

TRENDS REPORT SHOWS GOOD RESULTS FOR ASIAN MARKETS



The ITB Berlin world travel report has proven that the Asian markets have not only a bright present, yet a bright future too. Europe could gain from Asia's progress too.

The recent ITB Berlin world travel report threw up some interesting information for Asian-Pacific markets and the future of European tourism alike. The most interesting outcome was that **32% more Asians are willing to travel abroad more in future, within Asia and to Europe or elsewhere in the world, whereas just 19% plan to travel less.** The report was based on extracts from the Asian Travel Monitor and the feedback of a large number of experts.

The increase in the importance of the Asian market is explained by the emergence of wealthier middle classes in China, India and South East Asia. Indeed, the story of the decade involves the emergence of China as the fastest growing nation on the planet, with its tourism sector being absolutely no exception to this.

The report suggested that the Chinese are more than ever willing to travel within China itself, before spreading their wings abroad. The current demand on Asia has led to a release of new products in the "edutainment" field, all with the aim of increasing visits.

The number of traveling Asians rose in the first 8 months of 2011 by 6% compared to the previous year and this figure is expected to go up by 5% next year. Increased air traffic is expected to contribute towards growth in the Asia-Pacific region, particularly in Japan where low cost carriers are about to enter their debut year.

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