

in this issue:

Comment

Lessons to be learnt from the Bali bombings 3

Sector Reports

The European families market 4

Suffering from the uncertain political situation
Sun & beach attracts 42% of demand
Traditional retail outlets lose out slowly to new distribution channels

Language learning by Germans abroad 7

No need for all work and no play
Improving English is the main objective
Targeting the over-55s

US heritage travel to Canada 9

A growing market
Age is significant in determining interest in heritage travel
Population changes will boost heritage tourism demand

Markets

Belgium outbound 11

A disappointing year after a record 2001
Tour operating market is in the hands of two major players
Private car travel is most popular to neighbouring countries

Russia outbound 14

Still below its 1995 peak, but growth prospects are bullish
Russians quick to take advantage of low prices after 11 September
Stronger rouble will drive short- to medium-term market growth

Hong Kong outbound 17

Growth in 2002, but only thanks to China
Leisure travel dominates the market
North America rates more highly than Europe

Destinations

South Africa 20

Above-average growth for Africa, and especially Southern Africa ...
... but it has been a rocky ride for South Africa's tourism
Increased airline capacity boosts demand

Comparative Trends

Outbound travel from the Americas 23