

Trends Update – Issue 3 (13 January 2005)

Weather

- Met Office figures show that across England and Wales December brought above average temperatures, below average rainfall and sunshine totals that were well above average

Transport operator news

- BA revenue passenger kilometres were up 3% for the month of December compared with a year ago, with equivalent figures for Ryanair being 9% and easyJet 28%
- BA is to cease flying to Britain from Saudi Arabia from the end of March due to weak demand
- BAA report passenger numbers at its 7 airports increased in December: domestic traffic up 6%, European Scheduled 5%, long haul (excluding North Atlantic) 9% but North Atlantic traffic fell by 1%
- Eurostar carried 15% more passengers in 2004 than in 2003

Domestic Economic Trends

- In line with expectations the Bank of England opted to keep base rates steady at their latest meeting

US Economic News

- The US trade deficit jumped to \$60bn in November, higher than expected, and an all time record – this means there is little prospect of the US Dollar strengthening in the short term
- US consumer confidence jumped sharply in December, taking it to its highest level since July

European Economic News

- Early estimates show that the German economy grew by 1.7% in 2004, slightly above expectation, but as a result of strong export demand rather than domestic dynamism

Global Economic News

- China's economy is estimated to have grown by more than 9% in 2004, with exports 25% up on 2003

Domestic Tourism News

- Positive media coverage about rebuilding progress in Boscastle and the Environment Agency announcement that there is only a 1 in 400 chance of similar flooding in the future
- Global Refund report a 5% drop in the value of reclaimed tax by overseas visitors in the past 4 weeks

Global Tourism News

- The WTO confirms that it believes the tsunami will have only a "slight impact" on global tourism in 2005
- In the first 11 months of 2004 overseas visitor nights in France rose just 0.3%, with the strongest growth from Asia and the Middle East

Other Tourism News

- DCMS and ONS now say new tourism employment figures will be issued "early in 2005"

Summary of Prevailing Conditions for British Tourism

http://vbnet/Images/Communications/pie%200312_tcm17-8615.doc

About "Trends Update"

Circulated fortnightly TU highlights the latest facts, figures and trends that impact on tourism in Britain. TU does not cover the main tourism surveys (IPS, Short-Term Trip Tracker), or Market Intelligence Reports – which are circulated separately by the International and England Research Teams and Overseas Operations.

The Intranet provides far more information – please use the following links to find out about:

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

<http://vbnet/OverseasOperations/MarketIntelligenceReports/default.asp>