“France ranks as the fifth-largest outbound market in expenditure terms, reports the UNWTO. Despite a marginal decline in outbound trips in 2016, tourism expenditure increased in 2016 – a positive sign for the outbound market. French tourists may be taking fewer trips but they are choosing to invest more in ...

Hotels in Eastern Europe - Europe

“Given some strong recent performance, a distinct lack of supply and a favourable economic backdrop, the attention of hotel investors and the major international chains is shifting towards Eastern Europe, which now offers greater growth potential than the currently ‘hot’ markets of Western Europe, such as Ireland, the UK, the ...

March 2018

Technology and the Modern Traveller - Europe

Car Rental in Asia - Asia

“China’s car-rental market could grow at a double-digit yearly pace through the end of the decade as consumer tourism expands. In a recent research report, Credit



“Technology has fundamentally changed the way modern travellers dream about, research and book travel. The advent of fast and reliable on-the-go Internet (3G and 4G mobile networks) has perhaps had the biggest impact – leading the way for a wealth of technological innovations that modern travellers increasingly take for granted ...

Suisse estimated that the generation of Chinese born between 1985 and 1995 under the country’s one-child policy will contribute 35% of total consumption by ...

February 2018

Travel and Tourism - Spain

“Celebrating both another year of record international arrivals and the success of San Sebastián’s year as a European Capital of Culture, the Spanish tourism industry entered 2017 on a high. The latter part of the year, however, was very challenging for Spain and its tourism sector. Despite the Barcelona terror ...

Travel and Tourism - Portugal

“The concerted efforts of those with vested interests in Portugal’s tourism industry to improve the competitiveness of Portugal’s tourism industry have reaped rewards. The WEF [World Economic Forum]’s Travel & Tourism Competitiveness Report 2017 ranks Portugal as the 14th most competitive destination (out of 136) on the globe . . . Diversification ...

Travel and Tourism - Italy

“Italy is one of the world’s most popular tourism destinations and its tourism product is truly exceptional ranging from art, architecture and culture, to stunning landscapes and coastlines along with its iconic fashion industry. The sector has fared well in times of economic difficulties and international arrivals have continued to ...

Travel and Tourism - Germany

“Perceived as a safe pair of hands, with untapped tourism potential, and good value for money, Europe’s unofficial leader Germany is on the rise. A sought-after luxury tourism destination, and in pole position with an increased demand for city breaks, it is also a top flight business destination, heading up ...

Travel and Tourism - France

“As the world’s most popular tourist destination, France is endowed with an extraordinary wealth of tourist attractions and glorious scenery, coupled with outstanding gastronomy and impeccable wine credentials that are renowned all over the world. Following the devastating terrorist attacks that had a direct effect on the tourist industry, all ...

Travel and Tourism - Austria

“Austria can boast of one of the most prolific tourism sectors in Europe and the world with over 42 million arrivals and 140 million nights spent in the November 2016 to October 2017 period. Despite the success, a more holistic approach to higher- and lower-grossing tourist destinations, better infrastructure and ...

Hotels in Australia and New Zealand - Australasia

“So far, most of the major international chains, led by AccorHotels, have established at least a toehold in the Australian market, as well as in New Zealand, but to a lesser extent. Accor has further solidified its leading position with its bid to acquire Mantra Group. Prince Hotels, a leading ...

South America Outbound - South America

“Economic growth and stability plays a critical role in the development of South America’s outbound travel market. Brazil and Argentina may be the main engines of foreign travel, accounting for over half of all South American foreign departures, but smaller economies, such as Bolivia and Paraguay, are witnessing more dynamic ...