March 2016

**Golf Tourism Worldwide - International**

“With 56 million golfers worldwide, golfing is one of the world’s most popular sports. Golf tourism has grown strongly over the past four years and the signs are positive that this growth will endure as more destinations enter the market with new golfing products. However, there has been a steady ...”

**Social Media in Tourism - International**

“Social media has profoundly changed how people research and plan trips and how they share travel experiences. It is used at various points during the travel lifecycle, but the extent to which it is used is shaped by different factors.”

February 2016

**Travel and Tourism - South Korea**

This report looks at the following areas:

**Travel and Tourism - India**

This report looks at the following areas:

**Travel and Tourism - China**

This report looks at the following areas:

**The Portuguese Hotel Sector - Portugal**

“The Portuguese hotel sector is on a roll and the good times are likely to continue for the foreseeable future. The macroeconomic backdrop is favourable due to a weakening Euro and strengthening economies in most of the country’s important source markets. Also, in an age of heightened concern about terrorism ...”

**Travel and Tourism - Japan**

This report looks at the following areas:

**Travel and Tourism - Hong Kong, China**

This report looks at the following areas:

**Travel and Tourism - Cambodia**

This report looks at the following areas:

**Germany Outbound - Germany**

“Foreign holidays are high on the agenda for German consumers, considered an important leisure pursuit they are unwilling to dispense with even during harder economic times ... Germany’s strong economy and key role in Europe has kept consumer confidence relatively high, supporting demand for outbound travel.”

- Jessica Kelly, Senior ...