

in this issue:

Comment	3
Conclusions of the annual Pisa Forum the 'think tank' of global tourism	
World tourism in 2003	
Trends in travel demand	4
2003 has been another difficult year but recovery is now clearly in sight Intra-regional travel continues to outpace inter-regional travel	
Economic trends	6
Improving, but the pace of recovery will remain uneven across regions	
Air transport	8
Light at the end of the long tunnel Cautious optimism from the corporate travel sector but travel budgets are still more likely to shrink than to expand Lower airfares are the main draw	
Key outbound travel markets	11
European outbound travel stimulated by the euro's strength USA turns in another disappointing performance SARS will leave an indelible mark, especially on Asia China is now Asia's major travel source Japan outbound lags behind	
Outlook for 2004	
Traditional versus low-fare airlines	16
Traffic demand back on track – but more than two years late Best growth in 2004 will be for intra-Asia Pacific and Europe Low-fare airlines will continue to stimulate demand	
The main growth markets	19
New EU members will drive Europe's outbound travel Value for money is key Traditional package tour is not obsolete USA needs more time to recover but the market holds huge growth potential The sleeping tigers are waking up Time to focus on middle-aged Japanese females Pisa Forum is optimistic about 2004 but warns that one should look beyond the arrivals numbers	
Trends to watch	23