World: Inbound Tourism
International Tourist Arrivals

Source: World Tourism Organization (UNWTO) ©
International Tourist Arrivals, 1950-2020

Actual

Forecasts

- Middle East
- Africa
- Asia and the Pacific
- Americas
- Europe

- 1.6 bn
- 1 bn
- 922 mn
- 534 mn

Source: World Tourism Organization (UNWTO) ©

Monday, May 31, 2010
Share of World Travelers

Top 15 Non-Asian Countries

China + Hong Kong + Malaysia + Thailand
Psychographic Trends
1. Learning and enrichment
The “coveted” demographic?

18-49

135.1 million +1% 135.9 million

50+

89.3 million +25% 111.3 million

2006 2016

Source: US Census
Learn Russian for 4 weeks in Riga
Book now for a special discount rate

Learn Spanish
- Spanish course SPAIN
- Spanish in ARGENTINA
- Spanish in COSTA RICA
- Spanish course US
- ALL Spanish programs

Learn French
- French course FRANCE
- French course CANADA
- French course US
- ALL French programs

Learn English
- English course US
- English course UK
- English course MALTA
- ALL English programs

Learn Italian
- Italian course ITALY
- Italian course US
- ALL Italian programs

Playa del Carmen offer!
FREE full-day excursion to Chichén Itzá with General Course of min 3 weeks.

Italian & Cooking Course
A feast for the senses! 2 weeks in Florence ONLY $1178

Spanish & Yoga Course
Learn Spanish & Yoga in Jaco Beach, Costa Rica! Chill out from $598

French & Bordeaux Wine
Learn French & wine in Bordeaux from $149
Volunteer Abroad

Take one of our volunteering trips and you'll work on locally run projects that benefit local communities and the environments in which they live. You'll become part of the local community and have the kind of authentic cultural experiences that backpackers and package tourists daren't even dream about. You'll meet friends and travel buddies that will stay with you for the rest of your life and you'll have time free to travel and head out on your own adventures.

Picture the Scene!

Volunteer with Wildlife

Love animals? Volunteering is an unforgettable way to see wildlife up close in their natural environment...

Building Volunteer

See the fruits of your labour when you help build houses and futures for disadvantaged communities...
Travel

Connecting through Exploration and Adventure

Use our Travel service along with our DNA analysis and Genealogy service. Once you have your DNA map results, we assist you in developing customized travel to explore the places where your ancestors lived. It’s an adventure vacation while you experience the sights and sounds of your heritage. We provide unique and memorable experiences in customized travel that focuses on your ancestral past. We work with travel companies who specialize in different regions of the world. You get to experience your heritage and connect to your past. You feel a satisfaction and completeness when you participate in the local life, eat their food and see the sights and hear the sounds of what is part of you. You communicate with people who are part of your distant family. You experience the traditions of your ancestors.

Education

Our Travel Service package can be arranged to include an exclusive opportunity to meet one of our renowned geneticists or laboratory personnel to explain the results of your map. In private lectures with small groups, they will explain your DNA analysis results. This session may be arranged as part of a vacation package or as a separate trip, we are dedicated to provide you everything you will need to fulfill your self discovery journey and easily guide you through the arrangements.

Do You Know Who You Are? We Do.
FINALLY, WITH AFRICAN ANCESTRY,
YOU CAN...

AFRICAN ANCESTRY

TESTIMONIALS
Hear what Kimberly Elise, India Arie, Spike Lee, Isaiah Washington and others are saying about AA.

WALL OF RETURN
See the list of notable African Americans who have traced their roots back to Africa.

CELEBRATE FAMILY REUNION 2010
Discover your ancestral roots today and share your results during your family reunion!

Monday, May 31, 2010
2. Environmental Awareness

Man versus nature – what better way to clear your head and unwind than a sea-cave exploration? The Isle of Man, where a spectacular coastline and crystal blue water awaits. A land of secluded beaches and hidden caves just begging to be explored. Where you can enjoy the company of wonderful marine life and rare sea birds.

All you need to do is find yourself a boat, grab some paddles and the freedom of the island is all yours.

For your FREE brochure, go to VisitIsleofMan.com, text ‘Isle’ to 67000 or call 08000 36 46 68 quoting 0016.
### The Most Environmentally Friendly Ski Resorts

<table>
<thead>
<tr>
<th>Resort</th>
<th>State</th>
<th>Grade</th>
<th>Score</th>
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</thead>
<tbody>
<tr>
<td>Aspen Mountain Ski Resort</td>
<td>Colorado</td>
<td>A</td>
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<tr>
<td>Buttermilk Ski Resort</td>
<td>Colorado</td>
<td>A</td>
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<tr>
<td>Alpine Meadows</td>
<td>California</td>
<td>A</td>
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<tr>
<td>Sundance Resort</td>
<td>Utah</td>
<td>A</td>
<td>78.8</td>
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<tr>
<td>Aspen Highlands</td>
<td>Colorado</td>
<td>A</td>
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<tr>
<td>Mount Bachelor</td>
<td>Oregon</td>
<td>A</td>
<td>75.7</td>
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<td>Sierra-at-Tahoe</td>
<td>California</td>
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<td>74.3</td>
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<tr>
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<td>Idaho</td>
<td>A</td>
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<tr>
<td>Alta Ski Area</td>
<td>Utah</td>
<td>A</td>
<td>71.4</td>
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### The Least Environmentally Friendly Ski Resorts

<table>
<thead>
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<th>Ski Resort</th>
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<th>Score</th>
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<tr>
<td>Breckenridge Ski Resort</td>
<td>Colorado</td>
<td>F</td>
<td>35.0</td>
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<tr>
<td>Copper Mountain Ski Resort</td>
<td>Colorado</td>
<td>F</td>
<td>35.1</td>
</tr>
<tr>
<td>Kirkwood Mountain Resort</td>
<td>California</td>
<td>F</td>
<td>36.9</td>
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<tr>
<td>White Pass Ski Area</td>
<td>Washington</td>
<td>F</td>
<td>37.4</td>
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<tr>
<td>Crested Butte Mountain Resort</td>
<td>Colorado</td>
<td>F</td>
<td>37.4</td>
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<td>Winter Park Resort</td>
<td>Colorado</td>
<td>F</td>
<td>38.3</td>
</tr>
<tr>
<td>Silver Mountain Ski Resort</td>
<td>Idaho</td>
<td>F</td>
<td>39.2</td>
</tr>
<tr>
<td>Bridger Bowl Ski Area</td>
<td>Montana</td>
<td>D</td>
<td>40.5</td>
</tr>
<tr>
<td>Big Sky Resort</td>
<td>Montana</td>
<td>D</td>
<td>44.8</td>
</tr>
</tbody>
</table>
Menù per Celiaci e Intolleranti Al Glutine

- Gnocchi alla Romana
- Lasagne al Pesto
- Acciughe Ripe
- Caponatina
3. Health Consciousness
“Over the hill? I’m just beginning to enjoy the view!”

Monday, May 31, 2010
“Over the hill? I’m just beginning to enjoy the view!”
Hard-Soft Sport & Adventure Tourism Continuum

- Mountain Climbing
- Heli-Skiing
- Whitewater rafting
- Paragliding
- Caving
- Biking
- Hiking/Backpacking
- Wildlife viewing
- Fishing
- Snorkeling
- Horseback riding
- Camping
Couples go on 'procreation vacations'

By Kelli Kennedy, Associated Press Writer

MIAMI — When Lucinda Hughes heard she would have to drink sea moss elixir while vacationing in the Bahamas, she was certain it would make her sick. Sure enough, three months later, Hughes is very sick — every morning — and expecting her first baby in April.

She got pregnant after she and her husband went on a three-day Procreation Vacation at a resort on Grand Bahama Island.

It's part of a trend in which hotels around the world are luring couples who are trying to have a baby. Resorts are offering on-site sex doctors, romantic advice and exotic food and drink calculated to put lovers in the mood and hasten the pitter-patter of little feet.

Even some obstetricians are promoting the trend. Dr. Jason James of Miami said he often encourages couples trying to have a baby to sneak away for a few days, and he often sees it work.

"One of the most easy, therapeutic interventions is to recommend a vacation," James said. "I think the effect of stress on our physiology is truly underestimated."
Couples go on 'procreation vacations'  

By Kelli Kennedy, Associated Press Writer  

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"One of the most easy, therapeutic interventions is to recommend a vacation," James said. "I think the effect of stress on our physiology is truly underestimated."
4. Customization & Control

Finally a perfect place for the “Me” Generation.

Allure Hotels and Resorts

Orchestrate Your Next Adventure

VAST

For Reservations call: 800-451-9376 • 212-424-9458 • www.allureresorts.com

Life is a game. Come play it.
Singles

Canadian Mountain Holidays

Heli-Skiing - Women's Heli-Skiing

Who:
Women Heli-Skiers
(strong intermediate skiers: no Heli-Ski experience necessary)

2008 TRIPS

Galena 5-day

Dates:
March 31 - April 5 at Galena

Price:
$5,851 pkts $85/1,000 metres skied beyond guaranteed vertical

Guaranteed Vertical:
21,780 m

Women's Heli-Skiing Trips

Soar—and ski—to new heights with Canadian Mountain Holidays' Women's Heli-Skiing trips. Experience the exhilaration of skiing wild and untouched places. Each day the chopper whisks you off into the hills where, together with your guides you revel in the joy of skiing fresh pristine powder an...
Vocation Vacations: enabling you to test-drive your dream job; empowering you to turn your passions into your career.

Let's face it: many of us are still trying to figure out what we want to be when we grow up. We may have good jobs that pay the bills, but don't feed our passions or bring meaning to our lives. Some of us may be very happy and fulfilled in our jobs, but we continue to look for experiences that will enrich our lives and feed our dreams. Whether you are looking to change your career or satisfy your curiosity, Vocation Vacations offers you the opportunity to explore that "road not taken."

The only company of its kind, Vocation Vacations offers our clients ("vocationers") a hands-on, dream job immersion experience under the tutelage of expert mentors. You can select from more than 130 vocation types offered by our team of over 250 mentors located across the country. Our mentors are committed to sharing their knowledge and experience with individuals who dream of walking in their shoes.

Test-Drive Your Dream Job

Satisfy Your Curiosity

BE A PHOTOGRAPHER.
TEST-DRIVE YOUR DREAM JOB.
5. Convenience and Speed

What are you doing to save time?

Let quixi do what you don’t have time to do. Reach us by phone or on the web and our live helpers will shop online for you, give you movie times, directions or connect you to the people you need to reach. Help is standing by.

www.quixi.com
Average Vacation Days Earned

<table>
<thead>
<tr>
<th>Country</th>
<th>U.S.</th>
<th>Australia</th>
<th>Canada</th>
<th>Great Britain</th>
<th>Germany</th>
<th>France</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>14</td>
<td>17</td>
<td>19</td>
<td>24</td>
<td>27</td>
<td>39</td>
</tr>
</tbody>
</table>

Source: Expedia.com’s May 2006 Vacation Deprivation Survey
Vacation deprivation

Average number of vacation days left untaken:

- Avg. = 4
- Avg. = 2

Source: Expedia.com’s May 2006 Vacation Deprivation Survey

Monday, May 31, 2010
Seamless travel

Blurring of business/leisure travel

Imagine Bangkok was only a non-stop flight away.

Here's the good news. Come spring, that will become a reality. We will be introducing direct, non-stop flights from New York to Bangkok on our brand new Airbus A340-500. It will be the only non-stop New York-Bangkok service and the fastest to South-east Asia of any other airline. In the meantime, you can catch our fastest service to Bangkok from Los Angeles with a quick stopover in Osaka.

For reservations, please call 1-877-THAI-AR

A STAR ALLIANCE MEMBER
6. Authenticity
Last-chance tourism

Monday, May 31, 2010
Baffin Adventure

Our “Baffin Adventure” expeditions spend more time at uninhabited landing sites, including National and Territorial Parks. We explore this remote and exotic landscape with our go-anywhere zodiac landing craft.

These are expedition cruises in the truest sense of the word. If you like to know where you’ll start and end, but are willing to let nature call the shots in between, then our Baffin Adventure itineraries are just what you’re looking for. Sea ice in July can be very unpredictable. The ice has broken up but not yet melted, and it may drift in to cover vast areas. This is great for wildlife sightings but not so great if you’re on a set schedule and need to get some place in a hurry. For this reason, our expeditions may head north up the Baffin Island coast, or west to Cape Dorset. Either way we will be making remote landings to explore our surroundings, and using all eyes to hunt for wildlife in their natural habitats.
No ‘staged authenticity’
7. Spiritual Enlightenment

Monday, May 31, 2010
Everyday life making it tough to breathe?

Come to Korea

Relax the mind and body like never before
With more than 60 different temple stays around the country, Korea provides the perfect haven to discover your inner self.
8. Service Quality
8. Service Quality

Service Quality

Profits

Monday, May 31, 2010
You can’t put a price on great service. So we don’t.

Tammy McLean, Customer Service Agent

All of the extras are part of the fare.
- No overbooking
- Great on-time performance
- Live seat-back TV from ExpressVu™
- Fair baggage allowance
- Nominal change fees
- Free call centre bookings
- And free blankets

Why do WestJetters care so much? Because we’re also WestJet owners. It’s why we do everything we can to make your experience the very best it can possibly be.

Book today at westjet.com/agentwebblock and your clients will earn valuable AIR MILES® reward miles. Or simply call 1 888 672 7853.

For group and convention travel, call 1 888 672 7853.

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Service will increasingly outweigh price as a key differentiator

- Relationship marketing & loyalty
- Lifetime Value of a Customer
- Service recovery
- Critical service encounters
But price and value for money are still very important
9. Safety and Security
10. Experiences

Monday, May 31, 2010
“memorable and engaging”
“Experience Caching”
UNLIKE LEWIS AND CLARK, YOU’LL HAVE THE PHOTOS TO PROVE IT.

For all we know, certain explorers tended toward exaggeration.
If only they’d had a digital SLR that’s designed for such journeys.
The K10D is lightweight, easy-to-use, and features Shake Reduction that works with 24 million existing PENTAX lenses.

PENTAX®
K10D
Essential to the experience.
Trends in Marketing Communications

Cut through the clutter.
Be creative with traditional media

There's no substitute for the zoo.

Annual Passes are only $10 for children.

With an Annual Pass you can visit your favourite animals and exhibits, like the new Destination Africa, as many times as you want. Plus, a Child's Annual Pass pays for itself in only two visits. For more details, check out www.calgaryzoo.ab.ca or call us at (403) 232-9300.
What happens in Vegas, stays in Vegas.

**Boom coincided with branding campaign**

Though there's no firm cause and effect relationship between the popularity of Las Vegas and the "What Happens Here, Stays Here" brand campaign, there's a significant correlation between the start of the campaign and the tourism boom that lasted until the start of the recession in 2008.

*Through July 2009: 21,358,828; down 6.0% from July 2008*

*2008: 37,481,552; up 106.7% from 1989*

**1989: 18,129,684 visitors**

- **1998**: R&R begins researching how to sell Las Vegas as a brand
- **2000**: First brand ads start running
- **2003**: "What Happens Here" ad campaign launches

**Prominent Strip openings**

- Mirage
- Excalibur
- Luxor, Treasure Island
- MGM Grand
- Monte Carlo
- Aladdin
- Mandalay Bay, Venetian
- Bellagio
- New York-New York, Paris Las Vegas
- Wynn Las Vegas
- Palazzo, Encore

*SOURCE: Las Vegas Convention and Visitors Authority*
fiddle & screech,
time stood still as we explored, stopping for
painted boardwalks,
a bowlful of chowder and an earful of fishing tales.
clam dig.

explorez sans fin
Canada
keep exploring
Some people know me as the owner Jenness Graphic Design. My wife, who teaches at Nikiski High School, and I have lived in Alaska for eight years. A graphic design firm may seem an unlikely business to be a representative of the tourism industry. After all, it’s a rare occurrence for a tourist to hop off the cruise ship and run down and get a logo or a business card done. I don’t consider myself a tour bus business. But that said, when I look at my income distribution, a whopping 70% comes either directly or indirectly from the tourism industry.

In addition to my regular business, my wife and I and a partner own a non-profit community theatre group, the Triumvirate Theatre. In the summer we depend on tourist dollars, tourists seeing our show, Fish On!, and shopping at our used book store. In the winter, our audience is largely local, but many of those people are involved in the tourist trade. If they don’t get the tourist dollars they need, then they can’t give some of that money to us, and we, in turn, can’t continue bringing the arts to our community.

I don’t rent RV’s or run a hotel. I run multiple businesses that would seem to have nothing to do with tourism. But if you look deeper, I, like most Alaskans when you come down to it, benefit greatly from the visitor dollars that support our community.

Tourism is good for the whole Peninsular

Chris Jenness
Jenness Graphic Design
Nikiski, Alaska
Position Vacant:
Island Caretaker

- Six-month contract AUD$150,000 package
- Living on Hamilton Island, Australia
- Get the full job description here
Social network marketing
Kiawah Island

WELCOME TO OUR GALLERY OF KIawah MOMENTS!

Families return year after year to this island to relive special times and to create new memories. Enjoy this tribute to those memorable experiences—and submit your own special Kiawah moments here.

Choose tabs above to browse moments. Click NEXT on upper right to turn pages.

BOOK YOUR VACATION NOW
KIawah ISLAND GOLF RESORT

EXPLORE ISLAND LIVING HERE
KIawah ISLAND REAL ESTATE

SHARE YOUR KIawah MOMENT
WIN A FREE WEEKEND
Vail Resorts Congratulates Olympic Champion Lindsey Vonn and Celebrates Gold & Silver Medals for the U.S. Women in Olympic Downhill

17 February 2010

Tags:
lindsey vonn vail resorts vail skiing

Vail Resorts CEO sets the record straight on Summit Daily column

10 December 2009

Vail Resorts CEO sets the record straight about Summit Daily column

10 December 2009
You’ve seen the film, Now visit the set.

seeamerica.org.uk
Welcome to Hobbiton Movie Set & Farm Tours

Here on the most picturesque private farmland near Matamata in the North Island of New Zealand, you can visit the remnants of the original Hobbiton village set from The Lord of the Rings movie trilogy in a fascinating two-hour guided tour.

The Hobbiton movie set has been returned to its natural state. However, 17 of the original 37 hobbit holes and some structures from the film set are still present. There are spectacular views across to the Kaimai Ranges from the rolling green hills of the movie set, which is still a working sheep and beef farm.
The Islands of The Bahamas shine in New Line Cinema’s *After the Sunset*.

The high-stakes action-comedy *After the Sunset* begins where most heist movies end—with a pair of master thieves escaping to a tropical paradise in The Bahamas to enjoy the spoils of their labor.

*After the Sunset* was shot on location at Atlantis, Paradise Island and in Nassau, Bahamas; the beauty of the destination is featured throughout the movie. Directed by Brett Ratner, the film features Pierce Brosnan, Salma Hayek, Woody Harrelson, as well as Don Cheadle and Naomie Harris.

*After the Sunset* opens in theaters nationwide on November 12, 2004.
Soap to lure Japanese Down Under

By Nick Squires
Last Updated: 1:09am BST 21/05/2007

Having lured hundreds of thousands of Poms Down Under through the hammy acting and tortured scripts of Neighbours and Home and Away, Australia now hopes to do the same with Japanese tourists.

The government has announced plans to make a Japanese soap opera in Japanese with Japanese actors, to be filmed at locations around the country such as Ayers Rock and the Great Barrier Reef.

“We’ve got to make Australia a hot destination again for Japanese tourists,” said tourism minister Fran Bailey.

“So, after sounding out a number of industry people, what I’d like to do is to make a Japanese soapie starring Japanese actors, but set in Australia and travelling around and having them experience a lot of our iconic tourist attractions.”

The Japanese tourist market is estimated to be worth around £800 million, but there has recently been a nine per cent drop in numbers.
Welcome to Reel Adventure's Movie Magic

Welcome to Reel Adventures: Alberta Movie Maps, home to everything you ever wanted to know about movies filmed in Alberta before you hit the road.

We have put together a series of driving tours around Alberta for movie buffs and adventure seekers, families and friends who want to see where the scenes on the silver screen were filmed. Add to the mix a variety of local attractions along the way and you have the perfect recipe for a road trip (or two or three) in some of the most beautiful locations in the world.

A printed map with highlights of all three tours is available at Visitor Information Centres across the province.

One Week, starring Canadian actor Joshua Jackson, is the latest movie to showcase Alberta's stunning and diverse scenery—from Medicine Hat to Drumheller and Dinosaur Provincial Park in the Canadian Badlands to Banff National Park. This movie takes you to and through some of the same locations you'll find on the Alberta Movie Maps. Enjoy the movie then use the map to see the sights.

1. **THE STUFF OF LEGENDS**

   CALGARY TO RANEE, KANANASKIS COUNTRY AND
Welcome to Reel Adventure's Movie Magic

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1. THE STUFF OF LEGENDS
CALGARY TO RANEE, KANANASKIS COUNTRY AND
HEATH LEDGER
JAKE GYLLENHAAL
ANNE HATHAWAY
MICHELLE WILLIAMS

BROKEBACK MOUNTAIN

LOVE IS A FORCE OF NATURE
Closing thoughts....
Closing thoughts....

- It is a very competitive marketplace!
Closing thoughts....

• It is a very competitive marketplace!
• Stay sensitive to the changing consumer (do your research!)
Closing thoughts....

- It is a very competitive marketplace!
- Stay sensitive to the changing consumer (do your research!)
- Provide unique, tailored experiences delivered with exceptional service quality
Closing thoughts....

• It is a very competitive marketplace!
• Stay sensitive to the changing consumer (do your research!)
• Provide unique, tailored experiences delivered with exceptional service quality
• Use innovative ways to communicate with that consumer
If you would like to know more.....

shudson@hrsm.sc.edu

Monday, May 31, 2010