

AMERICANS ARE UNLIKELY TO TRAVEL MORE THIS YEAR



Despite the claims of some tourism industry optimists, it has been deemed unlikely that American tourists will be travelling more this year. It seems that the effects of the global financial crisis have been carried over into 2010.

A recent USA Today/Gallup Poll has come up with depressing news for those who believe that the effects of the financial crisis can solely be attributed to the last year. The U.S. is a huge market and the poll suggests that its inhabitants are going to travel less this year than in 2009, on both corporate and private levels.

Indeed, 30% of Americans have stated in the poll that they will be flying less frequently.

Many are still living with the fear of losing their jobs and businesses have been hit with much stricter budgets. Many of those in economy class have been shifted onto buses or other forms of transport and those previously occupying business class seats now fly economy.

Only 16% of respondents admitted that they plan to fly more either internally or abroad.

Thus hotel stays are set to plummet. The vast majority of American hotels reacted to the start of the crisis by cutting their rates. This has not been a successful policy though. In fact, it has only led to greater losses.

Large accountancy firms have suggested that 2010 may be bleaker for hotel owners than 2009. The American economy is still running on the fear of worse things to come and while that fear is there, even if the economic situation has improved, people are unlikely to spend money on the so-called luxury items such as hotels or airplane tickets unless it is absolutely necessary. The weak dollar is certainly not helping American tourism to get back on its feet again and Europe is likely to miss its trans-Atlantic friends in 2010.

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