

GLOBAL TOURISM NAVIGATOR

A POWERFUL RESOURCE FOR ANALYZING GLOBAL TRAVEL



▶ A TOOL FOR MARKET ANALYSIS

Credible and timely information is critical for sound business decisions. A comprehensive resource of solid data and accurate forecasts is necessary for effective marketing and investment strategies.

Global Insight's Global Tourism Navigator (GTN) is such a resource. GTN is designed to enable users to conduct their own market analysis more efficiently and more effectively.

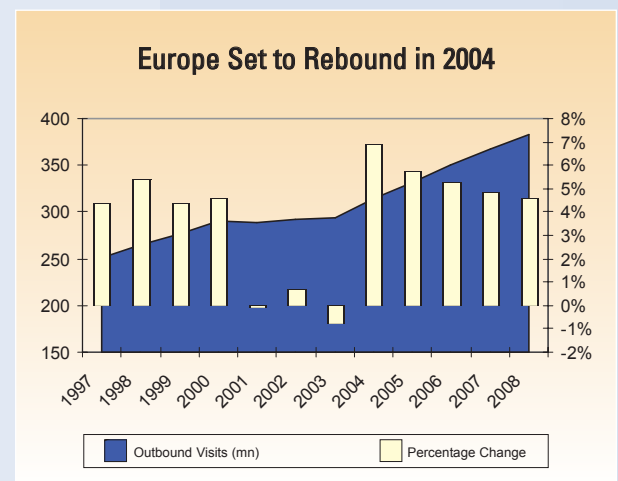
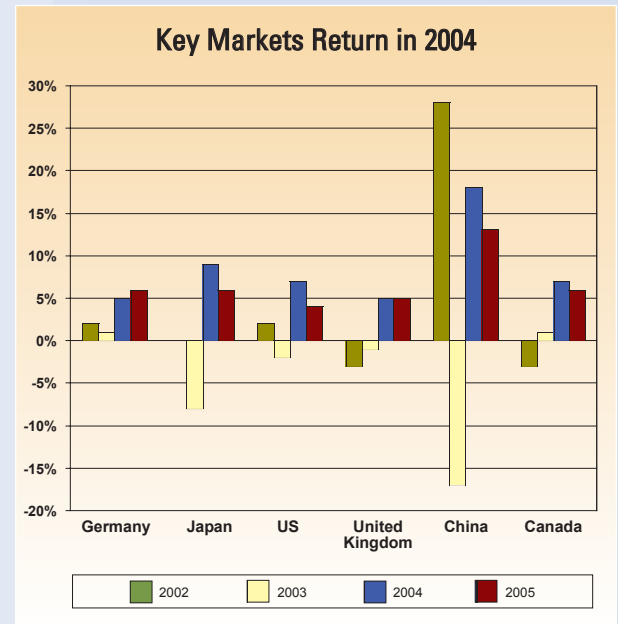
By combining the best of available data on tourism trends with Global Insight's model-based travel outlook for over 160 countries, GTN enables users to:

- Determine market size and trends
- Evaluate market opportunities/risks
- Benchmark competitors
- Measure market share

▶ ACCURATE FORECASTS

Detailed and credible projections are necessary for decision-makers in the travel and tourism sector seeking to anticipate potential growth and assess risk within particular countries, regions, or industry sectors. Global Insight has built a reputation for accurate travel forecasting that is unparalleled in the world.

- Projections for each destination are linked to detailed forecasts of outbound travel from its origin markets
- GTN tourism forecasts are based on Global Insight's renowned macroeconomic models for consumer demand, real income growth, exchange rates, and relative prices
- GTN's database includes the fundamental economic drivers behind the tourism forecasts for all key markets—providing a reality check



GLOBAL INSIGHT

GLOBAL TOURISM NAVIGATOR

A POWERFUL RESOURCE FOR ANALYZING
GLOBAL TRAVEL



▶ A USER-FRIENDLY APPROACH

GTN is delivered via an intuitive, user-friendly interface for maximum efficiency. The GTN platform enables the user to easily query the latest available data and forecasts for over 18,000 time series on tourism flows, tourism spending, and economic indicators of tourism covering over 160 countries directly from Global Insight's Web site.

▶ A FULL-SERVICE MEMBERSHIP

GTN membership includes more than a database delivery. As a Global Insight client, you have continual access to the GTN forecast database. In addition, you receive a report three times a year analyzing specific destinations, visitor source markets, and industry market segments. Furthermore, you have access to Global Insight analysts to discuss GTN forecasts and related tourism issues.

**Global Tourism Navigator Outlook, Regional Destinations
International Arrivals, Thousand Visits**

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Western Europe	268,947	284,452	293,188	308,874	306,462	312,547	314,325	336,409	356,051	374,940	392,914	410,760
Eastern Europe	72,747	69,100	68,297	74,431	74,320	76,973	79,056	85,882	92,038	97,957	103,533	109,491
North America	84,786	85,075	87,138	91,248	84,683	83,276	87,549	94,653	99,932	105,274	109,413	114,184
Caribbean	14,661	15,267	15,663	16,789	16,372	15,881	15,775	16,960	17,576	18,231	18,871	19,614
Latin America	16,196	18,758	19,028	19,738	18,849	18,514	17,777	18,965	19,820	20,690	21,559	22,472
Middle East	15,478	17,017	19,448	23,367	22,274	24,497	23,140	24,459	25,911	27,476	29,261	31,358
North Africa	13,911	14,168	16,505	17,331	16,937	16,939	15,379	16,067	17,127	18,128	19,062	19,971
Sub-Saharan Africa	14,385	16,541	16,817	17,280	17,721	18,479	17,799	18,887	19,877	20,895	22,005	23,250
North East Asia	52,541	52,836	57,328	66,153	69,707	77,999	79,786	86,785	92,834	98,951	105,327	112,343
South East Asia	29,868	28,476	32,809	37,063	40,098	40,587	41,014	44,023	47,104	50,035	52,944	55,904
South Asia	4,085	4,201	4,378	4,728	4,406	3,850	3,516	3,691	3,968	4,227	4,467	4,693
Oceania	6,271	6,117	6,584	7,150	7,193	7,057	7,232	7,825	8,223	8,634	9,070	9,548
World	593,876	612,008	637,184	684,152	679,022	696,598	702,348	754,606	800,461	845,439	888,427	933,587

MAJOR INFORMATION CATEGORIES:

- Origin-destination arrivals
- Traveler spending
- Economic indicators
- Mode of transport
- Purpose of travel

An annual GTN membership includes:

- ✓ Full access to tourism and related macroeconomic database for 160+ countries
- ✓ Updates of all data and forecasts three times a year
- ✓ Global Tourism Report-a thrice-yearly report covering the latest trends and developments in global travel and tourism
- ✓ An invitation to Global Insight's International Economic Outlook Conference
- ✓ Access to Global Insight travel analysts

For more information on Global Tourism Navigator membership, please contact your local Global Insight representative, or visit us at www.globalinsight.com



GLOBAL TOURISM NAVIGATOR

A POWERFUL RESOURCE FOR ANALYZING GLOBAL TRAVEL

► TOURISM INDICATORS

Economic Factors

Consumer Price Index
Exchange rate, average
Exchange rate, real, average
Current account balance
Employment
Unemployment Rate
Population
Gross Domestic Product (GDP)
GDP Deflator, local currency
GDP Deflator, U.S. dollar
GDP Per Capita
GDP Per Capita, real
GDP, real
Government consumption, real
Gross fixed capital formation, real
Exports of goods and services
Exports of goods and services, real
Imports of goods and services
Imports of goods and services, real
Private consumption, real

Travel Totals

Arrivals by air, international
Arrivals by rail, international
Arrivals by road, international
Arrivals by sea, international
Arrivals, international total
Outbound trips
Overnight visitor arrivals, business
Overnight visitor arrivals, leisure
Overnight visitor arrivals, other

Accommodation

Domestic tourist nights
Hotel occupancy rate
International tourist nights
Number of rooms

Tourism Spending

Inbound tourism, total
Inbound tourism, share of GDP
Spending per inbound visitor
Inbound tourism, leisure
Inbound tourism, business
Inbound passenger fares
Outbound tourism, total
Outbound tourism, leisure
Outbound tourism, business
Outbound passenger fares

Origin-Destination Arrivals

North America

Arrivals from Canada
Arrivals from Mexico
Arrivals from United States

Latin America

Arrivals from Argentina
Arrivals from Belize
Arrivals from Bolivia
Arrivals from Brazil
Arrivals from Chile
Arrivals from Colombia
Arrivals from Costa Rica
Arrivals from Ecuador
Arrivals from El Salvador
Arrivals from Grenada
Arrivals from Guadeloupe
Arrivals from Guatemala
Arrivals from Honduras
Arrivals from Nicaragua
Arrivals from Panama
Arrivals from Paraguay
Arrivals from Peru
Arrivals from Suriname
Arrivals from Uruguay
Arrivals from Venezuela

Caribbean

Arrivals from Anguilla
Arrivals from Antigua & Barbuda
Arrivals from Aruba
Arrivals from Bahamas
Arrivals from Barbados
Arrivals from Bermuda
Arrivals from British Virgin Islands
Arrivals from Cayman Islands
Arrivals from Cuba
Arrivals from Curacao
Arrivals from Dominica
Arrivals from Dominican Republic
Arrivals from Guyana
Arrivals from Haiti
Arrivals from Jamaica
Arrivals from Puerto Rico
Arrivals from St. Kitts and Nevis
Arrivals from St. Lucia
Arrivals from St. Tao and Principe
Arrivals from St. Vincent & Grenadines
Arrivals from Trinidad & Tobago
Arrivals from U.S. Virgin Islands

Europe

Arrivals from Austria
Arrivals from Belgium
Arrivals from Bulgaria
Arrivals from Czech Republic
Arrivals from Denmark
Arrivals from Finland
Arrivals from France
Arrivals from Germany
Arrivals from Greece
Arrivals from Hungary
Arrivals from Iceland
Arrivals from Ireland
Arrivals from Italy
Arrivals from Netherlands
Arrivals from Norway
Arrivals from Poland
Arrivals from Portugal
Arrivals from Romania
Arrivals from Slovakia
Arrivals from Slovenia
Arrivals from Spain
Arrivals from Sweden
Arrivals from Switzerland
Arrivals from Turkey
Arrivals from United Kingdom

Asia

Arrivals from Australia
Arrivals from Bangladesh
Arrivals from Brunei
Arrivals from Cambodia
Arrivals from China
Arrivals from Fiji
Arrivals from Hong Kong
Arrivals from India
Arrivals from Indonesia
Arrivals from Japan
Arrivals from Kiribati
Arrivals from Laos
Arrivals from Macau
Arrivals from Malaysia
Arrivals from Maldives
Arrivals from Myanmar
Arrivals from Nepal
Arrivals from New Zealand
Arrivals from Pakistan
Arrivals from Papua New Guinea
Arrivals from Philippines
Arrivals from Singapore
Arrivals from South Korea
Arrivals from Sri Lanka
Arrivals from Taiwan
Arrivals from Thailand
Arrivals from Tonga
Arrivals from Vietnam

Middle East

Arrivals from Bahrain
Arrivals from Cyprus
Arrivals from Iran
Arrivals from Israel
Arrivals from Jordan
Arrivals from Kuwait
Arrivals from Libya
Arrivals from Malta
Arrivals from Oman
Arrivals from Saudi Arabia
Arrivals from Syria
Arrivals from Yemen

Africa

Arrivals from Angola
Arrivals from Benin
Arrivals from Botswana
Arrivals from Burkina Faso
Arrivals from Burundi
Arrivals from Cameroon
Arrivals from Cape Verde
Arrivals from Ctrl African Republic
Arrivals from Chad
Arrivals from Comoros
Arrivals from Congo
Arrivals from D.R. Congo
Arrivals from Egypt
Arrivals from Ethiopia
Arrivals from Gabon
Arrivals from Gambia
Arrivals from Ghana
Arrivals from Guinea
Arrivals from Ivory Coast
Arrivals from Kenya
Arrivals from Lesotho
Arrivals from Madagascar
Arrivals from Malawi
Arrivals from Mali
Arrivals from Martinique
Arrivals from Mauritius
Arrivals from Morocco
Arrivals from Namibia
Arrivals from Niger
Arrivals from Rwanda
Arrivals from Senegal
Arrivals from Seychelles
Arrivals from Sierra Leone
Arrivals from Somalia
Arrivals from South Africa
Arrivals from Sudan
Arrivals from Swaziland
Arrivals from Tanzania
Arrivals from Togo
Arrivals from Tonga
Arrivals from Tunisia
Arrivals from Uganda
Arrivals from Zambia
Arrivals from Zimbabwe

▶ DESTINATIONS COVERED

Africa

Angola
Benin
Botswana
Burkina Faso
Burundi
Cameroon
Cape Verde
Central African Republic
Chad
Comoros
Congo
Congo, Democratic Republic
Egypt
Ethiopia
Gabon
Gambia
Ghana
Guinea
Ivory Coast
Kenya

Lesotho
Libya
Madagascar
Malawi
Mali
Malta
Mauritius
Morocco
Namibia
Niger
Nigeria
Reunion
Rwanda
Sao Tome and Principe
Senegal
Seychelles
Sierra Leone
South Africa
Sudan
Swaziland
Tanzania
Togo

Tunisia
Uganda
Zambia
Zimbabwe

Asia

Australia
Bangladesh
Brunei Darussalam
Cambodia
China
Fiji
Hong Kong
India
Indonesia
Japan
Kiribati
Korea, Republic
Laos
Macao
Malaysia
Maldives
Myanmar
Nepal

New Zealand
Pakistan
Papua New Guinea
Philippines
Singapore
Solomon Islands
Sri Lanka
Taiwan
Thailand
Tonga
Vanuatu
Vietnam

Caribbean

Anguilla
Antigua and Barbuda
Aruba
Bahamas
Barbados
Bermuda
Cayman Islands
Cuba

Curacao
Dominica
Dominican Republic
Grenada
Guadeloupe
Haiti
Jamaica
Martinique
Puerto Rico
St. Kitts and Nevis
St. Lucia
St. Vincent and Grenadines
Trinidad and Tobago
U.S. Virgin Islands

Europe

Austria
Belgium
Bulgaria
Czech Republic
Denmark
Finland
France
Germany
Greece
Hungary
Ireland
Italy
Netherlands
Norway
Poland
Portugal
Romania
Slovakia
Slovenia
Spain
Sweden
Switzerland
Turkey
United Kingdom
Former Soviet Union

Middle East

Bahrain
Cyprus
Dubai
Iran
Israel
Jordan
Kuwait
Oman
Saudi Arabia
Syria
Yemen, Republic

North America

Canada
Mexico
United States

Latin America

Argentina
Belize
Bolivia
Brazil
Chile
Colombia
Costa Rica
Ecuador
El Salvador
Guatemala
Guyana
Honduras
Nicaragua
Panama
Paraguay
Peru
Suriname
Uruguay
Venezuela

▶ DATA SOURCES

One of the key points of value in GTN is the quality of the data. Global Insight collects data from numerous sources on a continual basis in order to provide the absolute most recently published data for every country covered in the system. Our approach to database maintenance and categories of data sources are described below.

1 National Tourist Offices (NTOs)

Global Insight sends out regular requests for data from NTOs around the world. Where available, the data is pulled from Web sites. In other cases, the data is faxed or e-mailed directly to Global Insight.

Examples:

British Tourist Authority
U.S. Department of Commerce
Tourism Peru
Bahamas Ministry of Tourism

2 Intergovernmental Organizations

Global Insight compiles data from various intergovernmental organizations on an ongoing basis. These organizations collect data from their member countries.

Examples:

Pacific Asia Transport Association (PATA)
World Tourism Organization (WTO)
EUROSTAT
Caribbean Tourism Organization

3 Official Economic Statistics

Global Insight receives publications and news releases from every major statistics office in the world. These releases and special database access rights are the sources for Global Insight's economic data.

Examples:

Central banks
Ministries of finance
National statistics offices

All of Global Insight's tourism data is checked for consistency over time, and anomalies in the data are identified and fixed. Global Insight's Global Tourism Navigator is the only single source of timely, accurate global tourism and economic data.

THE POWER OF PERSPECTIVE

CONTACT US

Web: www.globalinsight.com
E-mail: info@globalinsight.com
Phone: 1.781.301.9200
Toll Free:
U.S./Canada 1.800.933.3374
Mexico 1.800.687.2565
Global Offices: www.globalinsight.com/locations

ABOUT GLOBAL INSIGHT

Global Insight, Inc., formerly DRI-WEFA, provides the most comprehensive economic coverage of countries, regions and industries available from any source. The company has over 3,300 clients in industry, finance and government around the world with 23 offices in 12 countries covering North and South America, Europe, Africa, the Middle East and Asia.

MyINSIGHT

Register today for a free 90-day *MyInsight* guest account, offering online access to Global Insight's extensive research and services. www.globalinsight.com/guest