

2011: AIRLINES AND TOURISM INDUSTRY PROGNOSIS



The year 2010 was difficult for the airlines as well as tourism industry because of the economic crisis of 2009. However, the figures in both sectors are expected to rise slightly this year.

According to the international analysis done by T.A.I. (Tourismus Wirtschaft Austria), **the year 2010 was a difficult year for the airlines and the European tourism.** It was mainly due to the saving packages that were adopted after the crisis of 2009. Server Touristaustria.at looked closer at how the tourism and airline sectors were doing at the end of 2010 and compared it with the situation at the beginning of 2011.

International Air Transport Association (IATA) expects global recovery of airline industry in 2011 and anticipates a net profit of 9.1 billion dollars this year. It is less than the 15 billion dollars reached in 2010 nevertheless it is still more compared to the forecast made in September 2010. IATA also expects a 5% increase in the number of passengers. However, taxes and oil prices in 2011 are supposed to rise, which will unfortunately slow down the predicted growth in the field, especially in Europe.

According to United Nations World Tourism Organization (UNWTO) the growth in the international tourism travel is likely to slow down, too. UNWTO announced a 5% rise in international travels at the end of 2010. However, only 4% increase is expected in 2011. Nevertheless, compared to 920 million international arrivals in 2008, more than 970 million international arrivals is expected in 2011 and in 2012 the number should go over 1 billion.

An increase of 2.5% was reached in international arrivals. Considering the rest of the world, the figure is not very high. **In 2011, the number is expected to increase to 3.7%**, which will be more than in 2008. The figures in international overnight stays are expected to leave the numbers of 2008 behind. The end of 2011 will show if these expectations are fulfilled.

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