



## **Trends in European Travel**

### **Featuring**

**Noel Sweeney**

Choose from one of two live presentations:

- **Wednesday, March 23, 2011 at 1:00pm–2:15pm** (US Eastern Standard Time\*) or
- **Thursday, March 24, 2011 at 5:00 am-6:15am** (US Eastern Standard Time\*)

**For time zone visit: <http://www.timeanddate.com/worldclock/>**

- What travel trends are evident? - What is happening in the new distribution channels?
- How has consumer behaviour changed? - What is the outlook for travel from the principal source markets?
- How has the market environment changed? - What role does the European Union play in the travel industry?

### **Session Overview:**

*‘A 2 speed post-recession Europe’*

The session Noel Sweeney will provide an overview of the European market for travel in 2011 and beyond. As European economies emerge from recession several countries have gone to the brink of bankruptcy while others, led by Germany, surge ahead. The economic map of Europe has been irrevocably changed, with austerity measures introduced by many governments, new post recession consumer values and behaviour patterns, and the future of the common currency (euro) subject to a new political climate. What does all of this mean for travel demand?

Recent years has also seen significant changes in the travel industry across Europe with increasing consolidation in the airline and tour operator sectors, coupled with the emerging dominance of online channels. How can destinations and travel product marketers adjust to this changed scenario and what does the future hold?

A pen picture of the principal European source markets for travel will discuss underlying trends impacting travel demand including:

- economic outlook
- demographics
- motivations for travel and top destinations
- short to mid-term outlook for travel demand

### **Featured Speaker**

Noel Sweeney is co-founder and Managing Director of TTC – Tourism and Transport Consult International. He is a past World President and Chairman of TTRA – Travel & Tourism Research Association and member of the Irish Government’s Tourism Review Group.

An analyst and commentator on global travel trends, Noel works with clients around the world and is a frequent speaker at international tourism conferences.

Noel is the author of several reports on tourism in Ireland including the recent Irish Tourist Industry Confederation ‘A Changed World for Irish Tourism – facing up to the challenges of recovery’ published August 2010, and the more recent ‘Tourism – The Opportunity’ which explores the ‘what if’ scenarios in Irish tourism over the next five years.

**Announcement:** [www.ttra.com/resource](http://www.ttra.com/resource) - TTRA Educational Webinar Series

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<https://netforum.avectra.com/eweb/DynamicPage.aspx?Site=TTRA&WebCode=LoginRequired>

**Session Fee:** TTRA Members \$20.00, non-members \$50.00

### **About The TTRA Educational Webinar Series**

The Travel and Tourism Research Association (TTRA) is a non-profit professional association whose major purpose is to increase the quality, value, effectiveness and use of research in travel marketing, planning and development. Our association strives to be a leader for the global community of practitioners and educators engaged in research, information management and marketing in the travel, tourism and hospitality industries.

The TTRA Educational Webinar Series is teleconference based sessions presented by leading experts from around the world. Members and non members are invited to participate. For more information on TTRA or to join as a member see our website at [www.ttra.com](http://www.ttra.com) or contact [Connie Brauer](mailto:Connie.Brauer@ttra.com) at [cbrauer@ttra.com](mailto:cbrauer@ttra.com).