



## 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 ...

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### 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 ...