



## Chapter 1

# Features of the travel and tourism industry

*In this section of the syllabus you will learn about:*

- the nature of travel and tourism, including the main types of tourism, types of destination, the main reasons why people travel and characteristics of the industry
- the scale of the travel and tourism industry
- factors affecting tourism
- the structure of the travel and tourism industry
- the subsectors of the industry.



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### Introduction

The past 70 years have seen a remarkable growth in tourism-related activities. For example, the number of international arrivals shows an evolution from a mere 25 million international arrivals in 1950 to nearly 12 billion in 2015, corresponding to an average annual growth rate of over 6%. Today travel and tourism is one of the world's largest industries, it was responsible for 9.8% of world GDP (US\$7.6 trillion) in 2014, 5.4% of total exports and now supports nearly 277 million people in employment, which equates to 1 out of every 11 people, in both the advanced and emerging economies. Furthermore, growth in tourism is expected to continue at a rate of 4% each year with tourists expected to continue spending more per trip and to stay longer on their holidays in the next ten years.

The Cambridge International AS and A Level syllabus introduces candidates to the dynamic nature of the travel and tourism industry and to the various ways in which it responds to change. This gives the readers a broad understanding of one of the world's fastest growing industries. This book investigates the reasons for the rapid growth in the modern travel and tourism industry and shows why it is described as 'the world's biggest industry'. Readers will learn that the international travel and tourism industry consists of a wide variety of commercial and non-commercial organisations that work together to supply products and services to tourists. During your studies, you will develop an appreciation of the values and attitudes of

different organisations and the significance of travel and tourism to the economies of many countries.

To help introduce you to the content here are a few simple starter activities. You may or may not have studied the travel and tourism industry before but you will know something about it. Complete the following holiday survey, based on your most recent experience, with as many details as you can remember about the trip.

Holiday Features	Details
destination	
length of stay	
transport	
accommodation	
excursions/visits	
activities	
food & drink	
type of booking	

Table 1.1

The details you provide will be valid illustrations of aspects of the Travel and Tourism syllabus content. The destination you visited determines whether you would be classified as a domestic or an outgoing tourist. The destination, if abroad, may have been long haul or short haul; at home it may have been a short break or you were visiting friends and relatives, which is known as VFR.

#### ACTIVITY 1

- You should be able to identify and provide examples of the main Travel, Tourism and Hospitality component activities present in your **local** area. You should be aware that it is possible to place these into categories. Name **three** examples in your local area of each of the following:
  - places of entertainment
  - travel service providers (travel agents etc.)
  - transport services (air, rail and road)
  - catering facilities
  - accommodation types
  - sport and leisure venues/providers
  - other visitor attractions.
- These are all examples of the things that help to make tourism come alive not just in your local area

but in all types of destination. You will have paid money and been a customer in some of them.

If you went to primary school in your local area you will have seen lots of changes over the last decade. Think and write about some illustrations of the following:

- new building developments
  - new events
  - new attractions.
- Have you been a guest at a wedding reception or some other similar event? Where was it held and what did the event involve as far as you can remember? Your answers to all these questions will show that you have some basic familiarity with the products, services and facilities provided by travel and tourism organisations.

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The accommodation used during your trip may have been serviced or self-catering, such as a four star hotel or a camp site, and you may have had half board or an all-inclusive meal plan. Whilst on holiday you may have visited natural and/or built tourist attractions and used the services of a local Tourist Information Centre (TIC) or guide. The holiday, or some of its components, may have been booked through a travel agency or direct with a tour operator. Different methods of transport by land, sea and air may have made up parts of the holiday.

There will be some aspects of your local area that will qualify it as being a tourist destination. Destinations are places where tourism develops. Tourist destinations are themselves influenced by the prevailing social, cultural, environmental, economic and political conditions. It is fundamental to the concept of the tourist destination that tourism is generally not the sole economic activity or function within the area identified as a destination.

### 1.1 The nature of travel and tourism

Travel, tourism and hospitality are old concepts and history is full of examples of explorers travelling to distant lands. Today, people around the world travel for many reasons and international travel by road, rail, sea and air transport has become common. However, should all people who travel to a particular destination be regarded as tourists? It is worthwhile now to consider the definition of the word 'tourist'. In 1995, the World Tourism Organization (UNWTO) provided the following clarification:

*'Any person who travels to a country other than that in which s/he has his/her usual residence, but outside his/her usual environment for a period of at least one night but not more than one year and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited. This term includes people travelling for leisure, recreation and holidays, visiting friends and relatives, business and professional health treatment, religious pilgrimages and other purposes.'*

'This definition of what being a tourist actually involves helps us to define the word tourism with a good degree of accuracy and one of the more straightforward definitions is that used by the UK Tourism Society:'

*'Tourism is the temporary short term movement of people to destinations outside places where they normally live and work, and their activities during their stay at these destinations.'*

'In other words, tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. We can now have a look at some of the different types of tourism and consider the main reasons why people travel.'

#### Main types of tourism

##### Domestic tourism

Tourism is classified as **domestic** when the trip or holiday takes place within a person's home country. If a traveller crosses one or more national borders, this becomes **international** tourism and they will be classified as an international arrival in their destination country. An American citizen flying from Los Angeles (LAX) to Auckland (AKL) would be an **outbound** tourist from the USA and an **inbound** tourist to New Zealand. International tourist arrivals and international tourist receipts are the most commonly accepted measures of a country's international tourism industry. Tourism is a key driver of New Zealand's economy and it attracts people from around the world. Tourism's direct contribution to New Zealand's GDP was NZ\$8.3 billion or 4.0% in 2014.

Domestic tourism in New Zealand continues to grow. Domestic tourism is popular with some people because it is convenient in many respects. For example, there are no difficulties speaking the language, using the currency and no passport or visa is required for travel. During 2013 domestic tourism increased by 4% to reach 19 million trips. 2013 domestic trip growth was, however, lower than the 9% growth seen in 2012. The more moderate growth in 2013 was perhaps due in part to the appreciation of the New Zealand dollar between 2012 and 2013, which made outbound travel more attractive. The number of domestic trips is expected to reach 21 million trips by 2018. Domestic travel spending generated 56.3% of direct travel and tourism GDP in 2014 in New Zealand compared with 43.7% for visitor exports (foreign visitor spending or international tourism receipts). Domestic travel spending is expected to reach the value of NZ\$15.9 billion by 2025.

Inbound tourism involves overseas residents visiting a country and in 2014 New Zealand received 2 857 400

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international visitors, up 5.1% on the previous year. International visitors contributed more than NZ\$9.6 billion to New Zealand's economy. Figure 1.1 shows one of New Zealand's attractions for inbound tourists.

Outbound tourism refers to residents leaving their home country to travel overseas, usually for a holiday. In 2011, New Zealand residents made 2.2 million trips abroad, up 1% on the previous year.

Type of domestic trip	Number of trips (millions)	Annual growth (%)
day trips	31.5	14.6
overnight trips	16.6	4.1
total nights	49.1	2.8

Table 1.2 Tourism is a key driver of New Zealand's economy



Figure 1.1 Whale watching in New Zealand

### KEY CONCEPTS

#### Global and growing

The New Zealand study shows the growth rate of tourism for one country, but the patterns shown can be found around the world, highlighting the importance of this industry on a global scale.

Key market	Number of trips (millions)	Annual growth (%)
Australia	1 156 426	+3.3
UK	230 316	-1.7
USA	184 714	-2.6
China	145 524	+18.6
Japan	68 963	-21.4

Table 1.3 International visitors in New Zealand

### Mass tourism

**Mass tourism** is a form of tourism that involves a large number of tourists coming to one destination. There is usually a particular reason to visit a particular location for mass tourism purposes, such as skiing in a mountain resort or sunbathing at a beach location. This form of tourism can involve tens of thousands of people travelling to the same destination, often at the same time of year. It has been the most popular form of tourism since mass tourism holiday products were introduced in the 1970s as it is often the cheapest way to go abroad on holiday. A traditional package holiday is an example of mass tourism.

### Specialised tourism

Tourism has changed in recent times to reflect the changing tastes and preferences of visitors. To meet the needs, wants and expectations of a more adventurous population, the travel and tourism industry has responded over the last decade with the rapid growth of **specialised tourism** geared towards particular interests such as hiking, painting or culinary activities. According to the World Tourism Industry (UNWTO), specialised tourism can be defined as that which involves individual or group tours by people who wish to develop their given interests or visit places with a connection to their specific interest. Sports tourism and medical tourism are two examples. We will look at a broad range of different forms of specialised tourism later in the chapter.

### Independent and packaged tourism

Another innovation that has affected the travel and tourism industry in recent years is the way in which travel and tourism products are packaged. The rapid development of online services have changed how travellers book holidays. This has led to the creation of **independent tourism**. An independent holiday is one in which the traveller organises and books transport and accommodation from separate sources rather than purchasing them together as part of an organised package. **Packaged tourism**, on the other hand, is defined as the simultaneous sale of at least two elements of a holiday to the traveller, such as fares on public transport (e.g. flights) and commercial accommodation (e.g. a hotel or self-catering apartment). Other elements, such as meals or excursions, are not essential to the definition of a holiday package, but may also be included.

## Types of destination

### KEY TERMS

**Destination:** any geographical area consisting of all the services and infrastructure necessary to support tourism i.e. the basic physical and organisational structures and facilities (e.g. buildings, roads, power supplies).

Simply then, destinations are the places to which people travel in order to take part in leisure and tourism activities. Because people travel for different reasons, different aspects or features of a destination may appeal to different people. Destinations can be categorised under the following types.

### Resort

The word 'resort' is often used to describe a tourism destination. These are places in which a high proportion of the jobs and businesses are connected to tourism. Resorts have a range of accommodation and include a number of attractions and other tourist facilities. For example **beach resorts** are on the beach and the main amenities and activities for visitors are linked to the beach, as in Benidorm and Alicante, which are in the Costa Blanca area of Spain. Resorts can also be **purpose built** such as Center Parcs or Disneyland Paris. These offer accommodation, food and beverages, activities and amenities designed around a certain theme and were carefully planned and developed to attract certain customer groups. **Integrated resorts** are a relatively new, mixed development concept which are large scale and purpose built. An integrated resort offers a broad range of leisure and conference facilities as well as a casino. There are two integrated resorts in Singapore, which opened in 2010. Resorts World Sentosa is a family-centred attraction, and includes the region's first Universal Studios theme park, S.E.A. Aquarium (one of the world's largest aquariums), Adventure Cove Waterpark and Dolphin Island. Other attractions include a Maritime Experiential Museum, an award-winning destination spa, a casino, six unique hotels, the Resorts World Convention Centre, celebrity chef restaurants and specialised retail outlets. Marina Bay Sands (see Figure 1.2) is a luxury resort complex, offering a 2 561-room hotel, a convention-exhibition centre, The Shoppes at Marina Bay Sands boutique shopping centre, a museum, two large theatres, seven 'celebrity chef' restaurants, a skating rink and the world's largest atrium casino with 500 tables. Other countries also offer integrated resorts, which are popular especially in Asia.



Figure 1.2 The Marina Bay Sands Integrated Resort, in Singapore

### Town, city, country

Any geographical location can be a destination if it has the ability to attract visitors to it, no matter the size or scale of the area. Small medieval **towns**, historic **city** centres, even whole regions such as the Loire Valley in France or the Shanxi province in China are all destinations with charm, curious traditions, popular festivities and delicious local foods to attract tourists. **Countries** can be described as destinations too: Thailand or Kenya are both popular.

### Urban and rural

**Urban destinations** are those with a relatively high population density so these are mainly large towns and cities. Day trips are popular to urban destinations as the transport infrastructure is usually well developed to complement a wide range of other facilities for tourists. Tourists usually go there for business purposes, to go shopping, for entertainment venues or to visit museums, churches and other built attractions. New York is an example of an urban destination. **Rural destinations**, also known as **countryside destinations**, are those in more remote and less densely populated areas. Tourists visit rural destinations to enjoy natural attractions such as lakes, mountains and forests. An example of a rural destination is the Fjords of Norway.

### Coastal and island

**Coastal destinations** as the term suggests are towns and villages that attract visitors because they are located on the coast. Visits here are also known as seaside tourism and these types of destination are popular with families. Coastal destinations form an important part of the traditional 'Sun, sea and sand' package holiday. Calangute is a coastal destination in Goa, India. **Island destinations** attract visitors with their exotic images of white sandy

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beaches, activities such as snorkeling amongst the coral reefs and their strong cultural heritage. Jamaica is an island destination in the Caribbean.

### More Economically Developed Countries (MEDCs) and Less Economically Developed Countries (LEDCs)

This is an important means of classifying destinations. Traditionally MEDCs have played an important role as destinations, acting as tourist receiving areas because they have the most developed infrastructure to support visitor numbers. Typical MEDCs are in the northern hemisphere and include countries in Western Europe, North America, Australia and Japan. By nature LEDCs are poor countries, and do not have stable economies. Their infrastructure is not well developed and there are sometimes political problems. All of these factors have made them unsuitable as tourist destinations in the past. Examples of LEDCs include Ethiopia, Cambodia and Haiti. However, over the last decade or so, many LEDCs have realised that there are many benefits to be gained from tourism and therefore some of these countries are emerging as destinations, attracting increasing numbers of visitors. Many LEDCs have been able to promote and exploit their natural landscapes and wildlife, from safaris in Tanzania and Kenya, gorilla trekking in Rwanda, to rainforest trekking in Costa Rica and glacier tours in Argentina. Other countries have relied on historical and cultural attractions such as Mexico and Egypt with their pyramids, Laos with the Angkor Watt temples and Peru with the Inca ruins of Machu Picchu. Newly industrialised countries (NICs) including Brazil, India and China are also gaining importance as destinations.

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#### KEY CONCEPTS

##### Change and development

Emerging destinations are an example of how the travel and tourism industry can cause positive change and enable destinations and economies to develop.



#### KEY TERMS

**Tourism generating area:** places where the majority of tourists originate.

**Tourism receiving area:** main areas to which the majority of tourists travel.

### Reasons why people travel

People travel for a variety of reasons and the most commonly used sub-divisions are as follows.

#### Leisure travel

Very simply, leisure travel is travel for pleasure and enjoyment. Leisure tourists visit a destination to see an attraction, take part in activities and to experience a break from their usual daily routines. The important point about leisure travel is that people are travelling to engage in some leisure-related activity during their free time and that they are using their own money in order to do so. Their travel plans are not work-related (although it is common for some individuals to combine business with pleasure) and to all intents and purposes such travellers are on holiday. Furthermore, these leisure travellers can be sub-divided into categories such as day trippers, overnight visitors or those on a particular type of holiday such as a short break.

#### Business travel

Business travel is an important part of the global travel and tourism industry and it is frequently referred to as MICE (Meetings, Incentives, Conferences and Exhibitions). People travelling for work-related purposes are business tourists. A particular business traveller may be going to meet with colleagues, they might be a delegate at a conference or an attendee at an exhibition or they might be travelling as a reward for past job performance. A characteristic feature of business travel is the fact that the employer will meet a significant proportion of the cost of travel and so business travellers tend to spend more than leisure travellers both in terms of transport and accommodation.

#### Visiting friends and relatives (VFR)

There is a trend in both the More Economically Developed Countries (MEDCs) and the Less Economically Developed Countries (LEDCs) for international travel for the purpose of visiting friends and relatives. In many cases, migration has resulted in large numbers of people working overseas while their families remain at home. This means that there will be a regular flow of expatriate workers travelling for home visits throughout the year, but particularly at holiday and festival times. VFR tourists usually spend money on transport and activities, but not on accommodation.

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However, the travel and tourism industry is very dynamic and changes in the types of tourism people prefer have encouraged tour operators to offer specialised holidays catering for specific requirements. These focus on interests and activities which appeal to a particular sector of the tourist market.



### KEY CONCEPTS

#### Customer focus

By adapting to the specific wants and needs of customers, the travel and tourism industry can definitely be described as customer-focused.

This has given rise to a variety of key specialised markets and travel motivations based on the particular reasons for travel such as:

- medical tourism: medical packages which offer cheaper general or cosmetic surgery abroad, followed by a period of recuperation
- religious tourism: religious journeys or pilgrimages to destinations such as Jerusalem, Lourdes and Mecca
- adventure tourism: such as trekking in the jungles of Borneo or the mountains of Nepal
- cultural tourism: heritage tours visiting historical and cultural sites, often in cities such as Rome, Athens, Florence and Venice
- ecotourism: trips to experience the unspoilt natural environment and wildlife in destinations such as Amazonia or Antarctica
- sports tourism: trips to see a cricket or rugby team in a competition abroad or attending the FIFA World Cup or the Olympic Games
- health and spa tourism: visits to spa resorts which offer health therapy and beauty treatments in luxurious, relaxing surroundings such as found at Kamalaya Koh Samui in Thailand.

Special interest tourism, including **dark tourism**: trips to the locations of former conflicts, such as battlefields or concentration camps such as Auschwitz and Dachau; **slum tourism**: organised excursions to informal settlements and impoverished areas as a more realistic form of experiencing a country, by getting in touch with real people and the local culture. An example is Favela Da Rocinha in Rio De Janeiro in Brazil; and **film tourism**: a specific form of cultural tourism which reflects the growing interest and demand for locations which become popular due to their appearance in films and television series. Film

tourism is particularly big in New Zealand following the success of *The Hobbit*.

### ACTIVITY 2

To help you get a clearer idea about tourism in your own country, undertake some research and complete Table 1.4.

Purpose of tourism in your chosen country for last year				
	Your country residents		Overseas visitors	
	No. of trips	Spending	No. of visits	Spending
Leisure				
Business				
VFR				
Other				
Total				

Table 1.4

You could then compare and contrast these figures with those given in Table 1.1 and attempt to explain any differences.

### Characteristics of destinations and attractions which appeal to visitors

A broad range of features exist within each destination which attract visitors or play an important part in their decision to visit. The following section explores a number of these reasons.

#### Accessibility

The provision of safe, convenient and economical transport and other tourism-related infrastructure is a key factor for the success of tourism in any destination. Visitors must have easy and affordable access to a destination in order to want to travel there. Having a good international airport, served by a number of international airlines from around the world makes a destination more accessible. Good local infrastructure, with good public transport networks and a variety of well-connected public amenities also attracts more visitors.

#### Built and natural attractions

When choosing where to visit, tourists will consider what attractions there are on offer. An ideal destination will have a broad mix of built and natural attractions as this

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creates the broadest appeal to visitors. Built attractions include churches, museums, castles, theme parks, zoos, art galleries, theatres and cinemas. Natural attractions include National Parks, lakes, beaches, forests etc.

### ACTIVITY 3

Choose **two** different destinations. Research and compare the range of built and natural attractions offered in each destination. Which destination would you recommend to a leisure visitor? Give reasons for your recommendation.

### Climate

The climate affects people's motivation to travel. Favourable climatic conditions at destinations are key attractions for tourists, especially in beach destinations. Most tourists seem to like to travel to destinations where it is mainly warm and dry. Mountain tourism or winter sports are also highly dependent on specific climate and weather conditions, for example fresh snow for skiing.

### Culture

Culture refers to a way of life of a group of people, the behaviours, beliefs, values and symbols that they accept, that are passed along by communication and imitation from one generation to the next. Culture is of huge importance as a characteristic of a destination that draws visitors in. There are many different cultural aspects that appeal to visitors who want to experience something different from what can be experienced in their place of residence.

### Traditions

These are the long-established customs that people from different cultures continue to practise. For example, ancient Māori cooking techniques practised by the indigenous people in New Zealand use natural cooking pools within the geothermal hot springs. Visitors are invited to witness the local people preparing food in this way.

### Language

Language reflects the nature and values of society. Some countries have two or three languages. Tourists may often only choose to travel to destinations in which there is no communication barrier because of the languages commonly spoken in that country. English is without a doubt the actual universal language in tourism terms. It is the world's second largest native language and is the

official language in 70 countries. This will help reassure many tourists as they can use English to communicate with local people, even if it is not the native tongue for either the visitor or the local person.

### Gastronomy

Some tourists will choose a destination where the local food and beverages are the main motivating factors for travel. Travelling to taste the local speciality food and beverages tends to be a domestic tourism activity, with visitors travelling to places to eat and drink specific, local produce. For example in Barcelona, cultural tourists can book onto the Gastronomic Treasure Hunt. Participants will be asked to perform different, fun tests to develop their senses of taste and smell and their abilities to cook in a light-hearted way while they discover the secrets and curiosities of Catalan and Spanish gastronomy.

### Dress

For people from certain cultures, the dress code within a destination is an important factor. For example, public bathing in bikinis is not acceptable within all cultures, therefore visitors from certain cultural backgrounds might choose not to visit beach resorts where this is commonly practised.

### Handicrafts

Crafts reflect the artistic sense, feelings and cultural characteristics of a destination. People often choose destinations which offer traditional handicrafts, although this is unlikely to be a main travel motivation; combined with other cultural 'pulls' it might be one of a number of reasons why tourists visit a particular destination. In Turkey, for example, weaving materials from wool, mohair, cotton and silk are popular forms of handicrafts, which tourists often observe during their visit and purchase as souvenirs.



Figure 1.3 An exhibit at The Setouchi Art Festival in Japan



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### Events

These are an important reason why visitors choose certain destinations at particular times of the year. There are many different types of events held around the world each year, which draw in large numbers of visitors. They include: **art events** such as The Setouchi Art Festival in Japan, which brings artists, architects and designers together to display artwork in a range of different media (see Figure 1.3); **music events** including international music festivals such as the Montreux Jazz Festival, which celebrated its 50th year in 2016. More than just a jazz festival, Montreux has seen top names from pop, rock and hip hop music perform each year to more than 200 000 visitors. A **festival** is the name given to a period of celebration typically for religious reasons but nowadays also used to refer to an organised series of concerts, plays, or films held annually in the same place. Festivals appealing to tourists range from the Monkey Buffet Festival held in Thailand each year to pay respect to the macaque monkey population in Lopburi, to La Tomatina. The industrial town of Buñol in Valencia, Spain welcomes 20 000 visitors to throw tomatoes at one another every August. **Sporting events** attract visitors to specific destinations. Some are fixed year after year such as the Wimbledon Tennis Championships. Other major sporting events change location, such as the Olympic Games or the UEFA Champions League football matches. Fans of such sports will plan their visit to see their teams perform around the world.

### History

Historical attractions play an important part in tourists' decisions to visit a destination. Cities often offer a choice of many different historical attractions, for example in Rome visitors can visit the Colosseum, the Roman Forum and the Pantheon. Or there are the Elephanta Caves located in western India, which is a UNESCO World Heritage site (see Figure 1.4).



Figure 1.4 The Elephanta Caves in western India

### Architecture

Some visitors are drawn to destinations with interesting and unique architecture, such as Dubai, with the Burj Khalifa, the world's tallest building and the sail-shaped Burj Al Arab hotel, the world's first seven star hotel.

### Leisure activities

For many tourists, it is the range of leisure activities available within a destination that influence the decision to visit. For example, the 'Discover the best of Mauritius' website lists kite surfing, swimming with dolphins, canyoning, underwater walking, mountain biking and golf as just some of the leisure pursuits that the island offers to its visitors. Or for some, the travel motivation is the availability of one particular leisure activity within a destination, for example, visiting the Bifengxia Panda Reserve in Ya'an, in the Sichuan Province of China (Figure 1.5).



Figure 1.5 Pandas playing at the Bifengxia Panda Reserve in Ya'an, in the Sichuan Province of China

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### Range and type of accommodation, including grading

A destination will appeal to a wide customer base if there is a large variety of different types of accommodation on offer, ranging from camp sites and simple hostel accommodation to attract budget travellers through to luxurious five star hotel accommodation.

It is important to understand that the types of accommodation used by tourists can be either serviced or non-serviced. In serviced accommodation the price charged to customers reflects the fact that members of staff are available on site to provide guests with services such as cleaning, meals and room service. Non-serviced means that the customer is purchasing sleeping accommodation that is being offered to guests furnished on a rental basis. Frequently used types of non-serviced accommodation include self-catering apartments, holiday cottages and caravans.

Many countries have devised official grading schemes and in Europe there has been an attempt to harmonise hotel grading criteria in an attempt to clarify standards for international travellers.

### Religion

Some tourists will wish to travel to destinations in which the same religion as their own is widely practised. This might include visiting destinations for the purpose of pilgrimage. Others will deliberately choose to visit destinations in which a different religion is practised as part of a cultural experience.

## Challenges of the travel and tourism industry

### Seasonality

Depending on where you are in the world, the demand for various tourism products and services will vary throughout the year, often reflecting the local seasonal climatic conditions. Figure 1.6 shows an important French attraction.

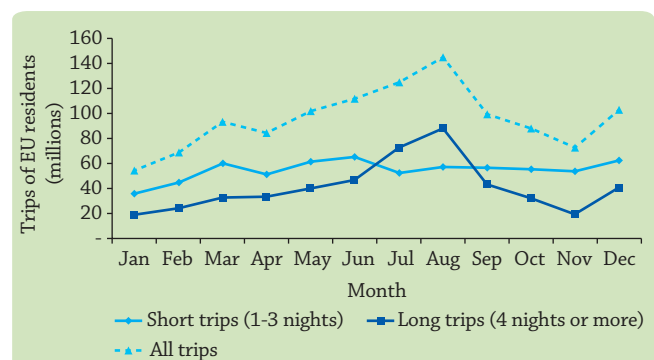


Figure 1.6 Eiffel Tower, Paris in autumn

Tourism in countries within the European Union (EU) shows the effect of seasonality very clearly in terms of:

- the pattern of tourism demand
- participation in tourism by EU residents
- the number of trips they made
- the number of nights spent on those trips.

Seasonal variation applied to all aspects of trips made, regardless of whether they were spent in tourist accommodation (such as hotels or camp sites) or in less formal and often unpaid types of accommodation (such as owned dwellings or accommodation provided for free by friends or relatives). Research and analysis published in 2014 by the EU (Figure 1.7) clearly illustrates seasonal variation.



(<sup>1</sup>) Trips which started in 2013 and ended in 2014, are included in the corresponding of departure of 2014 (f.i. a trip that started in November 2013 and ended in January 2014 is included in November 2014).

(<sup>2</sup>) EU-28 aggregate estimated for this publication, not including Sweden, including 2013 data for the United Kingdom.

Figure 1.7 Distribution of nights spent in the four quarters of 2014

Key findings of this European research were:

- Nearly one in four trips by EU residents were made in July or August.
- In August, 12.6% of all trips were taken and 10.9% in July.
- The number of trips in the peak month (August) was 2.6 times higher than the number of trips in the lowest month (January).
- When taking into account the duration of the trips, the seasonal pattern was even more pronounced, with EU residents having spent one in three nights away in these two months, August (17.2%) and July (16.1%).
- The number of nights spent in the peak month (August) was four times higher than the number of nights spent in the lowest month (January).
- In August 2013, EU residents made more than 88 million long trips of at least four overnight stays. This represents 18% of all long trips made through the entire year.

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- The distribution of short trips over the year was more even. June was the most popular month for trips between one and three overnight stays, closely followed by December, May and March. Figures 1.8 – 1.11, below show typical examples of popular destinations.
- Business trips are less season dependent, with business trips representing nearly 12% of all trips made by EU residents. This ranged from over 17% in November to 5% in the main holiday month of August.
- Nearly 40% of all tourism nights spent outside the summer peak months (July and August) were spent by Europeans aged 55 or more (the grey market).



Figure 1.8 Traditional Dutch windmills with vibrant tulips



Figure 1.9 London Bridge at night



Figure 1.10 Beautiful Venetian scenery



Figure 1.11 Skiers in mountains on a ski lift, Switzerland