Écrit par sylvie.duval@finances.gouv.fr (Sylvie Duval)
Mercredi, 11 Juillet 2012 00:00 -

- UNITED KINGDOM Travel Trade Barometer: British Travel Projected to Remain Flat
United Kingdom tour operators reported in the U.S. Department of Commerce sponsored United Kingdom Travel Trade Barometer (as of February 29 - April 13, 2012) that, on average, projected bookings from the United Kingdom to the United States would remain flat through the second quarter of 2012, compared to last year.
The slump in the United Kingdom was squarely put on the shoulders of the global economy and the economy in the United Kingdom. Other concerns included the level of promotion by other long-haul destinations, entry and exit requirements and airfare.

- GERMANY Travel Trade Barometer: Projected to Register Solid Growth
German tour operators reported in the U.S. Department of Commerce sponsored Germany Travel Trade Barometer (as of February 29 - April 13, 2012) that bookings for travel to the United States in the first half of 2012 would remain strong.
Travel was projected to continue to increase through the summer catalog period.
The top motivator listed for travel from Germany to the United States over the next six months was the economy in Germany. The U.S. level of promotion by U.S. destinations and businesses was a very close second, followed by the exchange rate.
Over the next six months, the top deterrent listed for travel from Germany to the United States was airfare, followed by the level of promotion by other long-haul destinations.

en savoir plus

Consultez la source sur Veille info tourisme: Etats-Unis prévisions des arrivées en provenance de lAllemagne et du Royaume Uni