

in this issue:

Comment		
What's in a name?		3
Profiles		
Rome		4
Current trends reflect the pattern of tourism to Italy overall		
Things look up for 2005		
London		5
On target (nearly) to regain 2000's record visitor levels		
Hotel performance is impressive, thanks in part to the weaker pound ...		
... and attractions should enjoy a much better year than in 2003		
Moscow		7
Tourist arrivals double in five years		
Holiday trips are gaining in popularity		
Despite new construction, hotel capacity is falling		
Salzburg		12
Arrivals and overnights set for double-digit growth in 2004		
The USA and Japan are back with a vengeance ...		
... and China is a key market to watch		
Toronto		14
Signs of a rebound, especially from overseas markets		
Hotel occupancy and average room rates recover		
Increased public sector investment in tourism		
Comparative Trends		
China		17
China's eastern cities strengthen their lead in business tourism		
India		18
A year of unprecedented growth		
Australia		20
Foreign tourists venture beyond the traditional hot spots		
City tourism and culture		22
Tourism gains for Cultural Capitals tend to be short-lived		
City Statistics		
Trends in Europe		24
City visitor surveys: tracking visitor profiles and preferences		27