



## December 2010

### Baby Boomers and Vacation - US

The U.S. leisure travel market was in decline in 2009 compared to 2008, driven down by the still-staggering economy and the rising cost of travel. While 2010 sales are up over 2009, Americans are still carefully monitoring their discretionary spending. Although Baby Boomers represent more than one third of ...

### Air Travel in Asia - Asia

This report reviews recent developments in air travel in Asia and offers insight into future trends for the sector. The report begins with an overview of the current outlook for the economy and for the spending on travel and tourism in Asia. Following a discussion of air travel trends (including ...

## November 2010

### Cruises - US

The cruise industry appears to be somewhat more resilient to recessionary pressures than some other segments of the travel industry, such as the lodging sector. However, like many other industries, some companies reported significant declines in 2008 and 2009 but performance is improving in 2010.

### India Outbound - India

India is one of the world's fastest-growing economies, home to 1.1 billion people and a youthful population. Since the start of the 1990s, economic reform and market liberalisation has spearheaded change in India, creating new jobs and driving per-capita income upwards. India's service sector has developed rapidly and as ...

### Travel and Tourism - Netherlands

Welcoming around 10 million international tourists every year, the Netherlands is one of Europe's most popular tourist destinations. These overseas arrivals inject around US\$12 billion into the country's economy through direct sales. Domestic tourism also plays an important role in the country's tourism industry, with many Dutch citizens making ...

### Family Vacations - US

This report explores the family vacation in the U.S. It provides insight into why, where and how families vacation and what this means for future sales, promotional campaigns and industry innovations. Specific questions that are answered in this report include, but are not limited to, the following:

### Legacy of Mega Events in Tourism - International

Today, mega events have become a truly global phenomenon. With international communications operating at a level of sophistication never seen before, these events have the potential to reach (and be followed in) most countries around the world.

### Travel and Tourism - Norway

The Kingdom of Norway is one of the Nordic countries located on the western part of the Scandinavian Peninsula. Norway borders the North Sea and the Barents Sea in the west, Russia, Finland and Sweden in the east and the Skagerrak Strait in the south. The country consists of mountains ...

### Travel and Tourism - Iceland

Country Reports are tourism profiles of destination countries.



### Travel and Tourism - Finland

Finland is a major exporting country where, economically speaking, tourism takes a back seat to forestry and the high-tech industry. Nonetheless, in 2009, it attracted 5.6 million international visitors – more or less the same number of people who live in this sparsely populated Nordic nation. Revenues from international ...

### Travel and Tourism - Sweden

While it is yet to rank in the UNWTO's top ten world tourism destinations, this may still be Sweden's moment. Long associated with director Ingmar Bergman, the actresses Greta Garbo and Ingrid Bergman, as well as with political neutrality, in recent years, Sweden has enjoyed unprecedented media attention and visibility ...

### Travel and Tourism - Denmark

In the past decade, Denmark has seen the number of tourists entering the country fall gradually, as competition from other destinations drew visitors from its three prime international source markets – Germany, Sweden and Norway – away. Its reputation for being prohibitively expensive also continues to deter a fair number ...

## October 2010

### Asia-Pacific Hotel Industry - Asia

This report reviews developments in the Asia-Pacific hotel industry, including capacity trends by country and chain penetration in the region. Definitions of the Asia-Pacific region vary greatly and cover many countries. For the purposes of this report, Mintel has selected the following countries and territories from the list supplied by ...

### Sub-Saharan Africa Outbound - Africa

In the years leading up to the current global recession, most sub-Saharan African countries enjoyed spectacular economic increases, with average annual growth in 2006-08 amounting to around 6%, according to the African Development Bank (AFDB). The African economies in question made significant gains from the rising value of commodities, increased ...

### Hotel Accommodations - US

After a tumultuous 2009, the hotel category appears to be stabilizing, if not recovering. As hoteliers position themselves to capitalize on renewed interest in travel, implementing strategies and tactics that appeal to more resilient demographics are critical. In this report, Mintel takes a look at how the hotel industry has ...

## September 2010

### Business Travel Worldwide - International

This report provides an overview of business travel worldwide and is structured by type of travel service

### Bespoke Holiday Packages - International

For the tourism industry, the worldwide recession has not only impacted numbers of travellers, it has also affected the way in which people travel. As cash has



provider (ie airlines, hotels and car rental) as well as by selected geographical region.

become more restricted for the vast majority of the holidaymaking public, holidays have remained a high priority, and those wishing to maintain their ...

### Golf Tourism - International

Sports tourism is often viewed as a niche segment within the tourism sector as a whole. However, the relationship between sport and tourism is gaining momentum in the industry, and this has mainly come from five basic directions:

## August 2010

### Travel and Tourism - Lebanon

Country Reports are tourism profiles of destination countries.

### Travel and Tourism - Jordan

The growth of tourism in Jordan has been remarkable. Visitor receipts have doubled over the last five years, and visitor arrivals has increased by 22% over the same period. These growth rates have not been achieved by chance. The investment in the sector since the turn of the century has ...

### Travel and Tourism - United Arab Emirates

Centrally located on the crossroads between Europe and Asia, the United Arab Emirates (UAE) consists of seven desert states or emirates: Abu Dhabi; Dubai; Sharjah; Ajman; Umm al-Quwain; Ras al-Khaimah; and Fujairah. The UAE is the regional business hub of the Middle East, and mostly man-made attractions form the basis ...

### Travel and Tourism - Syrian Arab Republic

Located in the heart of the Middle East, Syria is fast opening up to international travel, despite some strong disadvantages over the last few years such as the war in neighbouring Iraq as well as its own negative image within the international political arena. Strong anti-Israeli attitudes, suspected involvement in ...

### Travel and Tourism - Qatar

A destination primarily for business travel, Qatar is taking proactive steps towards growing the share of leisure tourists visiting the country. Despite the global financial crisis, Qatar has succeeded in maintaining its economic growth of the last several years. The 2008 drop in oil prices and the global financial crisis ...

### Travel and Tourism - Bahrain

Bahrain is the third most popular destination in the Arabian Gulf. In 2009, 7.9 million international visitors came to the island kingdom – most of them day-trippers from Saudi Arabia. Of those visitors, just over two million were tourists. Unfortunately, that was almost 1 million fewer than in 2008 ...

### European River Cruising - Europe

In 2009, the recession had a negative effect on these outbound markets. Cruise lines, however, countered the downturn by offering discounts to customers who booked five months or more in advance. The cut-price river cruises had the desired effect. Bookings are back on track and this year's figures are looking ...

### Japan Outbound - Japan

Expenditure on tourism has fallen in tandem with the decrease in tourists. Japan was once one of the leading countries in terms of tourism expenditure, but shorter-stay trips and a decline in the amount spent on shopping and local stay costs has pushed it into seventh place, according to the ...



## July 2010

### Loyalty Schemes in Tourism - International

This report reviews developments in travel and tourism loyalty schemes, including airline frequent-flyer programmes (FFPs), hotel frequent-guest programmes, as well as loyalty programmes in the rental car and cruise sectors.

### Ireland Outbound - Ireland

This report looks at outbound travel from the Republic of Ireland (RoI) only and does not include Northern Ireland. Within this report, 'Ireland' means the RoI and 'the Irish' refers to those living within the RoI – any reference to Northern Ireland or the Irish population in general is specified ...

## June 2010

### Branded Serviced Apartments and Residences Worldwide - International

This report covers two distinctly different types of lodging products – branded serviced apartments and branded residences. Serviced apartments or 'aparthotels' (generally known as extended-stay accommodation in North America) are self-contained living units that typically rent out by the week or month as opposed to one or several nights like ...

### Hotel Technology - International

This report examines the hotel technology sector, highlighting current developments and future trends. An overview of the main technology-based systems used in the hotel sector is first of all presented. Distribution systems, hotel-facing systems and guest-facing technologies are then discussed in detail to demonstrate the relatively basic nature of the ...

### Agritourism - International

Agritourism is a widespread and busy sector of tourism. However, even in countries with well-developed and mature tourism cultures, it is often one of the least regarded areas both in terms of the public's knowledge of it, as well as of sector-specific management.

### Car Rental - US

This report explores the car rental market in the US. It provides insight into the external and internal factors affecting rentals, consumption and trends (and what they mean for future sales), promotional campaigns and industry innovations. Specific questions that are answered in this report include, but are not limited to ...

### Airlines - US

This report explores the airlines in the US, focusing on domestic flights but also including foreign travel originating in or arriving to US destinations. It provides insight into the external and internal factors affecting domestic travel sales, consumption and consumer trends, and how these trends affect branding and future sales ...

## May 2010

### Travel and Tourism - Argentina

### Travel and Tourism - Peru



Argentina is on most people's South American wish list and it remains the number two destination in the region, but in spite of its popularity, arrivals since 2005 have not risen much above 4.5 million annually (4.6 million in 2009). Part of the reason has been a lack ...

Peru is a resource-rich country whose main exports (minerals, petroleum products) generated US\$20.52 billion in 2009. International visitors generate only a fraction of that, nonetheless, they represent the second-largest source of foreign exchange (after exports) for Peru. In 2009, international visitors spent US\$2.42 billion – 41 ...

### Travel and Tourism - Mexico

Stretching from the border with the US in the north to Guatemala and Belize in the south, Mexico is a vast country, with a wealth of attractions for the tourist. Positioned in the market as a sun and beach destination (main competitors include the Caribbean and Hawaii), the country's fascinating ...

### Travel and Tourism - Chile

Chile, sometimes called the Switzerland of South America because of its stable economy and natural beauty, is considered a safe and secure destination. While other countries in the region have unstable economies, volatile currencies, corruption and safety issues, Chile has gone through impressive growth over the last decade. The country ...

### Travel and Tourism - Canada

Canada's tourism industry has become more subdued of late, as it reels from the aftershock of the global recession, and a strengthening Canadian Dollar has done little to lift the volume of international arrivals into the country. The number of arrivals to Canada has declined year on year since 2001 ...

### Travel and Tourism - US

The US has the world's biggest travel and tourism economy. It welcomes in excess of 50 million international tourists every year, who generate revenues in excess of US\$120 billion. As such, inbound travel is vitally important to the US economy. An even greater contribution, however, comes from domestic tourism ...

### Cultural and Heritage Tourism - International

According to UNESCO, cultural and natural heritage tourism is 'the most rapidly growing international sector of the tourism industry'. Although international data on the size of this market are hard to come by, the OECD and the UNWTO report that in 2007, cultural tourism accounted for 40% of all international ...

### Airlines in Russia - Russia

**Insight + Impact** - Mintel's commitment to its clients is encapsulated in this simple formula.

## April 2010

### South Korea Outbound - South Korea

Travel and Tourism Analyst is a unique series of 20 reports, designed to keep tourism organisations, tourist boards, leading travel operators, academic institutions and investment houses in touch with global travel trends.

### Trekking Holidays - International

Travel and Tourism Analyst is a unique series of 20 reports, designed to keep tourism organisations, tourist boards, leading travel operators, academic institutions and investment houses in touch with global travel trends.

## March 2010



### Cruises - International

Mintel European Travel Exposure is a diverse yet detailed collection of reports examining the structure, size and dynamics of an industry experiencing constant change.

### Baltics Outbound - Eastern Europe

**Insight + Impact** - Mintel's commitment to its clients is encapsulated in this simple formula.

## February 2010

### Budget Hotels - Europe

**Insight + Impact** - Mintel's commitment to its clients is encapsulated in this simple formula.

### Travel and Tourism - Philippines

Country Reports are tourism profiles of destination countries.

### Travel and Tourism - Myanmar

Country Reports are tourism profiles of destination countries.

### Travel and Tourism - India

Country Reports are tourism profiles of destination countries.

### Turkish Hotel Sector - Turkey

**Insight + Impact** - Mintel's commitment to its clients is encapsulated in this simple formula.

### Sustainability in Protected Tourism Areas - International

**Insight + Impact** - Mintel's commitment to its clients is encapsulated in this simple formula.

### Travel and Tourism - Nepal

Country Reports are tourism profiles of destination countries.

### Travel and Tourism - Borneo

Country Reports are tourism profiles of destination countries.

### Travel and Tourism - China

Country Reports are tourism profiles of destination countries.

## January 2010

### US Travel Market - US

This report explores the US domestic travel market. It provides insight into the external and internal factors affecting domestic travel sales, consumption, consumer trends and what they mean for future sales, promotional campaigns and industry innovations. Specific questions



that are answered in this report include, but are not limited to ...