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PRESS RELEASE

EUROPEAN TOURISM IN 2012 - TRENDS & PROSPECTS (Q3/2012)

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The European Travel Commission (ETC) has just published its third quarterly report on ***European Tourism in 2012 - Trends & Prospects***. The full report can be downloaded from ETC's corporate website by clicking [here](#).

The following gives a brief overview of the report for the third quarter of 2012.

- European travel proves resilient in the face of the weak and uncertain global economic environment, with growth in visits reported for most destinations including from both long-haul and European markets.
- Air transport and accommodation data as well as available arrivals data indicate a slow growth as the year progressed. This is partly explained by cost-saving behaviours to face the uncertain economic environment. Hotel demand also appears to be weaker than total tourism demand indicating a rise in demand for other forms of accommodation.
- Among European airlines, long-haul air traffic demand has shown the greatest slowdown while intra-European demand remains stout.
- The strongest growth in European tourism demand is concentrated in smaller, emerging Eastern destinations which tend to involve lower costs than some of the more developed Western destination markets.
- Prices, and therefore revenue and profits, remain under pressure. Hotel average daily rates (ADR) in most markets are still lower than pre-recession peaks, especially once wider inflation is taken into account.
- The economic outlook remains uncertain although the near-term risk of Eurozone break-up appears to have faded.
- TourMIS data on arrivals from key source markets echo the trends seen in the industry data. Intra-European travel is benefitting from a shift away from more expensive, long-haul travel. Japanese arrivals continue to rebound following last year's natural and nuclear disasters in Japan.

The full report can be downloaded from ETC's [corporate website](#).

Note to editors:

The European Travel Commission is an association of National Tourism Organisations (NTOs). It was created in 1948 to promote Europe as a tourism destination to the long-haul markets outside Europe, originally in the USA and later in Canada, Latin America and Asia. It currently has 33 member NTOs, including 9 from outside the European Union. ETC is an independent body which is financed entirely by annual membership contributions and partnership funding.

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Press Releases: <http://www.etc-corporate.org/press/current-press-releases.html>

For further information: ETC's corporate website www.etc-corporate.org is aimed at industry, government and educational personnel interested in tourism to Europe.

Tourists seeking travel-specific information and ideas are directed to ETC's consumer portal www.visiteurope.com.