

NEW INSIGHTS INTO U.S. TRAVEL MARKET PRESENTED

Berlin, GERMANY, 15 March 2002 -- An important new study of the U.S. market for outbound tourism and how it is expected to perform over the next five years is to be introduced today at the ITB.

"How the Americans Will Travel -- 2007" takes a comprehensive look at the world's most lucrative travel market from psychographic as well as demographic perspectives, and analyzes events and developments that have impacted on it, from the rise of the Internet to the terrorist attacks of September 11, 2001.

Internationally-recognized tourism consultant Dr. Auliana Poon, author of the study, has made a detailed examination of the world's largest market, focusing closely on those population segments with highest propensity to travel, on how they choose a holiday, and on where current trends are likely to lead. A highly innovative Chapter, "How Americans Think, Feel and Behave," looks at the current crop of affluent, educated travelers and compares them with the two previous generations in their attitudes and preferences in a broad range of subjects; later Chapters predict how these are likely to play out in travel decisions.

Like Dr. Poon's previous, widely-acclaimed studies of the British, German and Japanese markets, **"How the Americans Will Travel -- 2007"** dares to make specific predictions about U.S. travel patterns and preferences, and backs these up with hard information, graphs and charts in an easy-to-use format. Particularly valuable is a new analysis of the growing special-interest or 'niche' markets, and the ways in which they are most effectively reached.

Dr. Poon recognizes that several of her classifications and conclusions may be controversial, but believes that argument is a positive force if it leads tourism marketers to take a fresh look at their targets, and at the ways in which they seek to attract them. "All the best, most recent information it is possible to gather is here," she says. "How it is used will depend on the creativity and willingness to change of those who use it."

"How the Americans Will Travel -- 2007" will be available at the ITB where Dr. Poon and members of her team will be available for interviews. Copies can also be purchased at a cost of [€ 1395/US\$1295/£995] from Tourism Industry Intelligence [Tel: +49 521 16 38 83/ Fax +49 521 16 38 84/e-mail apoon@teuto.de /mobile 0172 562 05 66].

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