

Editor's comment from *Travel Markets* No. 14 – December 2003

Conclusions of the annual Pisa Forum ...

This issue of *Travel Markets* provides an overview of the conclusions of the latest annual Pisa Forum, organised by IPK International from 29 October through 1 November 2003. This overview broadly reflects the presentation made by IPK at World Travel Market (WTM) last month, including updates of trends presented at WTM but not included in the WTM Global Travel Report issued to the media at the event.

This year's forum, the tenth annual event of its kind, was unique for a number of reasons. Most importantly, it was planned in co-operation with a wide range of high-level partner organisations. In addition to the World Tourism Organization, the European Travel Commission and the Pacific Asia Travel Association, new partners included the Office of Travel & Tourism Industries of the US Department of Commerce, the World Travel & Tourism Council, Global Insight and the International Air Transport Association (through its outgoing head of research).

At the same time, in addition to bringing together IPK International's established research partners from key tourism source markets in Europe, North America and Asia, the Forum welcomed the participation of partners and experts representing all sectors of the travel and tourism industry. In total, the Pisa meeting involved some 50 heads of research and/or marketing representing national tourism organisations, research institutes, industry associations and individual companies and organisations from over 30 different countries.

For the third consecutive year, The Travel Business Partnership was also honoured to be an active participant in the event, responsible for producing the annual *Guide to Global Travel Trends* (see below).

... the 'think tank' of global tourism

The Pisa Forum has a growing reputation as the annual 'think tank' of the global tourism industry. This summary report can only provide a brief overview of the wealth of information on travel and tourism demand exchanged by the participants in Pisa, but it does highlight the main conclusions of the three days of intense discussions.

The prime objectives of the meeting were to analyse the state of the industry in 2003 – identifying important trends in key and emerging source markets – to assess prospects for 2004, and to look at challenges facing the industry that will have an impact on longer-term trends. We will be looking more closely at these different challenges in next month's issue of *Travel Markets*.

For those interested in more comprehensive statistics and analysis, a 200-page report based on the Pisa Forum deliberations, *Guide to Global Travel Trends, 2003-2004*, is available for purchase from IPK. Please contact us for further details about the report, or for information on how to purchase it.