

**in this issue:**

<b>Comment</b>	<b>4</b>
Rebuilding tourism – a critical element of the post-tsunami recovery effort	
<b>Forecasts</b>	
<b>Demographics and future travel demand</b>	<b>5</b>
The impact of ageing populations in leading Western markets: Outbound holiday trip volume overall to rise by a modest 32% ... ... but growth will be almost double for 'geri-actives' The travel trade in Germany and the UK stands to gain the most	
<b>Markets</b>	
<b>Duty- and tax-free shopping</b>	<b>9</b>
A lucrative market for all stakeholders Europe dominates in terms of sales Airport outlets generate the highest share of sales Luxury goods remain the most popular	
<b>Switzerland</b>	<b>13</b>
2004 should be better – after a lacklustre 2003 Germany ousts Spain from third position in the favourites ranking A high propensity for leisure travel Few Swiss have fixed habits in terms of how they book their holidays	
<b>East European markets</b>	<b>17</b>
Good prospects for growth Among the new EU members, Poland generates the most outbound trips Yield is still very modest but the potential is highly rated	
<b>Hong Kong</b>	<b>18</b>
A good year, but slower growth than for Asia Pacific overall Long-haul destinations attract the best growth ... ... but Asia remains favourite	
<b>Tour Operating/Retail Travel</b>	
<b>French tour operators</b>	<b>21</b>
First results point to a much better year in 2004 ... ... following a 5% drop in package tour sales in 2003	
<b>Comparative Trends</b>	
<b>World tourism in 2004</b>	<b>23</b>
A healthy rebound in demand for tourism	