



## TRAVELLER NUMBERS RISING AGAIN IN 2010

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More people are expected to travel during 2010 but they will still keep a tight grip on purse strings, warn industry bosses.

Experts speaking in London at the **World Travel Market Vision** – The Global Economic Forum were cautiously optimistic about prospects for recovery in 2010 but warn of further challenges such as rising unemployment.

Euromonitor International research unveiled at the forum predicted a return to growth for global GDP figures – from a fall of 1.1% in 2009 to a rise of 3.1% in 2010.

The recovery should see arrivals fall just 1.4% in 2010, rather than the 7.9% decline seen in 2009, said Caroline Bremner, global travel and tourism manager at Euromonitor International.

The UN World Tourism Organisation has forecast arrivals will grow by 1% or 2% next year, but Taleb Rifai, secretary-general, warned that tourism receipts were lagging behind by two percentage points.

'If we increase expenditure per tourist, that is better than increasing numbers,' he said. 'People are travelling for shorter times and spending less.'

Alan Chamberlain, Tourism Connections Network Managing Director, backed this view, commenting 'we're seeing a similar trend with our client's in Australia & Asia where this forward growth is returning already. 2010 should see good growth for savvy operators who are gearing-up now for new market opportunities' he said.

Tourism Connections Network provide market intelligence and B2B services that assist clients keep their position at the leading-edge of industry trends.

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