

FORECASTS FOR PACIFIC ASIA HAVE BEEN RELEASED



The predicted results in tourism until the year 2013 have been released by PATA (Pacific Asia Travel Association). The forecast has been based on the growth experienced so far in the total of 42 regions involved in the research work.

The Pacific Asia Travel Association has announced its forecast for the development in tourism for 42 regions in an area covering more than half the planet. **The forecast suggests large growth in Asia, especially in the South East sub-region**, which is growing at a more rapid pace than any other. The overall annual growth rate until 2013 is expected to be around 7.5%. The factors for growth are numerous and include easier travel, a tendency of European tourists to explore further, generally more travelers on a global scale and better financial conditions for many people and gaps in wealth slowly begin to close.

Visitors from Europe make up a substantial number of visitors to Asia. Although the percentage of Europeans arriving in the Pacific Asia region is expected to drop by 2013, to 9.1% of incoming tourists, the physical number should rise to around 44 million, compared to 35.5 million in 2009. Thus, there will be more Europeans in a smaller area of the pie chart. The Middle Eastern market is expected to grow by 10%, mostly thanks to the great business opportunities of the region.

The figures cannot, of course, be relied upon to the very last digit, as recent tragedies in Japan have shown. Such catastrophic events like the current tsunami or the one from 2004 could seriously decrease the chances of gradual growth and improvement becoming reality.

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