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PRESS RELEASE

EUROPEAN TOURISM IN 2012 - TRENDS & PROSPECTS (Q2/2012)

Brussels, 6 August 2012.

The European Travel Commission (ETC) has just published its second quarterly report on ***European Tourism in 2012 - Trends & Prospects***. The full report can be downloaded from ETC's corporate website by [clicking here](#).

The following gives a brief overview of the report for the second quarter of 2012.

- In the first half of 2012 European travel has exhibited some resilience in the face of the weak and uncertain global economic environment.
- Air travel continues to show some encouraging signs, with European airline passenger growth around 6% through mid-June while load factors have strengthened.
- The global economy is restrained by government austerity and a softening in export demand with leading indicators suggesting most major economies are slowing. In response to deteriorating economic conditions, global central banks have lowered interest rates.
- This uncertain economic backdrop is not yet causing significant falls in tourism demand, but the trend is of slowing growth. There are signs of mixed performance and slowing throughout Europe.
- Hotel data show signs of mixed performance throughout Europe. While Central and Eastern European destinations have performed well, a significant number of Southern European destinations have recorded falls in hotel occupancy during the first half of the year. Overall, a moderation in hotel occupancy rates in most European sub-regions is apparent.
- Tourism arrivals data for the first half of 2012 reveal an uneven picture of growth in the major European source markets. Meanwhile, Russia continues to be a star performer, with strong growth in all markets. While demand in Japan continues to recover, the struggle for US market share continues.

The full report can be downloaded from ETC's corporate website under the following link:
<http://www.etc-corporate.org/market-intelligence/reports-and-studies.html>

Note to editors:

The European Travel Commission is an association of National Tourism Organisations (NTOs). It was created in 1948 to promote Europe as a tourism destination to the long-haul markets outside Europe, originally in the USA and later in Canada, Latin America and Asia. It currently has 33 member NTOs, including 9 from outside the European Union. ETC is an independent body which is financed entirely by annual membership contributions and partnership funding.

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Press Releases: <http://www.etc-corporate.org/press/current-press-releases.html>

For further information: ETC's corporate website www.etc-corporate.org is aimed at industry, government and educational personnel interested in tourism to Europe.

Tourists seeking travel-specific information and ideas are directed to ETC's consumer portal www.visiteurope.com.