

## Trends Update – Issue 5 (9 February 2005)

### Weather

- Across England and Wales January brought sunshine levels that were well above average, below average rainfall and temperatures that were exceptionally above average

### Transport operator news

- Passenger traffic at BAA airports witnessed a 7.4% annual rise in January, with North Atlantic traffic up 5.6%, other long-haul routes up 11.1%, European scheduled traffic up 8.3% and domestic traffic up 5.7%
- French industrial action disrupted sailings to Britain over a two day period in late January
- BA revenue passenger kms up by an annual 8% in January, Ryanair up 20% and easyJet 24%
- Virgin Atlantic services to Shanghai will increase from 5 per week to daily in October and a new daily Beijing service is due to start soon
- SN Brussels Airlines will launch a 9 times a week service from Brussels to Glasgow in June

### Domestic Economic News

- Consumer confidence received a boost in January, reaching its best level since just before the Iraq War
- Lending to consumers continues to increase at an annual rate of around 12%

### European Economic News

- German unemployment has broken through the 5 million level, the highest post War figure on record

### US Economic News

- Once again US interest rates have been increased by ¼ of a percentage point helping to ease the decline in the value of the US Dollar
- US unemployment has fallen to 5.2%, its lowest level since before 11<sup>th</sup> September 2001, with 146,000 new jobs being created in January

### Global Economic News

- China is now Japan's top trading partner, a position previously held by the US
- Economic growth in Brazil during 2004 reached 5.2% and unemployment in the main metropolitan areas is now under 10%

### Domestic Tourism News

- Figures show that the number of marriages in England and Wales during 2003 rose by 4.7% to stand at 267,700 – a trend that looks to be continuing, thereby providing a valuable boost to "special occasion" tourism
- Outbound visits by UK residents increased 4% in 2004 to reach 63.6 million trips

### Global Tourism News

- International tourism rose by 10% in 2004 with international tourist arrivals reaching 760 million – a "spectacular rebound" according to the latest edition of the WTO Tourism Barometer
- IATA, representing 270 scheduled airlines (excluding most low-cost operators) said global air passenger numbers rose 15.3% in 2004 and forecast annual increases of 6% between 2005 and 2008

### Summary of Prevailing Conditions for British Tourism

[http://vbnet/Images/Communications/pie%200312\\_tcm17-8615.doc](http://vbnet/Images/Communications/pie%200312_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

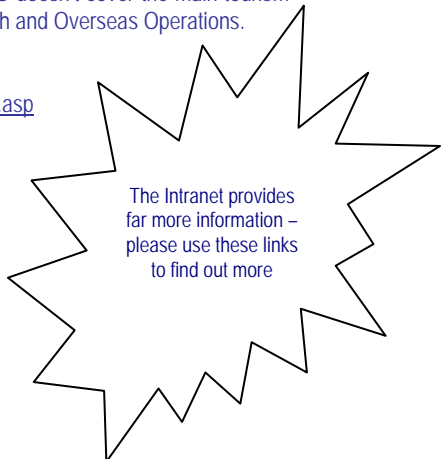
[http://vbnet/InternationalMarketing/international\\_research/default.asp](http://vbnet/InternationalMarketing/international_research/default.asp)

#### England Marketing Research

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#### Market Intelligence Reports

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



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