

Trends Update – Issue 14 (14 June 2005)

Weather

- The weather during May for England and Wales brought temperatures close to average, sunshine totals that were above average and below average rainfall totals
- Temperatures were also close to average in Scotland, but both sunshine and rainfall totals were above average

Transport and tour operator news

- BA passenger traffic rose at an annual rate of 3.2% in May
- BAA figures show the following increases in passenger traffic in May compared with a year ago: domestic +5.7%, European scheduled +7.4%, North Atlantic +2.3%, other long-haul +8.1% - total +5.0%
- The Association of European Airlines reported that in May scheduled passenger numbers on flights to, from and within Europe were 8.9% up on a year ago
- Virgin Atlantic announce that by summer 2006 it will have a daily service from Dubai to London

Domestic Economic News

- Base rates remain on hold, with a growing expectation that the next move will be downwards as consumer spending remains weak, however First Choice says foreign holiday bookings remain buoyant

European Economic News

- Following the “no” votes in the Netherlands and France the Euro is at its weakest level against Sterling since August 2004 at nearly €1.50

US Economic News

- Despite a stabilisation in the value of the US\$, an increase in US base rates is expected at the end of June

Global Economic News

- In its latest Economic Outlook the OECD notes that the next year will see wide variation in economic performance “ranging from solid in Asia to back on trend in the US, and weak and uncertain in Europe”
- The South Korean government says that its target of 5% economic growth in 2005 looks too optimistic

Domestic Tourism News

- 119 UK beaches are awarded Blue Flags for cleanliness, health and safety provision and disabled access

Global Tourism News

- A report by the International Olympic Committee praises the London and Paris bids, the winner will be announced on 6 July
- Vietnam reports three further cases of humans falling victim to avian flu, the World Health Organisation has now had 100 confirmed human cases reported to it, of which 54 have resulted in death
- In a referendum the Swiss have voted to join the 13 countries that are signed up to the Schengen agreement

Summary of Prevailing Conditions for British Tourism

http://vbnet/Images/Communications/pie%20010605_tcm17-8615.doc

About “Trends Update”

Issued fortnightly TU highlights the latest facts, figures and trends that impact on tourism. TU doesn't cover the main tourism surveys or Market Intelligence Reports circulated separately by International/England Research and Overseas Operations.

Trends and Forecast (Tourism, Economic, Demographic)

<http://vbnet/Communications/PartnershipsPlanning/ForecastingTrends/ForecastingAndTrends.asp>

International Marketing Research

http://vbnet/InternationalMarketing/international_research/default.asp

England Marketing Research

<http://vbnet/EnglandMarketing/EnglandResearch/default.asp>

Market Intelligence Reports

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