

## Trends Update – Issue 67 (5 September 2007)

### Weather

- Met Office figures show that across the UK as a whole in August rainfall, temperatures and sunshine totals were all close to average, though it was the coldest August since 1994

### Transport and tour operator news

- Etihad to operate an additional 5 flights per week from Abu Dhabi to Heathrow from this winter, taking its weekly total to 19
- easyJet to operate daily flights from Hamburg to Luton from 5<sup>th</sup> November
- Sun Air suspend flights from Billund to Birmingham
- American Airlines, which will be commencing a New York to Stansted service in October will go double-daily from next May
- Sterling to introduce four flights per week from Copenhagen to East Midlands, with three per week from both Oslo and Stockholm
- Air Berlin is expected to withdraw its Belfast City to Stansted service from end October
- From January Lufthansa will launch double-daily flights from Berlin to London City

### Domestic Economic News

- UK consumer confidence improves slightly during August despite financial market turmoil

### European Economic News

- Eurozone unemployment remains steady at 6.9% in July

### US Economic News

- US consumer confidence falls sharply in August

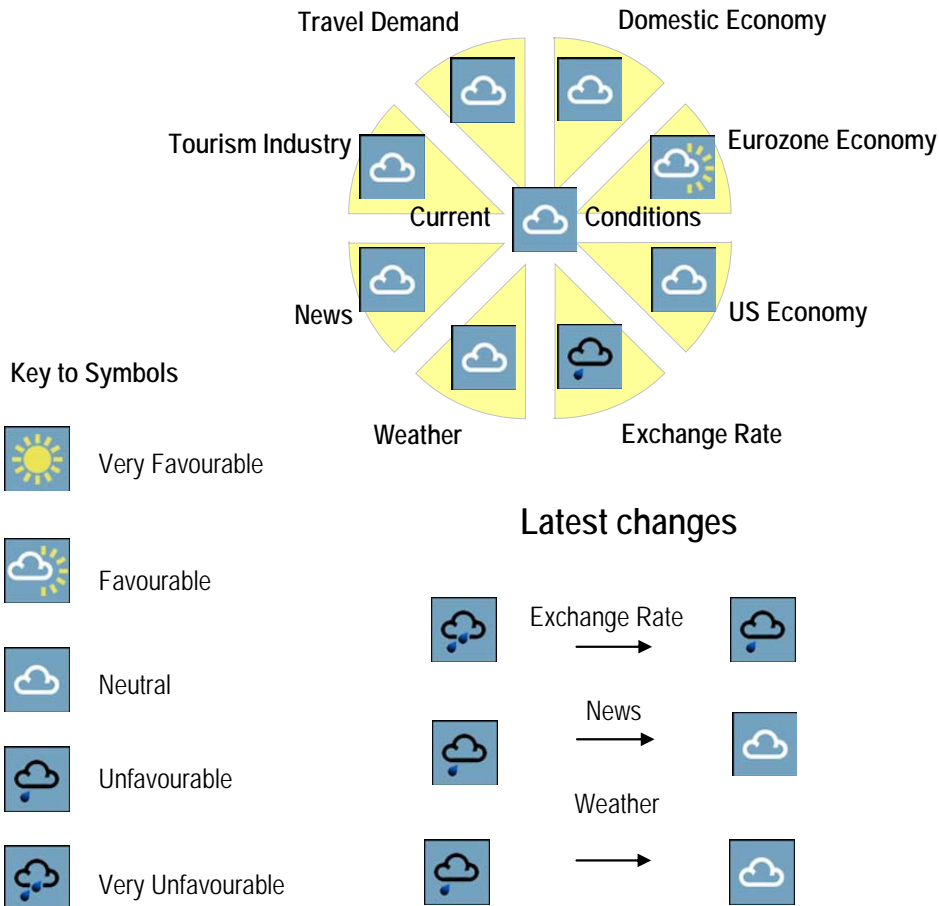
### Global Economic News

- China increases base rates for the fourth time this year as inflationary pressure mounts

### Tourism News

- According to PKF hotel occupancy in London during July stood at 87%, down from 88.4% a year ago, whereas occupancy in regional hotels increased marginally from 77.5% in July 2006 to 78% this year
- The population of the UK at mid 2006 is estimated to have been 60.6 million, an annual increase of 0.6%
- The Government announces that 'in principle' a £1 levy on ATOL protected package holidays should be introduced from 1<sup>st</sup> April 2008
- There have now been 58 cases of H5N1, avian flu, in humans this year, of which 36 have been fatal according to the World Health Organisation
- Figures from the Office for National Statistics show that nine out of ten UK Internet connections are now via broadband

## Factors Contributing to Current Tourism Trends in Britain September 2007



- Overall conditions remain in the Neutral range
- Met Office figures indicate that August weather was close to average for the time of year
- The News segment has now moved back into the neutral range
- The Exchange Rate segment is still in the 'Unfavourable' range, with the pound trading at \$2.03
- Figures from Global Refund for July show a modest rise in sales to overseas visitors reclaiming tax
- Continued weak growth in air travel ensures that the Travel Demand segment remains in the 'Neutral' range