

special issue:

The US Outbound Travel Market

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The first in a series of Special Reports: Still the world's most important outbound travel market with enormous longer-term potential for growth	
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Primarily a domestic travel market but outbound travel experienced a decade of growth in the 1990s Demand started to slow well before 11 September 2001	
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Increase in spending in 2003 after two years of declines The UK generates the highest share of spend	
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A better year for overseas travel The Caribbean was a major beneficiary but Europe is still number one and Asia is set to rebound strongly in 2004 New destinations set to enter top ten favourites	
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2002 and 2003 were not typical years	
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