

Press Release

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Tourism Demand in Keeping with Consumer Climate

European Trends in Tourism 2011: latest results from the GfK Tourism Panels

Nuremberg, March 9, 2011 – In Germany and the Netherlands demand is booming in tourism and in Great Britain, too, travel bookings are increasing noticeably.

Having reached a three-year high at the turn of 2010/2011, the GfK Consumer Climate Index continues to rise. Turnover for holiday bookings in German travel agencies, as measured by GfK Travel Insights, are correspondingly high: cumulative figures up to the end of January show an increase of 18 percent on the same period last year for the 2011 summer season. A similar trend is to be observed in the Netherlands, with holiday bookings showing an increase of 11 percent. These growth rates set record turnovers in both markets, surpassing the levels of summer 2008 before the economic crisis. In Great Britain demand has risen by 7 percent, although bookings turnover has not quite reached the high level of the 2008 season.

GfK Retail and Technology

Travel Insights

March 2011

Travel *insights*

Turnover EUR +/- in %
booked until January 2011

Growth Rates per Country

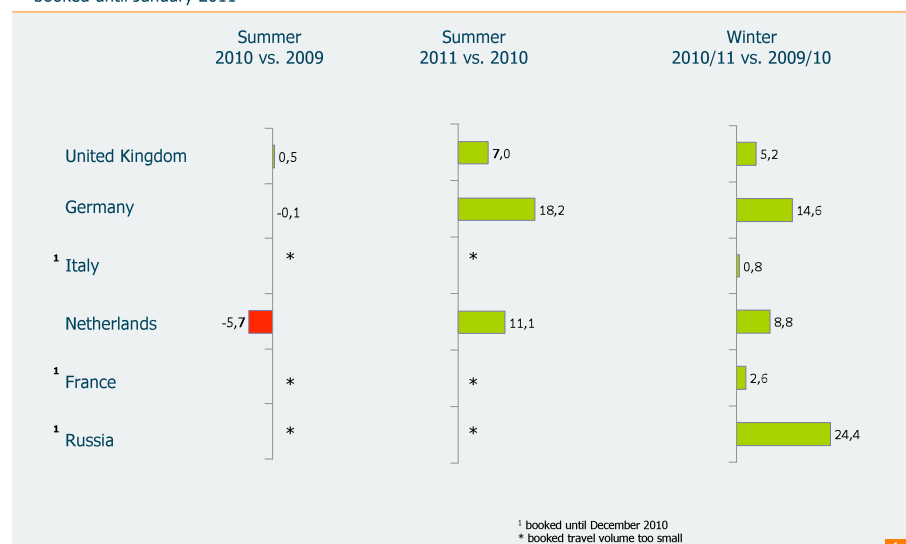


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With regard to French, Italian and Russian tourists, it is still too early to comment on their summer holiday plans for 2011, as they tend to book their trips later: only 2 to 7 percent of the entire summer turnover in these markets is booked before the end of the previous year. Bookings for the current winter season do however give some indication of tourism demand in these markets: for the winter season 2010/2011, ending April 2011, travel turnover is up 24 percent in Russia, 3 percent in France and 1 percent in Italy, year on year. The north-south divide among consumers in Europe in terms of their economic prospects is thus evidently reflected in the tourism market: German consumers' propensity to buy and to go on holiday is striking when compared with some of their European neighbors. The Dutch follow close upon their heels. In Great Britain, cuts imposed by the government have certainly put a strain on consumption, but the British have a more positive outlook on the economy than the French or the Italians.

Increasing Expenditure on Summer Holidays

Increased turnover in the tourism markets in Germany, Great Britain and the Netherlands for the coming 2011 summer season is mainly due to a rise in demand, but also to increased expenditure. While holiday duration has remained practically unchanged at 10.7 nights on average, Germans are spending 4.6 percent more on their summer holiday than last year. In the Netherlands and Great Britain, average additional spending on summer holidays is comparably high, at 3.6 and 3.7 percent more respectively.

Destination Trends in Summer 2011

Spain is a popular destination for summer holidays this year. Turnover generated by holidays to this destination has increased significantly in Germany (+23 percent), Great Britain (+16 percent) and the Netherlands (+14 percent). In Germany there are above average bookings for Turkey, Italy, Bulgaria, Croatia and France, as well as for holidays in Germany. In Great Britain, Greece, Cyprus, Mexico and Italy are other particularly favored destinations with increased turnover for this summer season. Dutch tourists are choosing Turkey, the United States and the Netherlands Antilles more often for their summer holidays this year.

	UK	Growth %		Germany	Growth %		Netherlands	Growth %
	TOTAL	7,0		TOTAL	18,2		TOTAL	11,1
1	SPAIN	↑	1	SPAIN	↑	1	SPAIN	↑
2	TURKEY	↗	2	TURKEY	↑	2	TURKEY	↑
3	GREECE	↑	3	GREECE	↓	3	GREECE	↗
4	USA	↗	4	USA	↑	4	ITALY	↗
5	CYPRUS	↑	5	EGYPT	↓	5	FRANCE	→
6	CARIBBEAN	↓	6	ITALY	↑	6	USA	↑
7	EGYPT	■	7	GERMANY	↑	7	PORTUGAL	↗
8	MEXICO	↑	8	BULGARIA	↑	8	EGYPT	↗
9	ITALY	↑	9	TUNISIA	↓	9	NL ANTILLES	↑
10	PORTUGAL	↗	10	CANADA	↑	10	INDONESIA	→

>	+ 10 %	↑
3	to 10 %	↗
+3	to -3 %	→
-3	to -10 %	↓
<	- 10 %	↓

GfK Travel Insights

Evaluations by the Tourism Distribution Panel are based predominantly on the booking entries of travel agents. Samples provide a representative picture of the existing sales markets with respect to size and turnover, as well as the regional distribution and type of travel agent i.e. distribution type. The „Leisure Travel Monitor“ by GfK Ascent-MI, the Tourism Distribution Panel in Great Britain, is based on sales data of travel agents and tour operators. In Russia, the data source is sales data from tour operators. For further information visit: www.gfk.com/tourism.

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